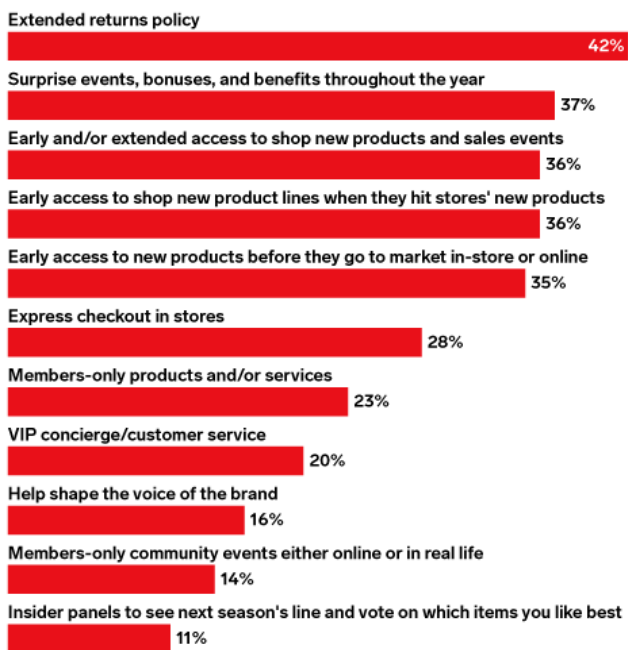


# US adults prefer extended returns policies over other experience-based rewards

Article

## Experience-Based\* Rewards That US Adults Would Be Most Interested in Receiving From Brands, Oct 2023

% of respondents



Note: ages 18+; \*does not include traditional money-saving rewards  
Source: Ebbo, "2024 Apparel Loyalty Data Survey," Jan 26, 2024

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Insider Intelligence | eMarketer

**Key stat:** An extended returns policy is the No. 1 experience-based reward that US adults would be most interested in receiving from brands, per Ebbo's October 2023 survey.

### Beyond the chart:

- Over half (55%) of US digital shoppers say they have [abandoned a purchase because the return policy](#) didn't offer a convenient return option, per an August 2023 survey from Happy Returns commissioned by PayPal.
- But instead of lengthening return windows, 42% of retailers have reduced the amount of time that customers have to return items within the past year, per a December 2023 survey by Blue Yonder.
- Retailers should consider creating more flexible returns policies as an easy and inexpensive way to improve customer satisfaction.

### Use this chart:

- Brainstorm alternative rewards programs.

- Evaluate current returns policies.

**More like this:**

- [Out-of-the-box tips for cutting down on returns](#)
- [How retailer return policies can help—or hurt—sales goals](#)
- [How much do return policies impact shopper decisions?](#)
- [4 technologies to help curb cart abandonment](#)

Methodology: Data is from the January 2024 Ebbo report titled "2024 Apparel Loyalty Data Survey." 1,158 US adults ages 18+ were surveyed online during October 2023. Ebbo is a loyalty membership provider.