

The Delivery Experience Playbook:

Tips and tactics on how to use shipping to compete and convert

Executive Summary

For online shoppers, order fulfillment impacts both the price they pay for their goods and the overall experience they receive from your business. How you communicate shipping and delivery information - available methods, costs and delivery SLAs - has a direct impact on conversion, loyalty and lifetime value.

But the majority of online retailers are missing the opportunity to communicate *shipping as a value proposition* throughout the customer journey, hiding critical information behind footer links and burying it deep within checkout.

To prepare this playbook, Maergo and Ecom Ideas partnered to analyze the top 100 fashion and retailer websites to measure their adherence to shipping best practices across the site experience - from homepage and product lists to product detail pages, cart and checkout.

This guide shares examples and inspiration that you can apply to your online experience to leverage shipping information and options as a persuasive conversion factor, with an easy self-audit checklist to benchmark and identify quick wins you can implement today.

Key Insights

61%

of merchants miss the opportunity to highlight shipping details on **product pages**

86%

of merchants fail to support shipping method/cost visibility in the **cart**

71%

of merchants add friction to their shipping step in **checkout**

Only 2%

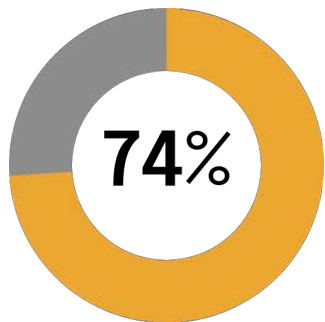
of fashion and apparel retailers advertise free or fast shipping a **loyalty perk**

Fast vs free: the state of fulfillment



Free shipping: still table stakes for retail

Consumer demand for free shipping has never been higher, thanks to wide adoption across online merchants

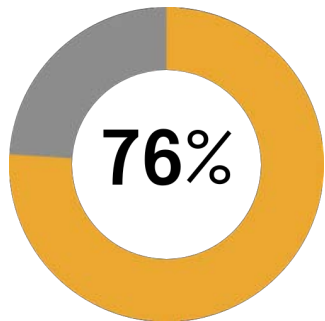


of retailers offer some degree of free shipping

45% offer free shipping above a minimum dollar threshold

20% offer unconditional free shipping for all orders

...and retailers offering free shipping to satisfy customer expectations



of online shoppers say free shipping influences their decision to buy from a retailer

Compare this to 73% that say “the right price,” and 54% that say promotions beyond free shipping

46% of online shoppers say delivery speed influences their choice of who to buy from

WHAT IT MEANS

Both free and fast shipping influence a shopper’s buying decision

Free shipping can be even more influential than low prices or promotional discounts

It’s critical to communicate your free shipping offers and qualification spend threshold at every step of the buying journey, from landing page through checkout

A woman with long brown hair, wearing a green jacket over a white turtleneck, is sitting at a wooden table. She is smiling and looking at her smartphone. In front of her is a brown cardboard shipping box with a white label. To her right, another person wearing glasses and a yellow shirt is partially visible, looking down at something. The background is a bright, indoor setting with a window and some furniture.

Shipping as a value proposition

Shipping as a value proposition: Sitewide communication

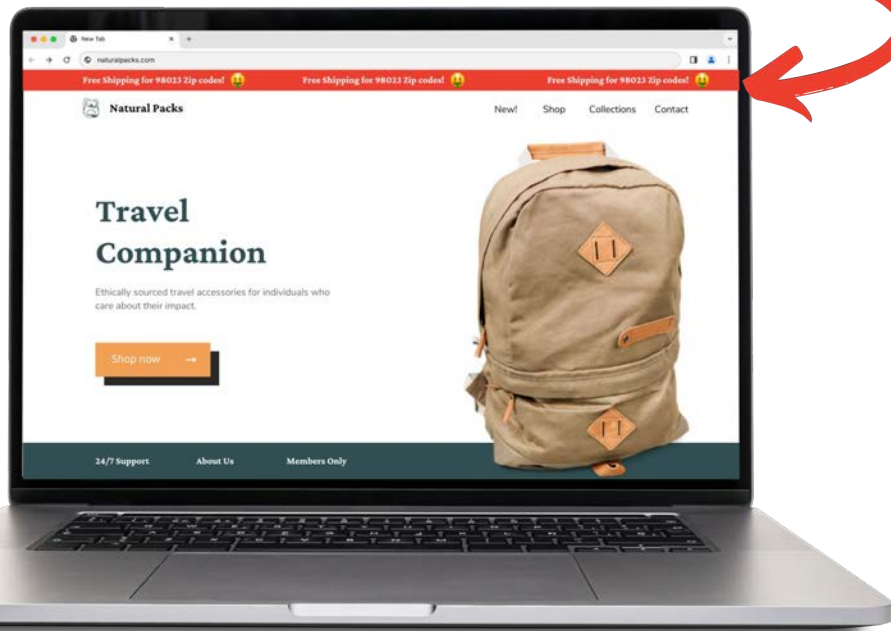
Visitors enter your shop through any and all pages – not just your homepage or product pages.

Entry pop-ups and sitewide promo bars are prime opportunities to communicate your shipping benefits throughout the shopping journey.



💡 Feature your shipping offer in a **promo bar**

Free Shipping for 98023 Zip codes! 🤑



Why try this?

The promo bar can be an effective way to highlight various offers and announcements – and it takes up very little screen real estate. Visible sitewide, visitors can see it regardless of their entry page.

Conversion tips:

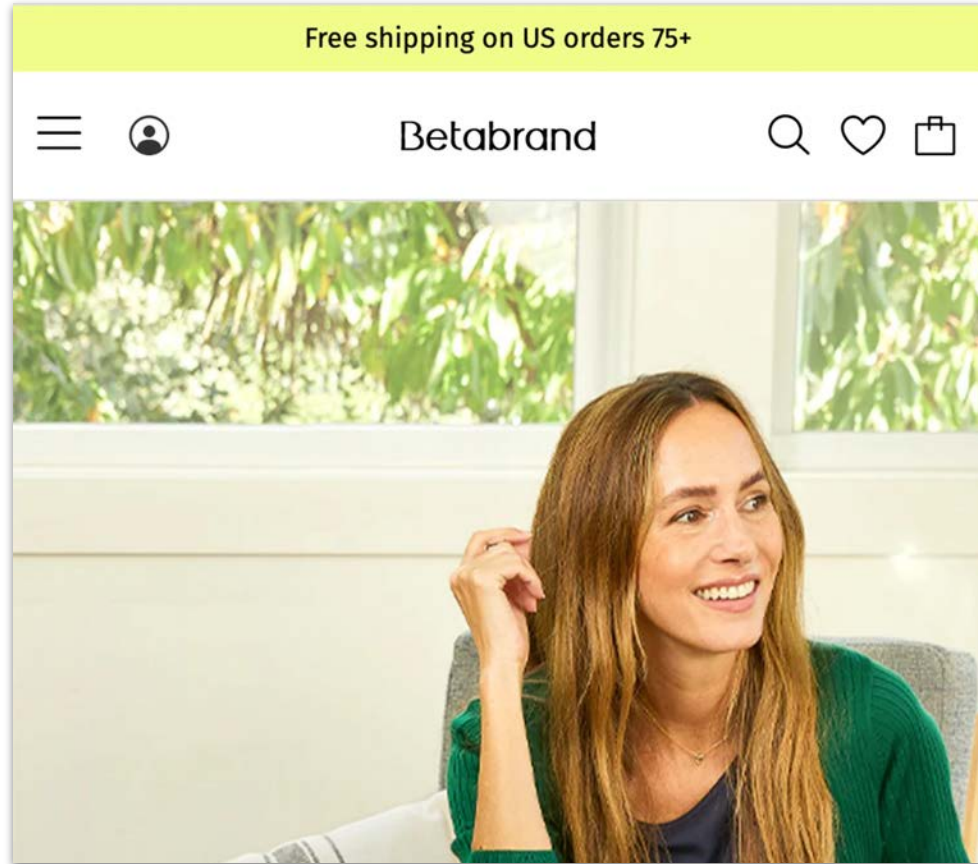
- Make your promo bar “sticky” as the user scrolls to keep it always visible
- Use a colored background to make it “pop”
- Consider emojis for extra attention
- Use an accordion to expand details on-click/tap
- Try rotating or scrolling messages to draw extra attention
- Use geolocation to personalize to your visitor’s city

