

## Recovering Revenue | Optimizing Chargeback Recovery Through Seamless Collaboration

### Overview

Chargebacks and retailer deductions present a common challenge for consumer brands — especially when selling through big-box retailers. For Vitamin Well, a rapidly growing fitness nutrition brand, these issues were resulting in silent revenue loss. Utilizing RetailPath's advanced dispute platform and FST Logistics class leading logistics API, Vitamin Well recovered over \$70,000 in under six weeks, enabling their team to gain insight and focus on growth.



"With FST, it's instant. Their API gives us everything we need, when we need it. Integration was straight forward and their team was super responsive."

— RetailPath Co-Founder

### The Connection

RetailPath launched with a mission to help brands recover revenue lost to invalid retail deductions. After connecting with Vitamin Well, RetailPath was introduced to FST Logistics, the brand's 3PL partner. From the start, it was clear that FST's organized documentation process and API-based infrastructure would be a significant advantage.

### Collaboration

From day one, RetailPath and FST shared a unified goal: to protect Vitamin Well's revenue and streamline a traditionally cumbersome process.

RetailPath integrated directly with FST's system, InSight, via API, enabling real-time access to shipment data without adding pressure to FST's internal customer service team. Both teams worked in close coordination to ensure that every claim had the documentation required to be disputed efficiently and effectively.

## Results

- \$70,000 total revenue recovered for Vitamin Well
- Real-time documentation access via API through InSight (FST's supply chain visibility tool)
- No threshold for claim value — every dollar disputed
- Every claim disputed — 100% dispute rate for Vitamin Well
- No manual effort for Vitamin Well or FST
- Repeatable success model for future FST customers

## Why It Worked

- **Proactive Partnership:** FST and RetailPath aligned early on with a shared focus on customer success, building a relationship grounded in trust and accountability.
- **Technical Integration:** FST's API allowed RetailPath to pull shipment documentation programmatically, removing delays and manual tasks.
- **Customer-Centric Approach:** Both companies prioritized the customer's revenue and retail standing above all else.
- **Scalable Framework:** The collaboration created a repeatable model that can be replicated across other FST clients to unlock similar value.

"Every invalid claim has a dispute attached to it. That's only possible because we got what we needed from FST immediately."

— RetailPath Co-Founder

## A Path Forward

FST Logistics continues to build strategic relationships that enhance the value delivered to customers. RetailPath has emerged as a valuable asset, not only in supporting Vitamin Well but also in reshaping how FST approaches deduction and chargeback recovery.

With a proven ability to act quickly, recover lost revenue, and ensure complete transparency, RetailPath is particularly well-suited for emerging and mid-sized brands seeking to hold major retailers accountable. It empowers these brands to fight for every dollar—and win.

