

Best Practices to Reduce Customer Returns in Apparel and Shoes

Step 1: Identify Customer Returns

Orders fulfilled by sellers

To process the return request, sellers can go to [Manage Seller Fulfilled Returns](#) page, where sellers can review, authorize or decline requests.

To get there from sellers account, click Orders > Manage Returns. Then you can take any appropriate action.

Manage Seller Fulfilled Returns [Learn more](#) | [Returns settings](#)

Order ID, RMA, Tracking ID, or ASIN Sort By: Oldest First Sales Channel: All Date Range: Last 30 Days

View All **Authorisation Required** Authorised Completed Closed With A-To-Z Guarantee Claims [View Returns Performance](#)

[Collapse all details sections](#)

☐ Requested: [redacted] Buyer: [redacted] Order ID: [redacted]
 Ordered: [redacted] Communication History RMA: RMA will be generated once authorised

Return Reason: **Product damaged, but shipping box OK** Clorox Disinfecting Wipes, Fresh Scent, 75ct (color may vary)
 Return Quantity: 2
 Buyer Comment: [redacted]

[View more details](#)

Returns 1 to 1 of 1 [←](#) Prev Next [→](#) 25

Note:

To find out more about returns, check the Seller Central help page [Process return requests](#). You should also set up [Return Settings](#) in advance (Settings > Return Settings). Learn more about how to handle return and Amazon's Return policy via our [Seller Central](#).

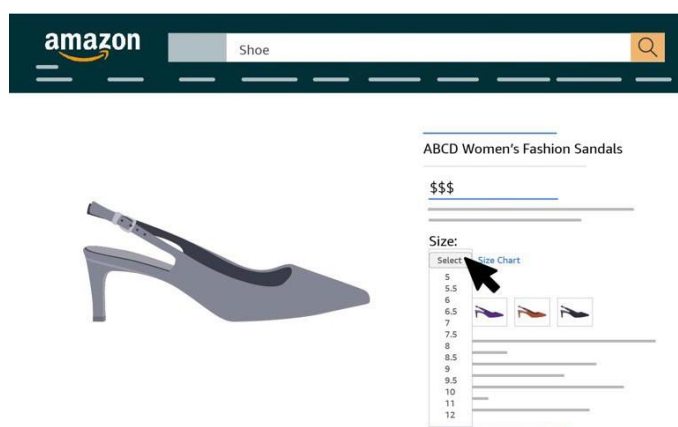
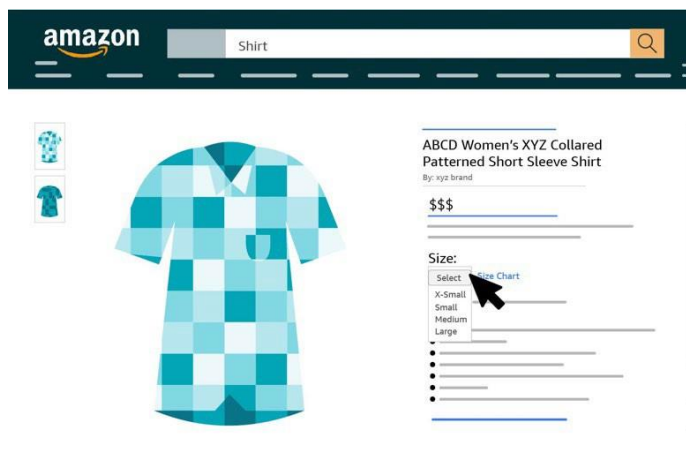
Step 2: Check Attributes

Size Attributes

Ensure that size attributes are accurate and local to the store's valid values.

Update attributes either by going to Inventory > Manage Inventory > Edit Listing or selecting a listing on the Voice of the Customer dashboard, then selecting 'Take Action'.

Providing compliant sizes that are accurate and local to the store's valid values for the size_name (Apparel) and footwear_size (Shoes) attributes will enable Customers to find the product detail page through the size filter, quickly explore size options via the size drop down and make a confident buying decision.



Note:

To improve Product Detail Page (PDP) quality, please provide compliant sizes in the size selector drop down for all relevant product types. Drop down's should only include size information, not other product attributes, such as color.

Compliant Footwear and Apparel Sizes

Why are compliant sizes so important?

Non-compliant sizes cause:

- Ambiguous, inconsistent, or wrong sizes
- Inaccurate or confusing conversions
- Poor fits

As a result, customers:

- Struggle with online purchases of shoes and apparel
- Return products due to poor fit
- See only a limited selection of products when filtering

The solution:

Using the compliant shoe and apparel size standards provided by Amazon. Compliant sizes help customers to discover products via size filters and help simplify buying decisions.

Note:

In order to create the best possible Customer experience, products published with size attributes that do not conform to compliant size standards may be hidden from Customers.

Compliant Footwear Sizes: The following are the required and optional footwear attributes available in the US store.