Use a color that pops

WHY?

The bright yellow banner draws the customers attention to the top, starting the shopping experience with the reassurance of free shipping with a spending goal of \$75.

This strategy pushes a minimum spend and removes the anxiety of shipping costs.



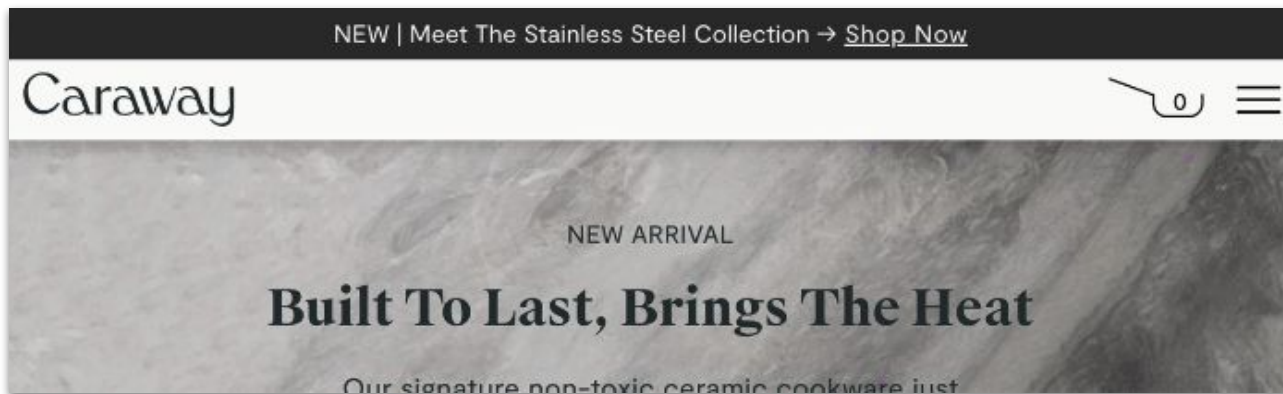
→ Betabrand's shipping message pops with a bright colored promo bar

Rotate messages

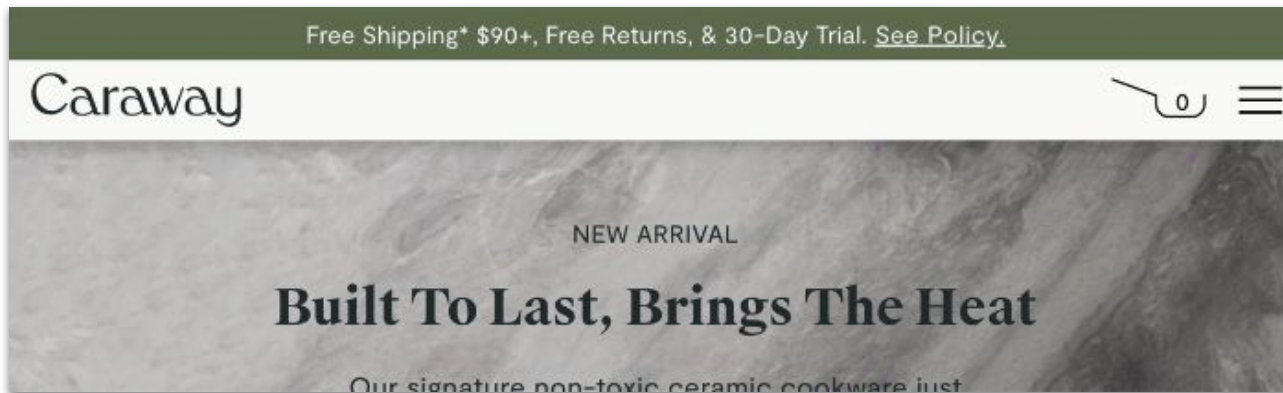
WHY?

Rotating messages allow your marketing team to promote offers, new product launches and other timely information - however, consider making shipping a permanent feature in the rotation.

This strategy is visually engaging as well as enables the marketing team to stay true to a branded color palette.



→ Caraway rotates promotional messages, with its shipping offer emphasized with **green**.

