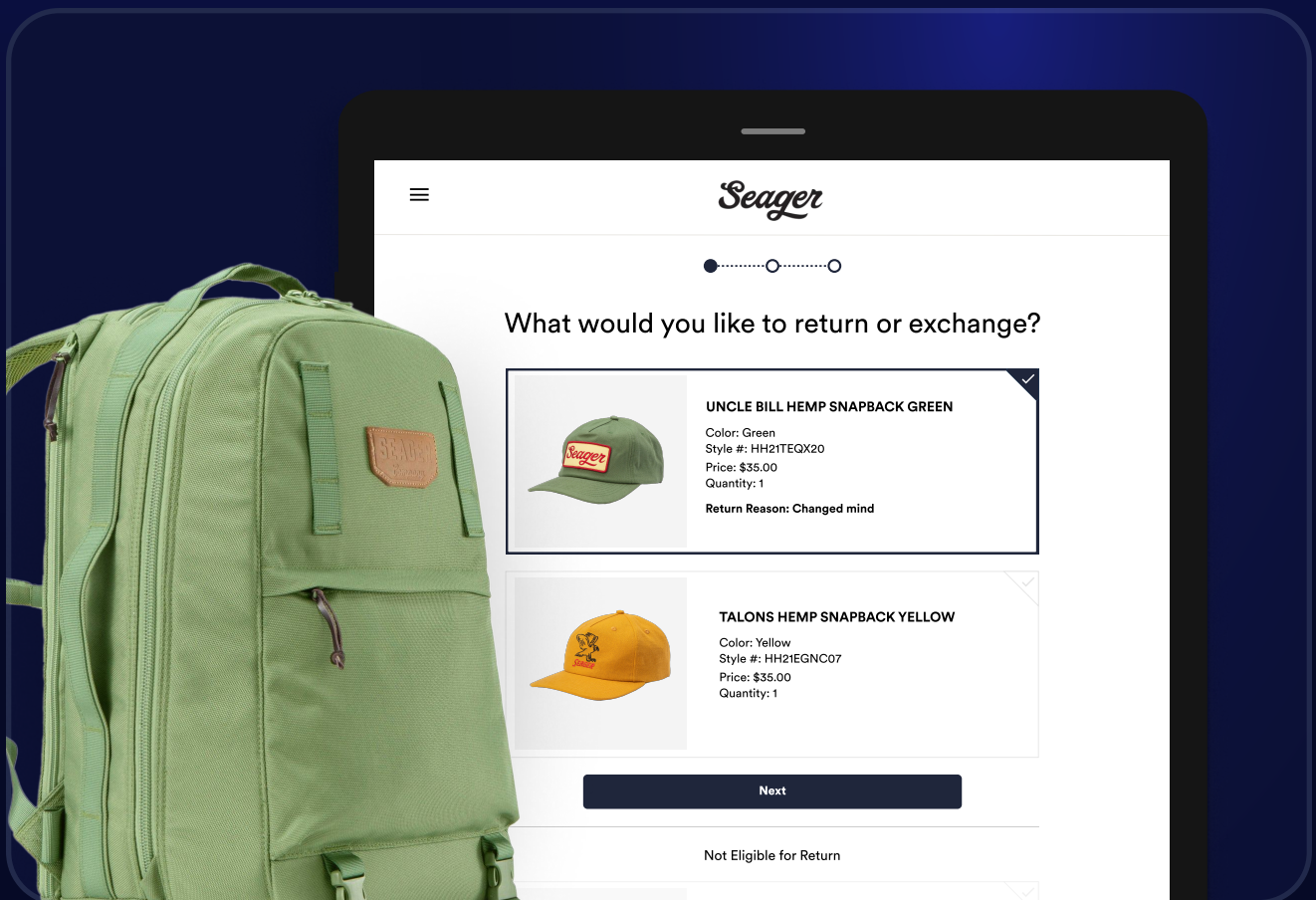




# How Seager retains \$0.43 on every \$1 of returns

 SHIELD



Seager Co.—the California-based brand inspired by surf, outdoors, and classic western aesthetics—has always put its community first.

But as order volumes grew, so did the complexity of meeting post-purchase expectations.

Seager’s fragmented return process wasn’t just costing time—it was costing customer satisfaction and revenue. **Seager made the decision to build a robust partnership with the only end-to-end post-purchase platform that’s certified on Shopify Plus—Narvar.**

**43%**

**revenue retention on returns**

**40-50%**

**decrease in return-related inquiries**

**20%**

**decrease in “Where is my order” (WISMO) queries**



**“In the past, customers would contact us to initiate a return, then pay for their own shipping label and drop it off at the post office. Everything happened over email—it was very manual and ineffective.”**

**About Seager Co:**

Founded in 2015, Seager Co embodies the grit and ruggedness of the American West in everything it does. Bootstrapped by its original owners and built with no venture capital or investors, Seager is rapidly expanding its customer base by translating its passion for community, experiences, and the outdoors into a catalog of high-quality, durable products. Like many D2C brands, Seager understands the importance of maintaining a strong connection to its customers both pre- and post-purchase. To that end, Seager uses Shopify in conjunction with several Narvar products (including Track and Return & Exchanges) to give their shoppers a post-purchase experience unlike any other.