Attribute Name	Requirement	Example
Target Gender	Required	Unisex, Male, Female
Age Range Description	Required	Adult, Big Kid
Footwear Size System	Required	When marketplace_id = 1 footwear_size.size_system = us_footwear_size_system
Footwear Age Group	Required	Must equal the value selected in age_range_description
Footwear Gender	Required on all Adult submissions	
Footwear Size Class	Required	<ul style="list-style-type: none"> •When footwear_size.age_group = adult only show footwear_size.size_class values numeric, numeric range, alpha, alpha range •When footwear_size.size_class = alpha or alpha range, only show alpha size values •When footwear_size.size_class = numeric or numeric range, only show numeric size values •When footwear_size.age_group = infant, toddler, little_kid, big_kid show footwear_size.size_class values numeric, numeric range, alpha, alpha range, age, and age range
Footwear Width	Required	
Footwear Size	Required	<ul style="list-style-type: none"> •When footwear_size.age_group = infant and footwear_size.size_class = age or age range, only show months values •When footwear_size.age_group = toddler and footwear_size.size_class = age or age range, show all age values (months and years) •When footwear_size.age_group = little_kid, big_kid and footwear_size.size_class = age or age range, only show years values
Footwear To Size	<ul style="list-style-type: none"> •When footwear_size.size_class = numeric range, alpha range, or age range, the footwear_size.to_size attribute becomes required •When a shoe is sized as a range there are specific values which are not valid in the footwear_size.to_size field based on the value provided in the footwear_size.size field. For example, if footwear_size.size is equal to 8, then footwear_size.to_size must be greater than 8. 	8.5

Compliant Footwear Sizes: The following are example size variables for footwear listings.

Target Gender	Age Range Description	Footwear Size System	Footwear Age Group	Footwear Size Class	Footwear Gender	Footwear Width	Footwear Size	Footwear To Size	Footwear Size System2	Footwear Age Group3	Footwear Gender4	Footwear Size Class5	Footwear Width6	Footwear Size7	Valid Values
Unisex	Adult	US Footwear Size System	Adult	Numeric	Women	Narrow	0		US Footwear Size System	Adult	Men	Numeric	XX-Narrow	0.5	0 Narrow Women /0.5 XX-Narrow Men
Unisex	Adult	US Footwear Size System	Adult	Numeric	Women	Medium	0		US Footwear Size System	Adult	Men	Numeric	Wide	0.5	0 Medium Women /0.5 Wide Men
Unisex	Adult	US Footwear Size System	Adult	Numeric	Women	Wide	0		US Footwear Size System	Adult	Men	Numeric	Wide	1.5	0 Wide Women /1.5 Wide Men
"Female" OR "Male"	Big Kid	US Footwear Size System	Big Kid	Age		X-Wide	2 years								2 years X-Wide Big Kid
"Female" OR "Male"	Infant	US Footwear Size System	Infant	Age		XX-Wide	0 months								0 months XX-Wide Infant
"Female" OR "Male"	Little Kid	US Footwear Size System	Little Kid	Age		Medium	2 years								2 years Little Kid
"Female" OR "Male"	Toddler	US Footwear Size System	Toddler	Age Range		Medium	0 months	21 months							0-21 months Toddler

Compliant Apparel Sizes: Amazon has standardized apparel sizes to improve the overall Customer shopping experience through consistent and accurate data. Amazon has introduced new Apparel Size Standards, which set sizes based on industry standards. These attributes limit options to a standardized sizing list. Standardized size values will enable customers to view consistent sizes across apparel products, thereby providing an enhanced browse and search experience.

Attribute Name	Requirement	Examples
Target Gender	Required: Gender for which the product is intended.	Female, Male, Unisex
Age Range Description	Required: Age range for which the product is intended.	Adult, Big Kid, Little Kid, Toddler, Infant
Apparel Size System	Required: The apparel size system is used to display country-specific apparel sizes to customers on the site.	US (only option)
Apparel Size Class	Required: Select the class of apparel size representation.	Age, Alpha, and Numeric
Apparel Size Body type	Conditionally mandatory: Select the applicable body type.	Regular, Plus, Big, Husky
Apparel Size Height Type	Conditionally mandatory: Select the applicable height type.	Petite, Regular, Short, Tall, Extra Tall
Apparel Size Value	Required: Select the applicable apparel size.	4, Small, 3X-Large, 6 Months, One Size
Apparel Size to Value	Optional: If providing a range of sizes for a product, select the ending apparel size range value here. Valid selection here should be greater than Apparel Size Value.	6, Medium, 4X-Large, 12 Months

Required: A value must be selected for the designated attribute in order to list the product.

Conditionally mandatory: A value may be required depending on previous selections for attributes or product type. For example, for pants and shirts, Body Type is required for adults, but when Age Range description is Toddler, Body Type is not required.

Note: Amazon may update compliant size standards. For the most up to date version of compliant sizes please visit [sellers University > Manage Inventory > Create and Manage Inventory > Create Listings one at a time > Variation Relationships > Apparel Size Standards](#).

Example Apparel Size Listing: The following is an example of an apparel size listing using compliant sizing.