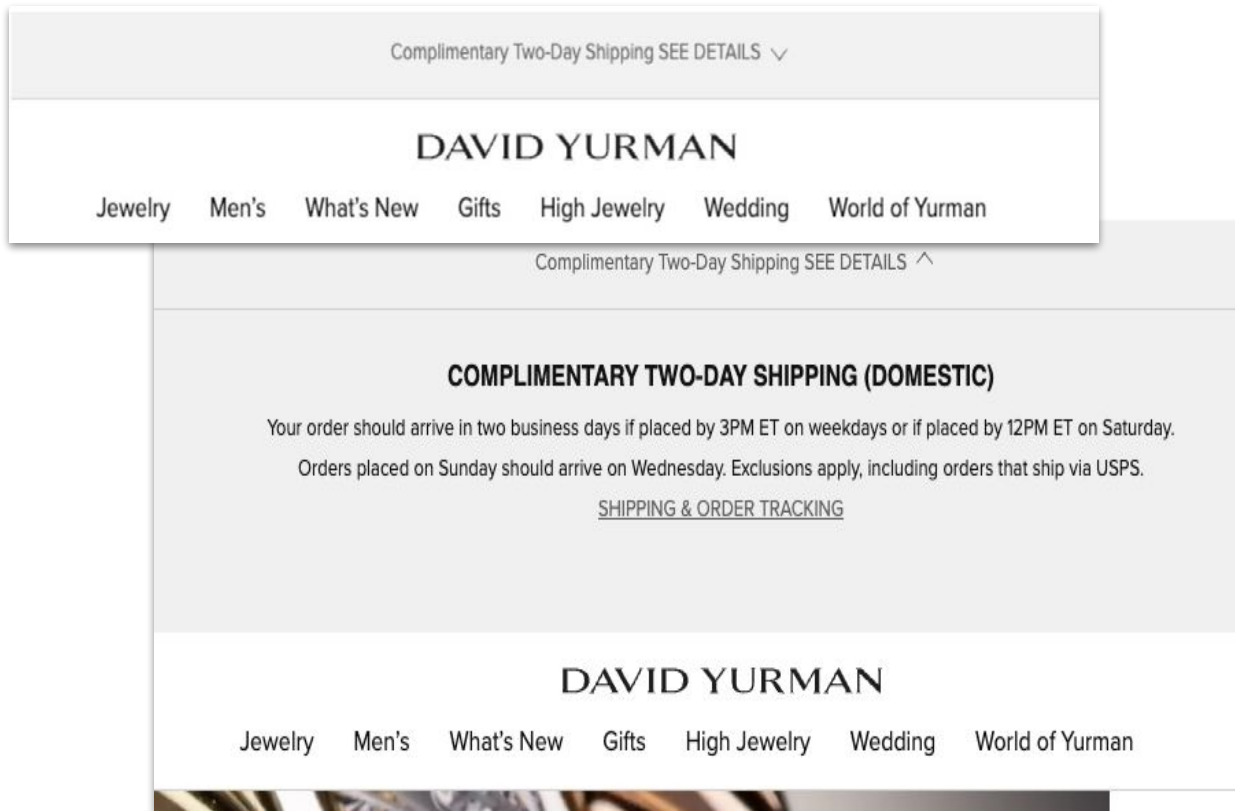


Use an accordion

WHY?

An expandable accordion is visually subtle, but enables (on user action) quick access to more details without cluttering the page.

This can be impactful for brands that value a sleeker more minimal look, and is especially helpful for mobile views.



→ David Yurman's headline promotes that shipping is free and *fast*. Rather than link to a separate shipping FAQ page, the accordion opens a quick summary of the shipping offer, order cutoff and arrival expectations. Shipping is the only offer in the header (no rotating carousel).

Use geo-location

WHY?

Geolocated messages provide reassurance and an extra element of personalization – especially for non-US visitors who often find themselves excluded from free shipping offers.



→ Jackie Smith uses geolocation to personalize the header to the visitor's city

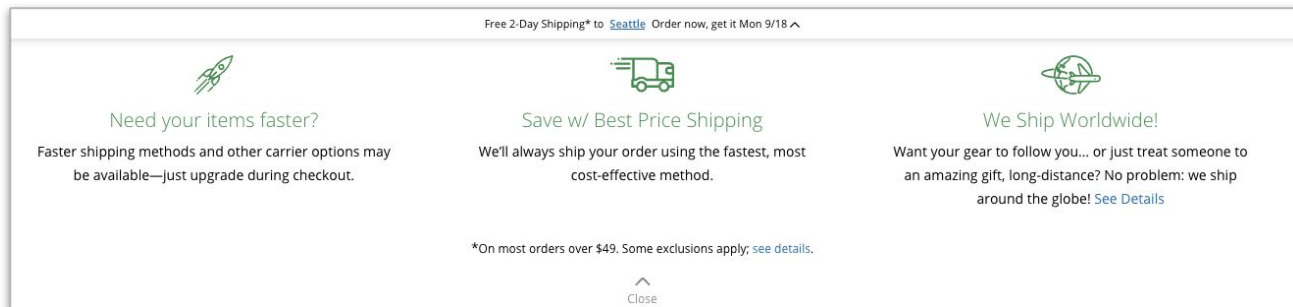
Include arrival date

WHY?

In one simple sentence in the promo banner, this retailer communicates everything the shoppers needs to know about shipping:

- 1) It's Free
- 2) It's Fast (2-day)
- 3) It's Fast to their city
- 4) When it will arrive

Often these details are hidden away in the last step of the checkout. By moving this right into the site promo banner, any anxiety on shipping cost or delivery times are instantly ameliorated.



→ B&H Photo combines both tactics of geolocation and accordion revealed details. Additionally, they have elevated their use of geolocation and instead of zip code and city, they display the city **and delivery date**.

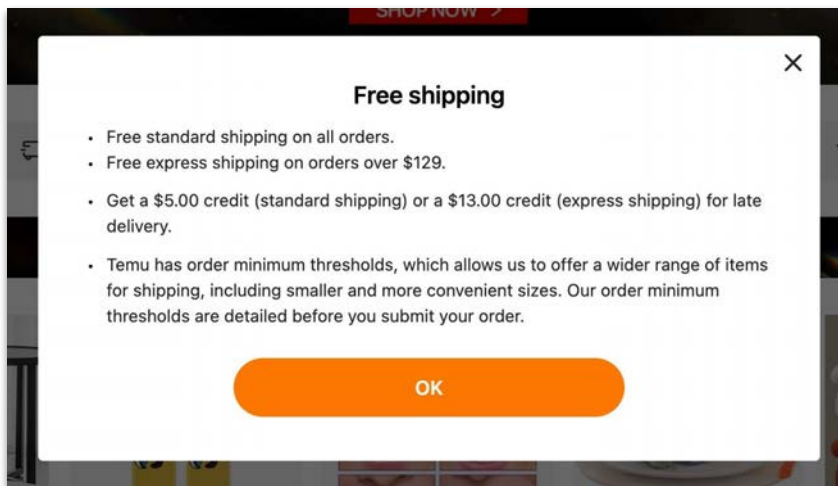
Create urgency

WHY?

Featuring a countdown timer creates a sense of urgency to act fast (yes, it continually resets itself).

The additional detail in the modal helps clearly define the different options for free shipping, pushing for a higher conversion rate.

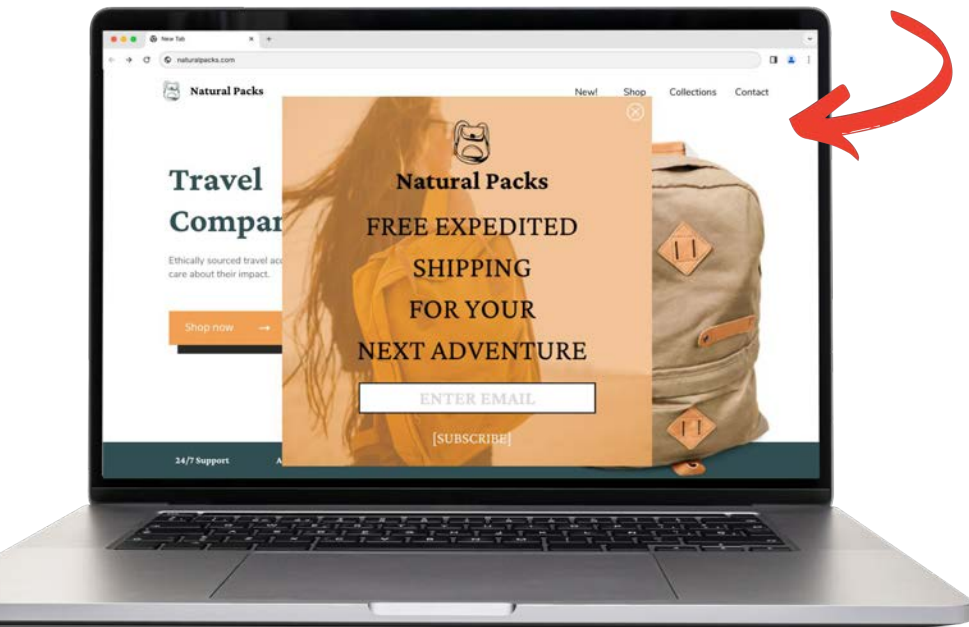
Recommended Improvement: Include a “details” link in the promo bar!