## Driving Revenue Retention With Narvar Shield

With Narvar Shield, Seager launched a self-service portal that made returns and exchanges fast, flexible, and policy-compliant. Customers could now manage the entire process online, increasing convenience while reducing support strain. Since launching:

- Seager retains 43% of revenue on returned products
- Return-related inquiries have dropped by 40–50%
- Intelligent return rules have reduced operational costs by routing items via the most efficient carrier



**“Customers trust our brand more when they don’t need to go to carrier sites to track their orders or returns. Narvar makes our business look more legitimate.”**

## A Seamless Experience Inspires Change

The turning point came when Co-Founder Case Anderson experienced Narvar while shopping for shoes. A smooth exchange left such an impression that it prompted a deeper conversation about what Seager was missing.

“The retailer I bought from used Narvar, and I was like, ‘Holy s\*\*\*, what have we been doing?!’ I just typed in my order number, picked the right size, and had the new pair in three days.”

That inspiration led Seager to partner with Narvar—not just to streamline returns, but to create a post-purchase experience that supports growth, builds loyalty, and reduces friction.

## Intelligent Personalization Meets Operational Efficiency

Seager now uses IRIS-powered return workflows to automate decisions by product type, shipping destination, and policy rules.

“For example, we built logic to send some returns via USPS and others via UPS,” said Folsom. “Before Narvar, we used one carrier across the board.”

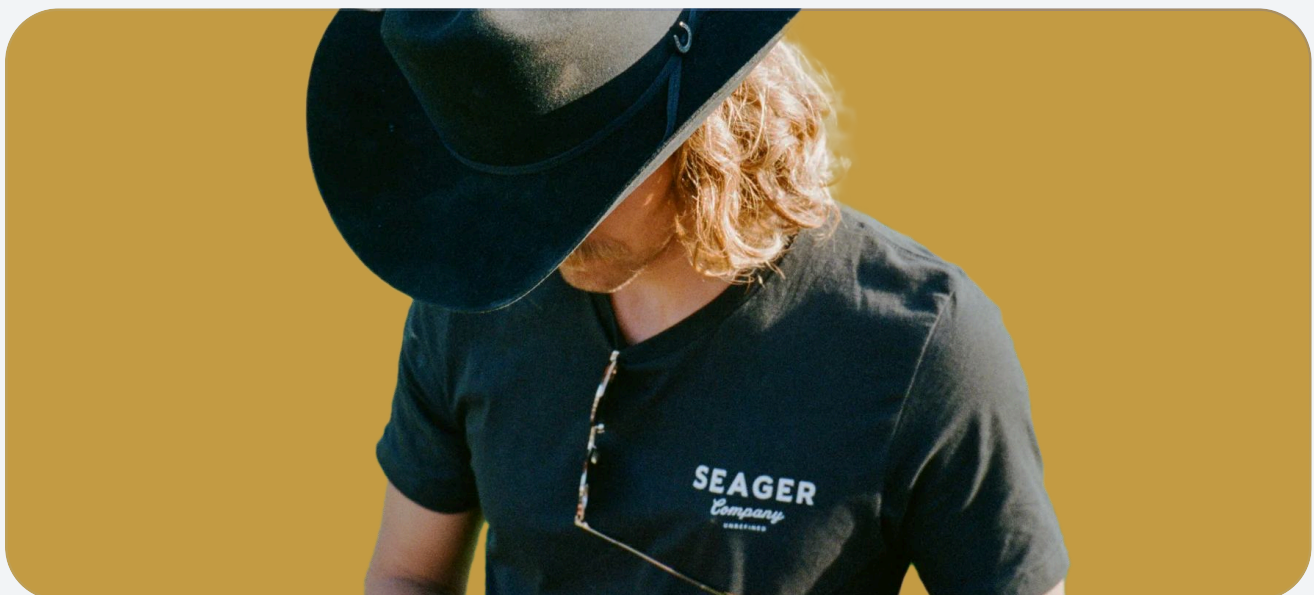
**“Narvar saves us so much time. The returns process is 1,000x easier now, and I literally can’t imagine how we’d do returns without it.”**

**“Roughly 70% of our business is currently online, which means Narvar is a huge asset and essential to what we do.”**

## Tracking Performance with Narvar Track

Beyond Shield, Seager implemented Narvar Track to improve delivery transparency. The results have been significant:

- 20% reduction in WISMO emails
- 10.1% engagement rate on post-purchase marketing assets across 35,000+ orders





## ABOUT NARVAR

Narvar is the #1 platform for intelligent personalization “Beyond Buy,” empowering over 1,500 of the world’s most admired brands—including Sephora, Levi’s, Sonos, Warby Parker, and LVMH—to engage consumers, deliver seamless operations, and grow their business.

Powered by IRIS™ and billions of data points, Narvar transforms the post-purchase journey by delivering personalized insights that build trust, safeguard operations, and unlock sustainable growth. From returns and exchanges to tracking, notifications, and fraud prevention, Narvar sets the standard for data-driven retail experiences.

To learn more, visit [narvar.com](https://narvar.com).