Target Gender	Age Range Description	Apparel Size System	Apparel Size Class	Apparel Size Value	Apparel Size To Range	Apparel Size Body Type	Apparel Size Height Type
target_gender	age_range_description	apparel_size_system	apparel_size_class	apparel_size	apparel_size_to	apparel_body_type	apparel_height_type
Male	Adult	US	Alpha	Small	Medium	Regular	Tall
Female	Big Kid	US	Numeric	4		Regular	Regular
Unisex	Adult	US	Alpha	XX-Large		Big	Extra Tall
Female	Adult	US	Numeric	16	18	Plus	Regular
Male	Infant	US	Age	3 Months	6 Months		

Tips for Completing Listing:

- Work from **left to right** to ensure accurate selection & that all conditionally mandatory columns are populated.
- “Target Gender” and “Age Range Description” columns are required to correctly provide a specific set of values for the size related attributes.
- Must use drop-down selections so template will not run into errors.
- “Size to range” is an optional attribute for sizes that are displayed to customers in a range-format, like the below example for size X-Small-Small in bottoms. This is also commonly used with children clothing, example “3-6 Months”.
- In case of body type, height type to be not shown in customer facing sizes, use “Regular” as default.
- Only fill in the attributes that are applicable for a given size class.

Using other size related attributes: Depending on the apparel product listed, additional size attributes may be available.

Attribute Name	Sub-Attribute Labels									
apparel_size	Apparel Size System	Apparel Size Class	Apparel Size Value	Apparel Size To Range	Apparel Size Body Type	Apparel Size Height Type				
shirt_size	Shirt Size System	Shirt Size Class	Shirt Size Value	Shirt Size To Range	Neck Size Value	Neck Size To Value	Sleeve Length Value	Sleeve Length To Value	Shirt Body Type	Shirt Height Type
bottoms_size	Bottoms Size System	Bottoms Size Class	Bottoms Size Value	Bottoms Size To Range	Waist Size Value	Inseam Size Value	Bottoms Body Type	Bottoms Height Type		
shapewear_size	Shapewear Size System	Shapewear Size Class	Shapewear Size Value	Shapewear Size To Range	Cup Size Value	Cup Size To Value	Band Size Value	Band Size To Value	Shapewear Body Type	Shapewear Height Type
skirt_size	Skirt Size System	Skirt Size Class	Skirt Size Value	Skirt Size To Range	Waist Size Value	Skirt Body Type	Skirt Height Type			
headwear_size	Headwear Size System	Headwear Size Class	Headwear Size Value	Headwear Size To Range						

Apparel Size Examples:

Apparel Size										
Product Type	Target Gender	Age Range Description	Apparel Size System	Apparel Size Class	Apparel Size Value	Apparel Size To Range	Apparel Size Body Type	Apparel Size Height Type	Detail page size value	
DRESS	Male	Big Kid	US	Age	10 Years	12 Years			10-12 Years	
SWEATER	Female	Adult	US	Alpha	Small	Medium	Regular	Short	Small-Medium Short	
COAT	Male	Adult	US	Numeric	6		Big	Tall	6 Big Tall	

Bottoms Size											
Product Type	Target Gender	Age Range Description	Bottoms Size System	Bottoms Size Class	Bottoms Size Value	Bottoms Size To Range	Waist Size Value	Inseam Size Value	Bottoms Body Type	Bottoms Height Type	Detail page size value
PANTS	Female	Adult	US	Waist Inseam			24	30			24W x 30L
SHORTS	Male	Adult	US	Waist			30			Tall	30 Tall
OVERALL	Female	Big Kid	US	Alpha	Medium	Large			Regular	Regular	Medium-Large

Skirt Size											
Product Type	Target Gender	Age Range Description	Skirt Size System	Skirt Size Class	Skirt Size Value	Skirt Size To Range	Waist Size Value	Skirt Body Type	Skirt Height Type	Detail page size value	
SKIRT	Female	Infant	US	Age	3 Months	6 Months				3-6 Months	
SKIRT	Female	Adult	US	Waist			32		Short	32 Short	

Shirt Size													
Product Type	Target Gender	Age Range Description	Shirt Size System	Shirt Size Class	Shirt Size Value	Shirt Size To Range	Neck Size Value	Neck Size To Value	Sleeve Length Value	Sleeve Length To Value	Shirt Body Type	Shirt Height Type	Detail page size value
SHIRT	Male	Adult	US	Neck Sleeve			19		34	35	Regular	Regular	19" Neck 34"-35" Sleeve
SHIRT	Female	Adult	US	Numeric	8	10					Plus	Petite	8-10 Plus Petite

Shapewear Size													
Product Type	Target Gender	Age Range Description	Shapewear Size System	Shapewear Size Class	Shapewear Size Value	Shapewear Size To Range	Cup Size Value	Cup Size To Value	Band Size Value	Band Size To Value	Shapewear Body Type	Shapewear Height Type	Detail page size value
BRA	Female	Adult	US	Cup Band			A	B	32				32A/B
SWIMWEAR	Male	Big Kid	US	Alpha	Small								Small
CORSET	Female	Adult	US	Cup Band			C	DD	36	38			36-38C/DD

Headwear Size								
Product Type	Target Gender	Age Range Description	Headwear Size System	Headwear Size Class	Headwear Size Value	Headwear Size To Range	Detail page size value	
HAT	Unisex	Adult	US	Alpha	One Size		One Size	
HAT	Female	Little Kid	US	Numeric	0	2	0-2	

Other size related attributes (continued)