→ Temu displays a countdown timer in their sitewide header.

It's not intuitive, but clicking the promo opens a modal with additional detail, including their free **express shipping** option and late delivery credit

💡 Include shipping value in your **welcome offer**



(The image provided is only meant to be a visual example and is not an active brand website.)

Why try this?

Entry pop-ups incentivize first orders and email/SMS opt-ins. Rather than a generic discount offer, sweeten the deal with free or expedited shipping. Academic research shows free shipping can outperform a dollar discount!

Conversion tips:

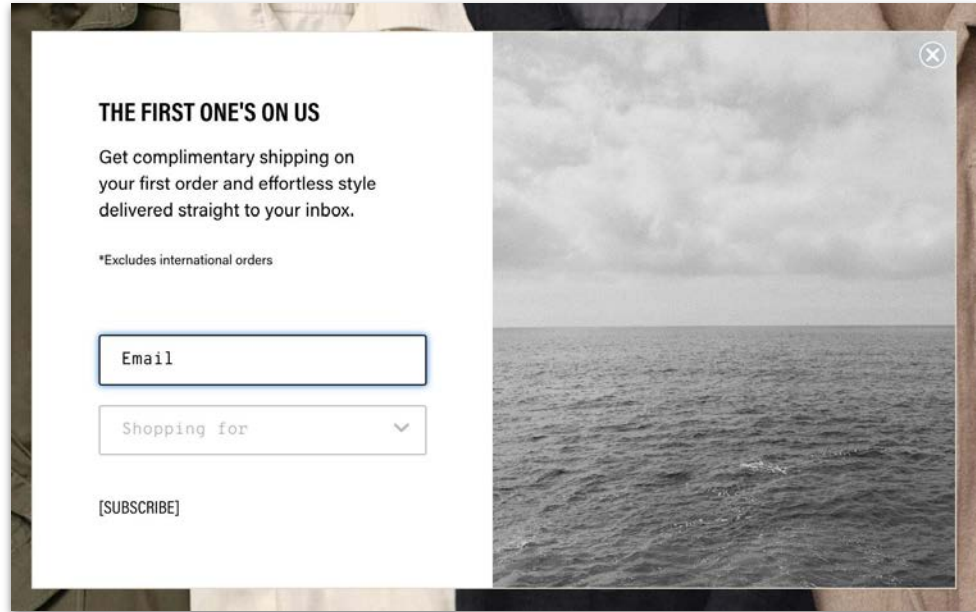
- Emphasize the shipping portion of your headline with bold(er) type
- Use geolocation to customize your offer depending on country or zip code (include/exclude from offer or change details)
- Include “shipping” keyword in your Submit button copy
- A/B test your pop-up timing, creative and offer copy
- Auto-apply the discount to the user’s cart (don’t require them to check their email)

Offer shipping (vs % off)

WHY?

Lowering the free shipping qualification threshold to zero for 1st time visitors allows consumers who are unfamiliar with the brand to qualify for free shipping, without spending over \$100 on a brand they haven't built a relationship with yet.

First time shoppers often spend less than repeat customers who are already brand advocates.



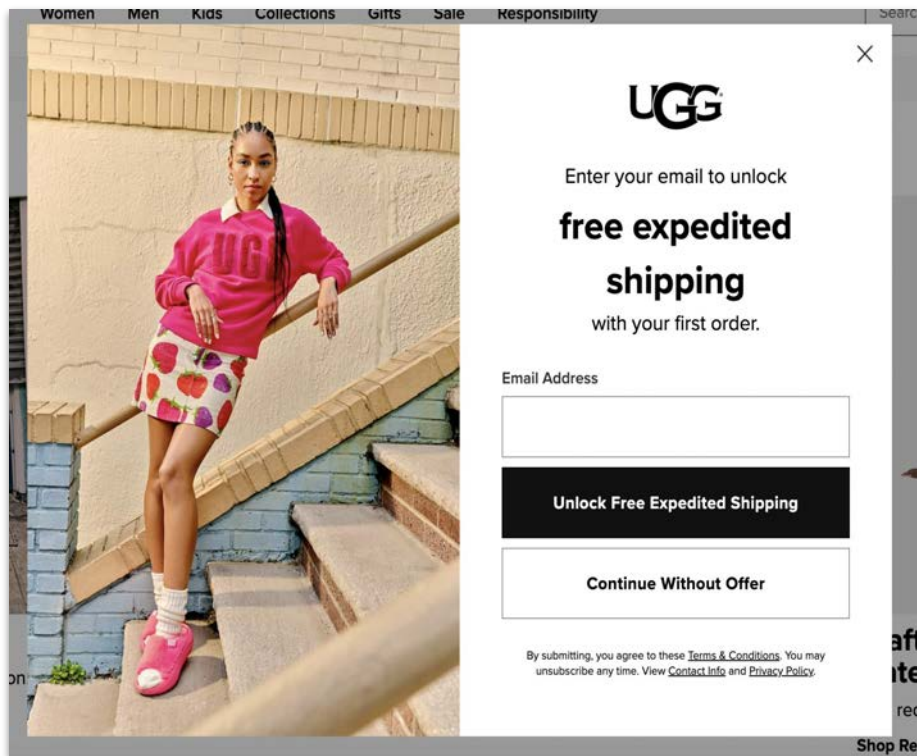
→ Buck Mason's creative headline The first one's on us teases its free shipping on first order, reducing cart total requirement from \$100 to \$0 (\$6 value)

Offer fast free shipping

WHY?

First impressions count. Offering expedited shipping on a customer's first order is a great way to provide a stellar first impression of the brand and your service commitment.

This can be preferable to offering dollar-based discounts to first-time shoppers, which may create the perception of a "budget brand" for some consumers.



→ UGG's first time buyers get free expedited shipping (a \$20 value). UGG emphasizes the offer with bolder headline type and reinforced CTA copy.

A young woman with voluminous curly hair, wearing a yellow sweater, is smiling while looking at a laptop screen. She is sitting at a table in a warm, dimly lit cafe or restaurant. In the background, there are blurred lights and a wooden wall. A white coffee cup on a saucer is on the table in front of her. The overall atmosphere is cozy and pleasant.

Shipping info on product detail pages (PDPs)

💡 Why show shipping info on the PDP?

78%

of shoppers want to see available shipping methods on the PDP

88%

of shoppers expect to see the estimated delivery date on the PDP



53%

rated seeing estimated delivery date on the PDP as “very important”

78%

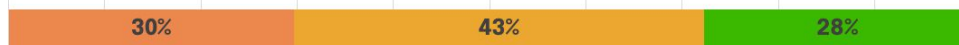
of shoppers expect to see estimated shipping cost on the PDP

How important is it that the retailer provides the following information on the product page (before you add to cart)?

An estimated actual delivery date (i.e.: get it Friday 23rd April)



The availability of free shipping or spend threshold to qualify



The availability of free returns or details on the retailer's returns policy



The availability and cost of expedited (i.e.:same-day, overnight, 2-day) delivery options



The availability of the product to pick up in a store or get delivered same-day.



Sustainability information about the product and associated shipping options



The ability to sign up to receive notifications when an out of stock product is back in stock

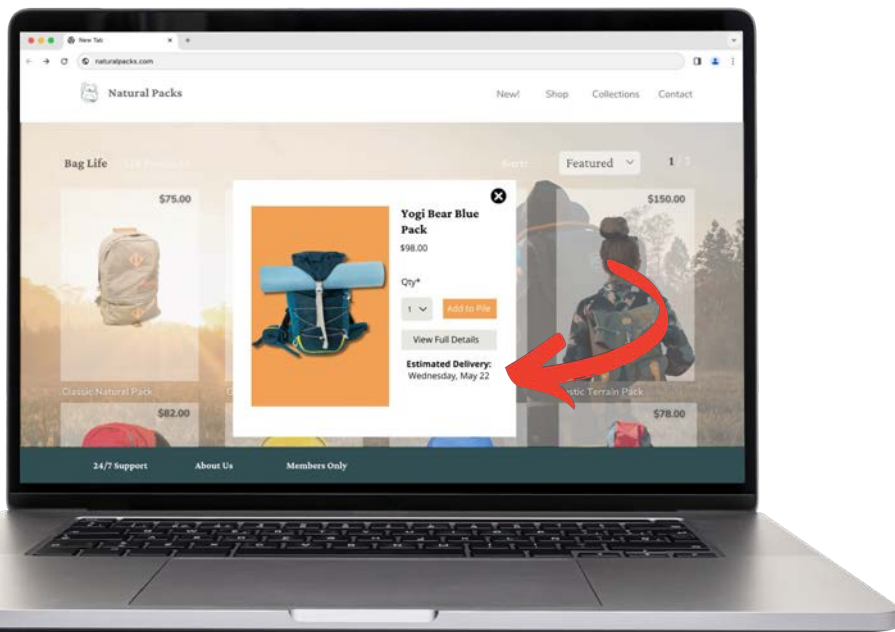


■ Important/ Not Important At All

■ Somewhat Important

■ Very Important

💡 Highlight shipping information in the **buy box**



(The image provided is only meant to be a visual example and is not an active brand website.)

Why try this?

The cart button is a prime focal area for visitors with intent to buy. Show shipping info here to alleviate “arrival anxiety” well before cart and checkout.

Conversion tips:

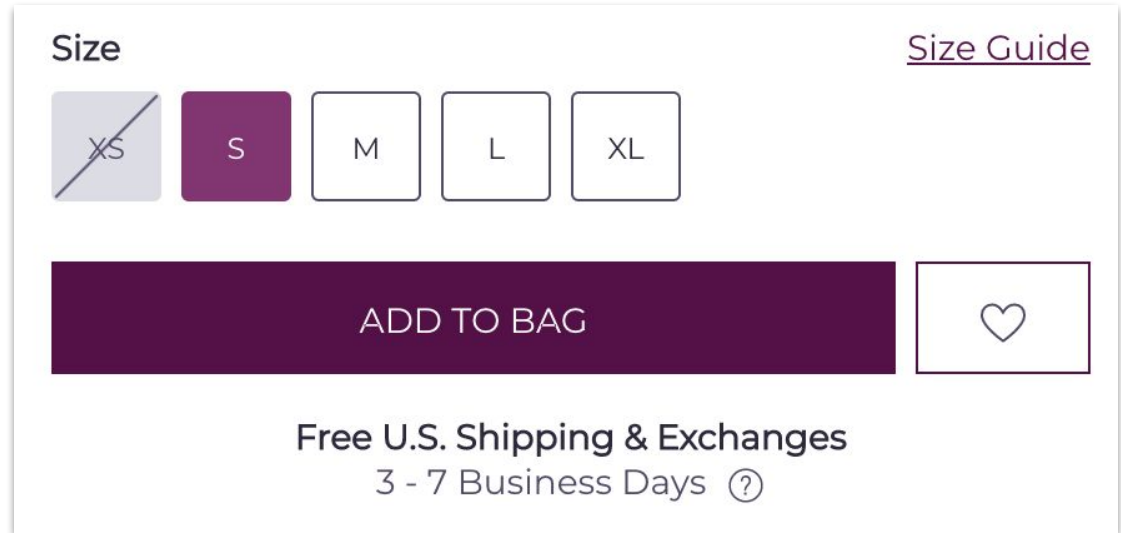
- Show estimated arrival dates instead of business-day ranges
- Show estimated arrival dates for multiple shipping options
- Provide zip code lookup for most accurate delivery dates
- Indicate order cut-off time to hit same-day and estimated delivery dates

Place with cart button

WHY?

Providing reassurance for the customer helps convert their browsing experience into a purchase experience.

Here, the information is in an easy to view location, right under the "Add To Bag" button, taking the guesswork out of the online purchase experience.




→ Adore Me highlights free shipping and exchanges with below-cart button microcopy, combined with a tooltip for additional information




Show est'd delivery


WHY?

Adding an estimated delivery date is extremely impactful to the modern day buyer. Knowing an estimated delivery date that fits with their busy lives can be the difference between purchasing a product, or finding a similar option at a different online store.

Reservoir Dogs Short Sleeve Tee - Black 


USD \$16.99 ~~\$24.99~~ [No reviews yet](#)



or 4 payments of \$4.24 with  or  

Size  [Size Chart](#)

S M L XL

XXL XXXL

Add to bag 

 **Free Shipping (\$125+)** 

Estimated Delivery: Tuesday, June 6

→ Fashion Nova does one better- spelling out estimated delivery clearly with Day of Week + Day of Month


Use zip code lookup

WHY?

Let customers tell you where they want their order going, and see their shipping and pickup options.

Offering customization and choice between shipping vs. pick up provides an extra layer of control for the customer when it comes to the timing in which they get their item(s), especially for brands like Men's Wearhouse shipping to travel destinations for special occasions is common.

COLOR: CINNAMON




- QTY 1 +

LARGE

SIZE CHART

ADD TO BAG

SHIP IT to zip code **UPDATE**

 Get it by

Thu., Jun 01 with **Rush Shipping** or

Tue., Jun 06 with **Free Standard Shipping** ⓘ

FREE PICKUP @ **BELLIS FAIR MALL** ⓘ

Not available for pickup within 50 miles

→ Men's Wearhouse provides zip code-level delivery date lookup, and presents all options in an easy-to-scan way with tooltips to show additional details

Their free pickup option is also displayed with the closest retail location pre-populated using geolocation. This option is clearly disabled for products that are not available for pickup within a 50 mile radius from the user's geolocated or selected store

Apply geolocation

WHY?