Body Type	Body Type Applicable Conditions
Husky	(Male) + (Big Kid or Little Kid) + (Numeric)
Regular	(Male or Female or Unisex) + (Adult or Big Kid or Little Kid) + (Alpha or Numeric)
Plus	(Female) + (Adult or Big Kid or Little Kid) + (Alpha or Numeric)
Big	(Male) + (Adult) + (Alpha or Numeric)
Body type conditions w.r.t - "Target Gender", "Age Range Description" & "Size Class" values	

Height Type	Height Type Applicable Conditions
Petite	(Female) + (Adult) + (Alpha or Numeric)
Short	(Male) + (Adult) + (Alpha or Numeric)
Regular	(Male or Female or Unisex) + (Adult) + (Alpha or Numeric)
Tall	(Male) + (Adult) + (Alpha or Numeric)
Extra Tall	(Male) + (Adult) + (Alpha or Numeric)
Height type conditions w.r.t - "Target Gender", "Age Range Description" & "Size Class" values	

Additional recommendations on how to reduce product returns due to poor sizes

If you have correctly completed the Size attributes for a product, but Customers continue to indicate that the product is the wrong size or has a poor fit, Amazon recommends making the product's size information more visible on the product's detail page. To do this, follow these steps:

1. Use the last alternate image to show a size mapping chart, accurate and specific for the brand / product:
 - A. Include foot or body measurements.
 - B. The table must be applicable worldwide if images are shared across Amazon stores.
2. Use bullet points and/or product descriptions to provide important sizing details such as:
 - A. Manufacturer label size
 - B. Additional size details such as shoe width, heel height, shaft diameter, foot measurements, and size mappings.
 - C. For shoes, answer the question: Does it fit high-arched feet? Or is it designed for low instep feet?
 - D. For apparel, mention if the product typically runs small or large, if the product fits tight in a certain body area (i.e. shoulders), and provide body measurements and associated size of models in PDP images.
3. Brand Registered sellers can provide brand specific size mapping charts for all relevant departments by reaching out to the Amazon sellers Support.

Titles

Provide clear and concise product Titles.

Update attributes by going to Inventory > Manage Inventory > Edit Listing or selecting a listing on the Voice of the Customer dashboard, then selecting 'Take Action'.

Good product Titles build Customer trust in sellers. The product Title is the first impression Customers will have of a product, but it is one of the ways by which Customers will judge quality and professionalism of a sellers. Keep titles concise, informative, and accurate. Follow Amazon required syntax and category-specific Title creation formulas. Do not forget to include information about Color and Size into child titles as those titles are displayed in the Shopping basket and can help prevent buyer error.

*Only Brand Owners can directly update PDPs. Non-brand owners should contact sellers support to request changes to a PDP.

Title Formulas: Leverage the standard title formulas when creating apparel titles.

Parent ASIN Title Formula:

[brand_name] + [department_name]
+[style_name]+[product_name]+[model_name]+[opacity*]+"pack of"+[number_of_items]





Parent ASIN Title Formula:

[Parent ASIN Name]+[color_name]+[size_name]

Attributes:

[brand_name]	56
[department_name]	The department/gender in which the product is found.
[style_name]	The style name that best fits for the product.
[product_name]	One or two word phrase which describes the item and does not include brand, gender, style, or color. Answer the question: What is the product?
[model_name]	The model name as described by the manufacturer. This field can serve for the further description of the product, e.g. v-neck or floral print.
[opacity]	Opacity is only applicable for hosiery.
[color_name]	The original color name of the product. An alphanumeric text string; 1 character minimum and 50 characters maximum. E.g. 'Blue'
[size_name]	The original size name of the product. An alphanumeric string detailing the local size of the product that a customer would select when purchasing. It should include the size in the local format, for example "Medium".

Example Compliant Titles: The following are examples of compliant titles.

	Parent	FIND Men's Casual Solid Polo Shirt
	Child	FIND Men's Casual Solid Polo Shirt Grey Medium
	Parent	Oodji Ultra Women's Bodycon V-Neck Dress
	Child	Oodji Ultra Women's Bodycon V-Neck Dress Red UK 10
	Parent	Merry Style Women's Opaque Tights Microfiber 70 DEN
	Child	Merry Style Women's Opaque Tights Microfiber 70 DEN Green Large
	Parent	FIND Men's Socks Mixed Stripe, Pack of 7
	Child	FIND Men's Socks Mixed Stripe, Pack of 7 Blue Mix Large

Images

In an online store, the product image is one of the most valuable marketing tools.

Update attributes by going to Inventory > Manage Inventory > Edit Listing or selecting a listing on the Voice of the Customer dashboard, then selecting 'Take Action'.

Please ensure that images do NOT include the following defects:

- Non-pure white background
- Text, logo, watermarks, graphics, inset images, borders, etc.
- Shot on visible mannequin
- Packaging
- Blurry, pixelated image or jagged edges
- Extra items or accessories
- Non-standing model (applicable for Clothing only)
- Cropped or non-fully visible product

Additionally, product images should include the following features:

- Images with a 360 degree spin view and dimensions.
- Diverse model images and associated measurements and product sizes for all models detailed in the bullet points.
- Product should be shown on a model whenever possible
- Detail images of the unique features of the product.
- If the product is shared across stores, ensure that images are also relevant to all shared stores.