Geolocation offers clarity for the customer on arrival dates for all shipping methods, and order cutoff times in their own time zones.

Always make sure to provide a way to override geolocation if users are not shopping from home or shipping to the detected zip code!

Recommended Improvement:

Replace business day range with actual dates.

SIZE:

7 M - IN STOCK - SHIPS NEXT BUSINESS DAY

MY STORE: 17388 Southcenter Parkway
Tukwila, Washington 98188 [CHANGE](#)

Ship-to-Store Pickup
Free for all orders. Arrives in 2-5 business days.

Same-Day Delivery - Free for orders over \$75
Order before 2 pm to get it today

Ship to Address
Arrives in 2-6 business days

\$25 In-Store Coupon

ADD TO CART

→ Boot Barn applies several effective tactics in their Buy Box section:

- Geolocates the closest store based on IP address, with clear option to change store
- Shows all eligible shipping options, with same-day disabled due to time of day past daily order cut-off
- Offers a \$25 in-store coupon to encourage store visit and/or offset shipping expense

Use tooltips for more info

WHY?

LL Bean uses a mix of geolocation to estimate the date of delivery, offers free shipping at a \$50 threshold, and offers a plenty of choices for ways to speed up the process.

With the “Want it fast” link, it gives expedited shipping the feeling of an upgraded service for the customer.

Recommended Improvement:

Showing estimated arrival dates for express shipping options based on geolocation would help the express shipping options appear more enticing.

The screenshot displays a product page for a red top. The main product area includes a price of \$54.99, item selection (Regular, Petite, Plus, Tall), size selection (XS, S, M, L, X), and a quantity dropdown set to 1. A prominent orange 'ADD TO BAG' button is visible. Below the button, there is a shipping estimate: 'Est. delivery to 90210 by Tue., June 6.' and a green 'Want it faster?' link. A 'PICK UP IN STORE - FREE' option is also present. A tooltip is overlaid on the page, titled 'For Faster Delivery, Select Express Shipping at Checkout*'. It contains a table with shipping options:

Destination	Estimated Delivery Time	Cost
Express to Contiguous USA	3 business days	\$15.00
Express to AK, HI	4 business days	\$17.00

The tooltip also includes a disclaimer: '*Express shipping may not be available for some items. Please review shipping times at checkout.' and a link to 'More Shipping Information'.

→ LL Bean offers a “Want it faster” link that shows express shipping details on hover/tap.

Show all options

WHY?

Setting clear expectations can be crucial for a brand, so customers can plan for their purchases. However, here we see only a standard shipping option available, and no customization available for the buyer.

This can result in a lost opportunity to close this sale, as well as insinuates a lower bar for customer experience.

Recommended improvement:

Show all methods & SLAs or use tooltip/accordion to display all detail

Size:

5	5.5	6	6.5	7	7.5
8	8.5	9	9.5	10	11



Width:

Medium

Size Chart

Ship to Address
Receive in 4-7 business days with standard

Not sold in stores

ADD TO CART  

→ Famous Footwear calls out “standard” but misses opportunity to highlight faster options

Show all options

WHY?

Express does well to mention shipping method can be changed, but this relies on the customer to get all the way to check out to preview.

Putting too much responsibility on the customer to find the information can set up an expectation of high shipping costs, even for standard shipping.

Recommended improvement:

Include an accordion or tooltip to surface all information within the PDP.

Regular **Tall**

XS S M L XL XXL

Runs Small Runs Large

Average Fit based on [User Reviews](#):

Ship To Me
Arrives within 5-7 Business Days U.S. Standard
You can change your Shipping Method at Checkout

→ Express explains you can change your method at checkout, but misses the opportunity to communicate faster options.

Show an *Order By* countdown

WHY?


Here the strategy to provide clarity and urgency work hand in hand to encourage a high level of conversion.

Additionally, Chubbies' ability to offer an expedited shipping option for no additional cost to the consumer, drives home their elevated experience they offer to their customers.

Buy 2 Full Price Casual Styles, Get \$10 Off
Discount Applied in Cart

ADD TO CART

\$54.50

Earn \$10.06 credit by paying with  **Catch** ⓘ

Free delivery by **Wed 20th September** if you order within 12 hrs 13 mins

→ Chubbies does it all right. They provide an estimated delivery date paired with a visual that illustrates the “countdown” timing to hit the order cutoff. Using bold type and color helps draw attention to this component

Include “ships from”

WHY?

Customers perceive faster transit times from shipping origins close to them.

Consider pairing this tactic with geolocation, and only showing it in specific regions where a warehouse origin is near.


Recommended Improvement:

Show not only that the item will ship today, but include its expected arrival date too.

Size

S M L XL 2XL 3XL

SIZE CHART

 **SHIPS FROM LOS ANGELES.**
SHIPS TODAY. ORDER WITHIN: 08 hrs 02 min

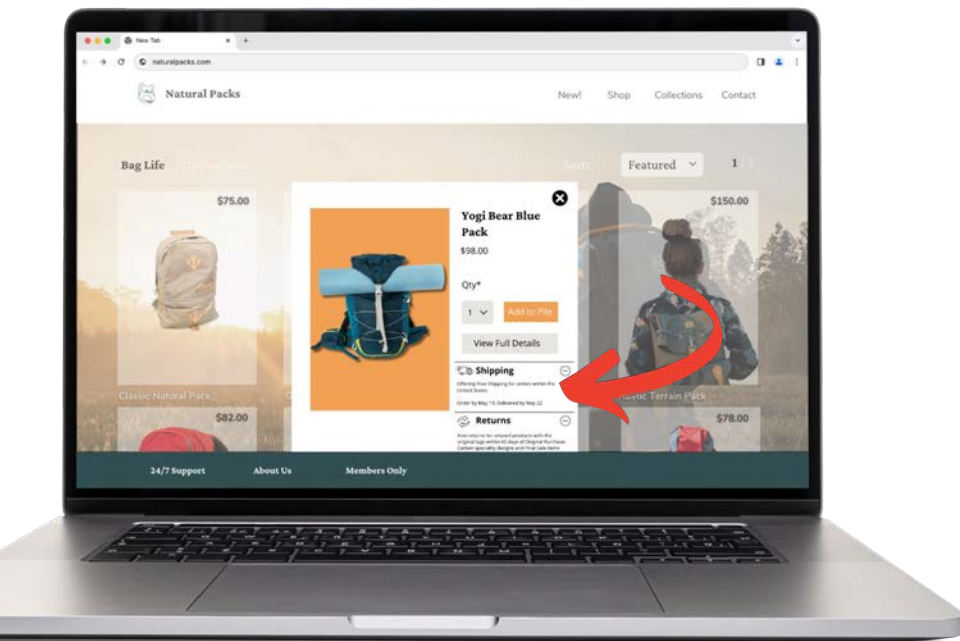
Quantity

— 1 +

ADD TO CART

→ Karmaloop shows shipping warehouse location for context, states “Ships today” with a bold countdown timer, and adds a shipping truck icon for additional context

💡 Give shipping information its own **description tab**



(The image provided is only meant to be a visual example and is not an active brand website.)