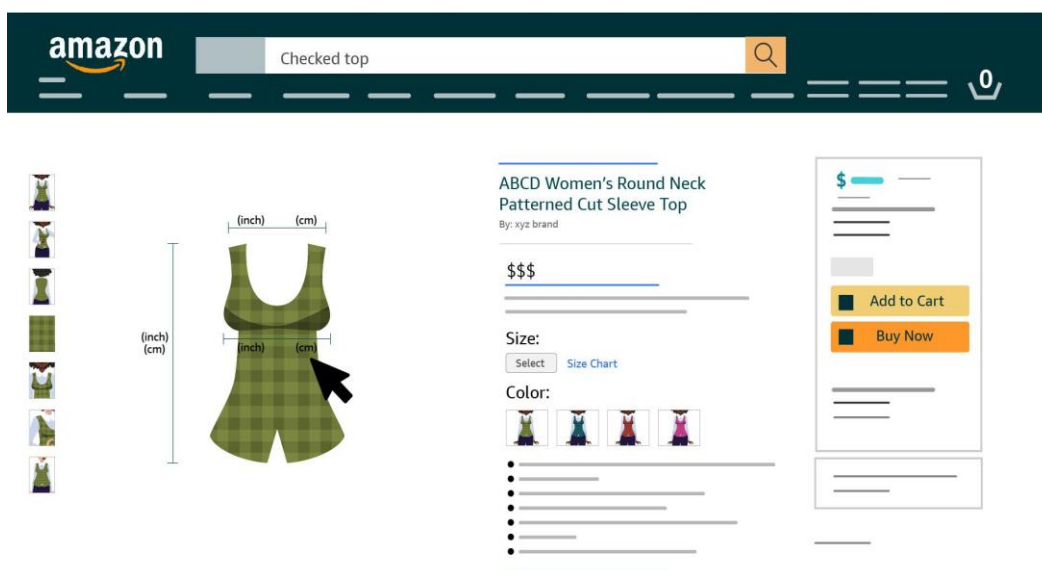
Alternative Images

Use alternative size chart images to make sizing information on product detail pages as accurate and as visible to Customers as possible by including the following:

1. Size shown in the size drop down of the product detail page (size_name/footwear_size attributes for Apparel/Shoes)
2. Label Size: this is important because Customers may be confused when receiving an item with a different size on the label versus what they selected on the product detail page. For example, if the label is in EU sizing, but products are selling in the US store.
3. International Sizes
4. Additional Local Sizes
5. Foot (for shoes) or Body (for apparel) measurements corresponding to each available size.
6. Visual explanations of the terms used (e.g. Chest Width, Sleeve Length, etc.)

Note:

- Information shown on the image must be applicable worldwide as Amazon images are global (shared between all stores). Amazon recommends providing measurements both in inches and centimeters.
- Upload one alternative image for each ASIN.



Bullet Points and Product Descriptions

Update attributes by going to Inventory > Manage Inventory > Edit Listing or selecting a listing on the Voice of the Customer dashboard, then selecting 'Take Action'.

To ensure a better Customer experience, the bullet points in some categories are pulled directly from ASIN data. In Shoes and Clothing, for example, attributes like material, heel height, or sleeve type will be automatically pulled according to the product type. Do not forget to include the following into the bullet point attributes:

1. If a product runs smaller or larger (in comparison with the size values provided in the size_name attribute).
2. The foot (for Shoes) or body (for Apparel) measurements corresponding to each available size.
3. The label sizes, other local sizes, and international sizes.
4. Specific measurements of the product.

For Apparel: If applicable, mention which size the model shown on images wears and their body measurements, mention the fit of the product, (e.g. regular, slim, wide, etc.)

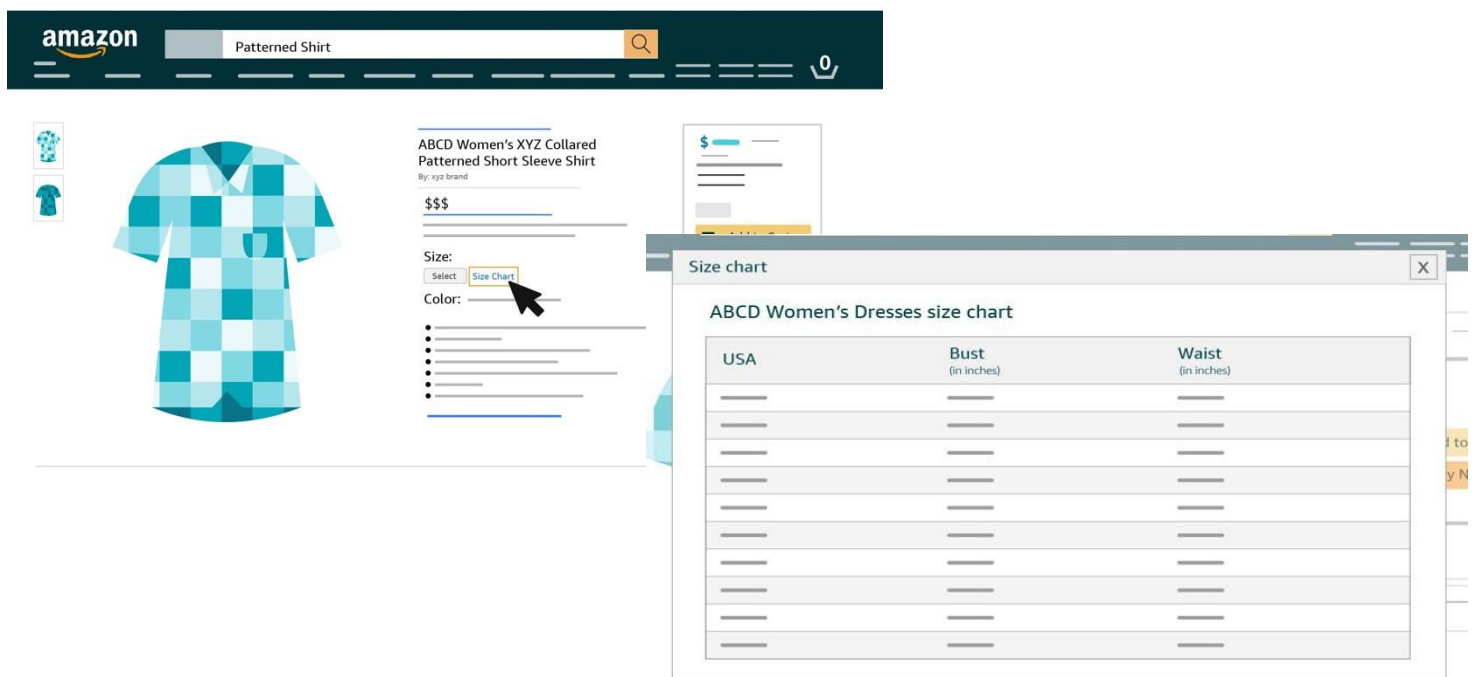
For Shoes: Mention Shoe width, heel height, and shaft diameter, answer the question: does it fit high-arched feet? Or is it designed for low instep feet?

Images

Include detailed size charts with local metrics.

To upload a brand specific size chart, please contact sellers Support.

Upload brand specific size charts as the Amazon generic size charts are no longer available. Customers can find Size Charts on the product detail page, in the Size Chart Widget near the size dropdown.



Size Chart

Please follow the below steps for adding Size Charts.

Sellers should provide a brand specific size chart for each Store / Brand / Department / Product type they own and sell.

Reach out to sellers Support in order to request the upload of brand specific size charts for products (specify desired Store, Brand, Departments, and Product Types). sellers Support will provide an Excel file template to fill and return, so that Amazon can upload data to the system on a seller's behalf.

Note:

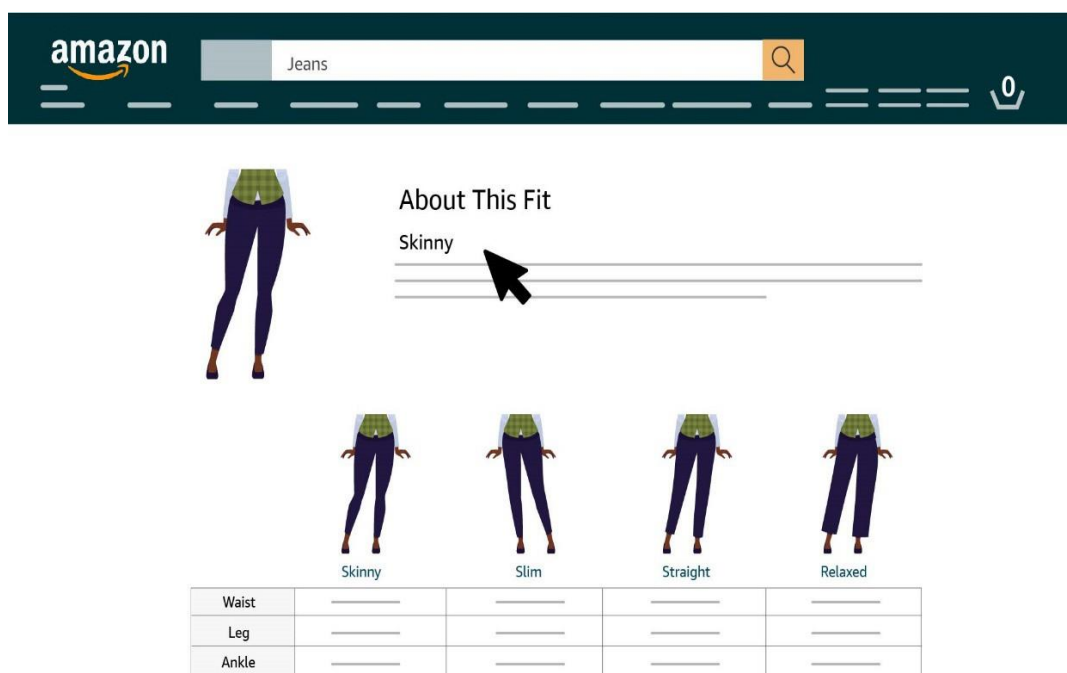
Brand Size charts will be shown automatically on detail pages for all products sharing mentioned attributes (brand_name, department_name, product_type in the store, i.e. pants from brand X will show the same size charts in the widget). Therefore, make sure all products have valid values in the mentioned attributes, otherwise the brand specific Size chart may not be shown on some product detail pages.