Why try this?

Most customers care about shipping info, and often must find it through a footer link to the FAQs section. Bringing this relevant detail right into the PDP eliminates this friction and enables you to display product-level details

Conversion tips:

- Promote your shipping info tab close to the Cart button
- Make sure your copy addresses critical FAQs: available shipping methods, estimated shipping costs and estimated arrival dates
- Use geolocation to dynamically populate each detail
- Use headers, emphasized typography and table-styling for easy scanning
- If you link to additional shipping info, open it in a modal vs loading a new page or redirecting to your FAQ's

Show shipping info first


WHY?


Moving all key elements of your shipping and returns policy FAQs up higher in the PDP allows consumers to quickly access answers without digging for it or navigating away to your Shipping page.


SELECT A WIDTH & SIZE


M


6	6.5	7	7.5
8	8.5	9	9.5
10	11	12	

 Size Chart

ADD TO CART 



 Shipping +

 Returns +

Shipping -

Order today to receive by Sun, 1/14

[See more details](#)

Returns -

You may return merchandise at a U.S. DSW store for any reason within 90 days of the original purchase date for free. You can also send them back to us for a \$5 shipping charge.

[See more details](#)

→ Hush Puppies promotes shipping information to the top of its Product info accordion. Paired with Returns info, this puts customers FAQs front-and-center to build conversion confidence

Avoid generic shipping info

WHY?

It's critical to make sure that answers to key shipping questions are provided on the PDP rather than become accessible only inside the checkout.

Key information to share on the PDP:

- Cost of standard shipping
- Spend to reach free shipping threshold
- Estimated delivery date
- Availability, cost and delivery dates for expedited shipping options

SHIPPING & RETURNS

- Easy returns in store and online

At checkout, we'll provide you with an estimated delivery date for your order based on your shipping method. Standard shipping charges may apply based on the order value.

→ Make sure your copy adds value. Boot Barn's copy doesn't explain anything beyond the obvious – what's worse, it foretells that info is buried in the checkout and can't be previewed before

Make shipping info scannable

WHY?

The shipping description is your opportunity to provide clarity on your shipping policy.

Avoid generic / assumed terms such as ground, expedited or rush and carrier brand / product names such as “UPS Express” to describe your shipping.

Instead explain shipping in terms of when the consumer will receive their order.

Complimentary Shipping And Returns

We are pleased to offer complimentary ground shipping on all orders shipping within the United States. We are also pleased to offer complimentary return shipping on select orders returned within 30 days of original purchase. Customized items will take an additional 2-3 days to ship and are final sale.

For full details, please visit our [SHIPPING](#) and [RETURNS](#) pages.

→ Make sure your copy is tight and easy to scan. Coach pads its paragraph with filler words without explaining the important items:

- Available shipping methods
- Estimated shipping costs
- Estimated arrival dates

Make shipping info scannable

WHY?

Abercrombie's Shipping info is much easier to scan and process with this structured layout, including clear shipping methods, order cutoffs and pricing.

Recommended Improvement:

Display actual estimated delivery dates for each service level rather than providing vague delivery windows timelines.

Shipping & Returns	
Standard For most orders, allow 4-9 business days for delivery. Some areas can take up to 14 days for delivery. Gift Card Only Orders Ship Free	\$7
Two Day Order must be submitted before 12:00pm EST Monday-Friday \$7 for Gift Card Only Orders	\$15
Next Day Order must be submitted before 12:00pm EST Monday-Friday \$10 for Gift Card Only Orders	\$22
Same Day Delivery* Orders must be submitted 4 hours before the Fulfilling Store's Closing *Delivery Address must be within service distance of Fulfilling Store *All items must be available to be fulfilled by the same Store *Excluded items: fragrance, body mists, aerosols, online exclusive items, and CBD items	\$10

→ Abercrombie details shipping options with cost and order cutoff times

Dynamically populate info

WHY?

“Clarity trumps persuasion” is a wise saying in web usability.

Here, Vera Bradley’s Shipping Options accordion dynamically updates arrival dates and order cutoffs (up to 2 days across the weekend) based on user location and time of day.

Tying the estimated delivery date to a decision time threshold helps create urgency to buy.

Like booking a flight, if you procrastinate the cost of shipping will increase!

Shipping Options

Orders will normally leave our Distribution Center within 1-3 business days after your order is placed. Transit times vary based on the shipping method selected and your shipping address.

June 8 if you order within **2 days**
Economy Ground

June 12 if you order within **2 days**
Standard Ground

June 2 if you order within **2 days**
Expedited

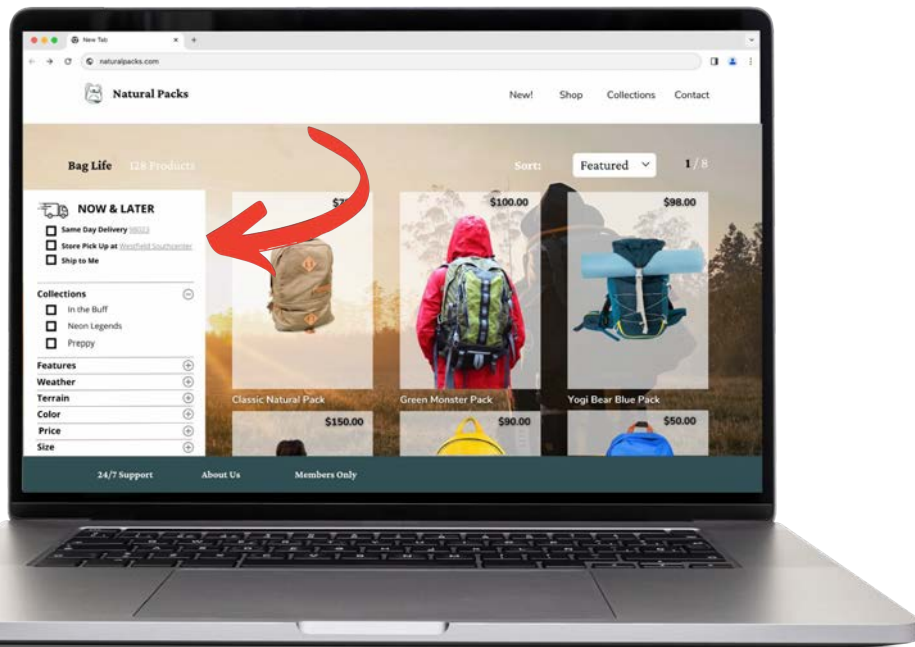
June 1 if you order within **2 days**
Express

→ Vera Bradley’s Shipping tab dynamically updates arrival dates by shipping method, and indicates time window for order placement. Brilliant!



Shipping filters in category and search lists

💡 Promote shipping filters in product lists



(The image provided is only meant to be a visual example and is not an active brand website.)

Why try this?