A+ Content

A+ content may help reduce returns and bad reviews by answering Customers' questions before they ask them.

A+ Content is available in sellers Central under [Advertising > A+ Content](#)

A+ Content is not only a great option to showcase a brand, it is also a great tool to proactively address Customer concerns. This can include style advice, clothing features, product care, and more. Customers can find A+ Content in the Product Description section. Below is an example showing multiple fit options:



A+ Content

Please follow the below steps for adding A+ Content:

In order to add A+ Content, sellers must meet the Professional sellers requirements, including being a brand owner.

1. Select A+ Content from Advertising menu on the sellers Central homepage.
2. To add content, click 'Start creating A+ content' and choose the desired content type.

Sellers can include the following types of content with A+:

- A. Enhanced Product Description – More details on product features and uses to augment the main product detail page. These help customers to make buying decisions by proactively answering their questions.

3. Follow the onscreen prompts to name the content, and then select desired modules.
4. Populate the text and image slots. While adding content, sellers can click Preview at any time to see what their content will look like in both Desktop and Mobile versions.
5. Apply ASINs to the content in the ASIN management section. Sellers can add any ASIN from an ASIN family to the search box and find all the ASINs in the family. Select desired the ASINs on which to apply to the content and click Apply. Sellers can also use the Bulk Upload feature to upload a spreadsheet with required ASINs. Sellers will be required to use Bulk upload if they want to add more than 1,000 ASINs to the content.
6. Create language variation drafts for other languages that Customers use in the country.
7. Click Review & Submit to review the final draft of A+ content, including the applied ASINs, click Submit for approval to send the content for validation and approval.

Additional Notes:

1. Sellers are required to submit image keywords, also known as alt-text while uploading images. Image keywords should consist of a simple sentence describing the image. Image keywords do not appear on the product detail page, but are available on screen reader applications used by customers with visual impairments to learn more about a seller's products. They also help products appear in search.
2. After submitting material for review, please note that this can take up to 7 business days (longer during periods of high volumes). Sellers can review the status in the A+ content home page. If the A+ status is Not Approved, view the rejection reasons by clicking Edit for a specific piece of A+ content and make any needed changes. After the A+ content has been Approved, it can take up to 24 hours to be published on the detail pages of the applied ASINs.



A+ Content Restrictions:

Amazon has specific terms and policies regarding types of content that may not be allowed, so review the following list carefully. Not following these guidelines could result in violations and may lead to a rejection by our system:

1. Referring to a seller's company as a sellers, distributor or manufacturer (for example: "buy from us for authentic products" or "only buy from approved sellers").
2. Mention of sellers authorization such as "product only sold by authorized resellers".
3. Any warranty or guarantee, satisfaction claims or references to off-Amazon return or refund references.
4. Pricing or promotion references such as "affordable", "cheap", "bonus" or "free", as well as language directing customers to purchase such as "buy now", "add to basket", "get yours now" or "shop with us".
5. Information about delivery details such as "free delivery" or "delivery timelines".
6. Use of symbols for copyright or trademark protection (such as ©, ™ and ®) anywhere in the text.
7. Boastful comments such as "top-selling product", "hottest product" or "no. 1-selling product". Time-sensitive product information, such as "on sale now", "best new product of the year" or references to holidays.
8. Adding more than two editorial or third-party quotes. Quotes must be from well-known publications or public figures. Product award information must be presented with a disclaimer.
9. Blurry or low-quality images.

10. Images containing watermarks or unreadable text. Font size must be 16 or larger and readable against its background.
11. Lifestyle images not showing the product. Brand images used to tell the “Brand Story” are not required to contain the product.
12. Content that duplicates many of the images from the main image block on the detail page.
13. Images or text that attempt to mimic Amazon logos, detail page headings or details. References to Amazon-supported programs is permitted. For example, Amazon Dash Replenishment
14. Web links or language attempting to redirect to other sites inside or outside of Amazon (including seller’s other products).
15. Grammatical errors, punctuation errors, misspellings, strings of all-caps text, abusing font features, or unnecessary or repeated information. Bold and italic formatting are only intended to be used to highlight headings or a few select words.
16. Any mention of products being used for criminal activity.
17. Unverified claims: safety claims, energy saving claims; claims regarding drugs, beverages, food, and health products.
18. Subjective language: anything that is subject to a seller’s own opinion and/or used excessively. a limited degree of subjective language is allowed.
19. Content on adult products that violate any of Amazon’s Adult products policies and guidelines.
20. References to off-Amazon customer services or contact information (for example: “contact us if you have problems”, phone numbers, contact email addresses and so on).
21. Content written in languages other than the one spoken in the store, including HTML tags.
22. Images submitted without image keywords are not accessible to customers with visual impairments.

Step 3: Check Feedback

Other Tips and tricks on how to fully understand customers' concerns and return reasons

To identify potential root causes for returns, we recommend reviewing the information in the following areas

- Customer Questions
- Customer Reviews

Customer Questions

Proactively reviewing and responding to Customer questions may help prevent returns.

Customer questions & answers

Q Have a question? Search for answers

▲
3
votes
▼

Question: I wear a 3 in kids would 5.5 fit me?

Answer: They have kids too
By Blanca on December 3, 2020
✓ See more answers (1)

▲
2
votes
▼

Question: Do they make these in kid sizes? For adults with small feet?

Answer: ONLY, when ready to purchase, you should then see what sizes and colors are available. Availability of options & sizes varies.
By Ps OxOx on August 1, 2020

▲
1
vote
▼

Question: I wear a woman size 7 what size should i get?

Answer: I would get a 7 but if you want to wear thick socks I would go up a size.
By j. on September 28, 2020
✓ See more answers (4)

▲
0
votes
▼

Question: Do they come in size 11?

Answer: Yes. I wear a women's u.s. 10-11. Purchased a 10.5 and these fit well. My feet even swell often especially at the ankle and these still fit
By Shayla Johnson on December 12, 2020
✓ See more answers (1)

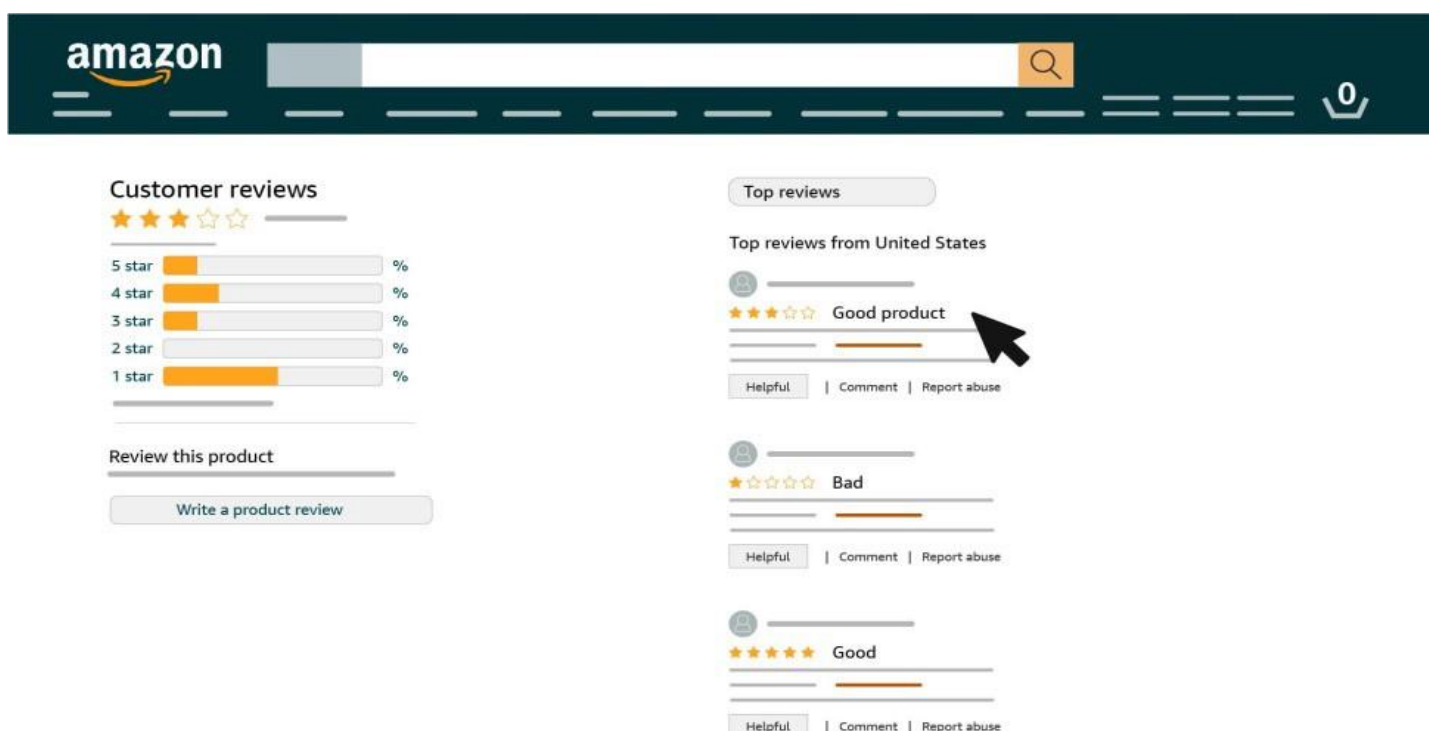
See more answered questions (215)

Customer Reviews

Amazon encourages buyers to review the products they like and dislike, to help Customers make informed decisions about the products they purchase.

Customer reviews may help the sellers to check the Customer satisfaction after the purchase. sellers can use this feedback to take necessary steps to avoid returns in the future.

- We recommend sellers to filter the negative reviews (1 and 2 star reviews) to find out the reason of Customer return and to fix it.



- For answers to common questions about Customer product reviews, see Answers to questions about product reviews.