Helping shoppers narrow their results to products that fit their fulfillment preferences (including store pickup) or preferred “in hands” dates saves from pogo-stick clicks between product pages. Removing friction means faster decision-making and higher conversion.

Conversion tips:

- Promote your shipping filters to the top of the menu for best visibility
- Use icons to aid visibility and add context to the filter
- Enable shoppers to set their preferred store location for store pickup filters or zip code for delivery options
- Use geolocation to pre-populate store pickup and same-day shipping detail defaults

Use a *Get it Today* filter

WHY?

For omni-channel retailers that support same-day in-store pickup and/or same-day delivery, filtering category and search results to show products in-stock at their local store (or eligible for same day shipping) helps customers shop “their way.”

This is particularly helpful when shoppers have a hard “in hands” date, such as for an event, gifting occasion or holiday, or for customers pre-shopping before their local store visit.

The screenshot shows a product page for women's tops. At the top left, there is a location filter: "Get It Today! Enter your location for availability". Below this is a navigation menu with categories: Women, Tops, Bottoms, Dresses, Loungewear & PJs, Shoes, Accessories & Socks, and Beauty & Gifts. A "Filter + Sort" section shows 1,265 items and includes expandable filters for Size, Color, Price, and Sustainability. The main content area is titled "Tops" and displays a grid of product images. The first row features three items, each with a "New" badge and a price tag: "AE Whoa So Cozy Waffle V-Neck Sweater" for \$44.96 CAD (originally \$59.95 CAD). The second row shows three smaller product images of the same sweater in different colors.

→ American Eagle Outfitters promotes a “Get it Today!” filter with the ability to select your preferred store. The location marker icon draws extra attention

Use a *How to Get It* filter

WHY?

Offering fulfillment option filters helps shoppers scope their product results to their needs, rather than click into each product page or find out (too late) in cart or checkout.

Make sure to use geolocation and provide overrides for precise tuning.



HOW TO GET IT

- Same Day Deliver to 55416
- Store Pick Up at Park Place Plaza
- Ship To Me

DEPARTMENTS



PRICE



FLAVOR



PRODUCT FORM



BY GOAL



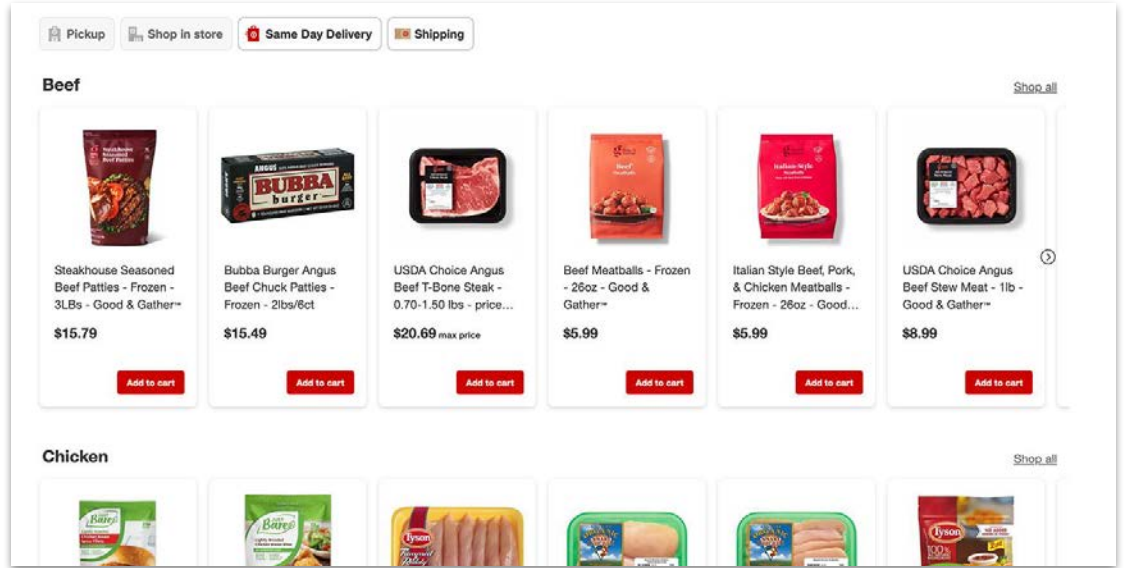
→ GNC promotes shipping filters to the top, with geolocated zip code and local stores pre-populated. Shoppers can multi-select to customize their result set

Use a *How to Get It* filter

WHY?

For complex catalogs (like Target's which includes hard goods and perishables like grocery, or retailers with their own 3p marketplace) a given customer may or may not be eligible for certain options based on their geolocation.

Disabling options (removing from filters or graying out buttons) is the best user experience under those conditions.



→ Target takes a similar approach, including a “Same Day Delivery” tab

Consider this tactic if you offer store pickup, ship-from-store or multi-warehouse same-day delivery that may not apply to all users' geolocations

Include *How to Get It* list detail

WHY?

BJ's Wholesale bullets out fulfillment options with each product listing for quick scanning. Not all customers will apply filters, so this is a nice fallback feature!

Surfacing this information at the product list level saves customers from pogo-sticking through PDPs – an exceptionally painful experience on mobile.

The screenshot shows the BJ's Wholesale website interface. At the top, there is a search bar and a shopping cart icon with a '0' next to it. Below the search bar, it says 'You're Shopping Willoughby' and 'Coupons'. A section titled 'How are you shopping today?' contains three buttons: 'Shop All Items' (highlighted with a red border), 'Pickup', and 'Delivery'. Below this, two product listings are shown. The first listing is for 'MONOPOLY Super Mario Premium Edition' priced at \$29.99. It has a 5-star rating (1 review) and fulfillment options: 'Pickup at Willoughby' (with a red 'X' icon), 'Delivery to 44094' (with a red 'X' icon), and 'Shipping' (with a green checkmark icon). There is a red 'ADD TO CART' button and a 'Compare' checkbox. The second listing is for 'Vtech Touch & Learn Activity Desk' priced at \$49.99. It has a 5-star rating (59 reviews) and fulfillment options: 'Pickup at Willoughby' (with a green checkmark icon), 'Delivery to 44094' (with a green checkmark icon), and 'Shipping' (with a green checkmark icon). There is a red 'ADD TO CART' button and a 'Compare' checkbox. A red 'Feedback' button is visible on the right side of the page.

→ BJ's Wholesale makes "How are you shopping today?" its primary list filter, presented prominently, and bullets fulfillment options for each product listing

Consider this tactic if you offer store pickup, ship-from-store or multi-warehouse same-day delivery

A close-up photograph of a person's hands. One hand holds a white disposable cup, while the other holds a smartphone. The phone screen displays a dark image of a garment. A semi-transparent grey rectangular box is overlaid on the phone screen, containing the text 'Shipping details in the cart' in white. The background is softly blurred, showing a textured grey fabric.

Shipping details in the cart

Don't stop at standard

With endless options for consumers, providing an easier and more comprehensive experience can convert a passive customer into a brand advocate.



Only **14%** of fashion and apparel merchants go beyond Standard shipping cost estimates in the Cart Summary



WHAT IT MEANS

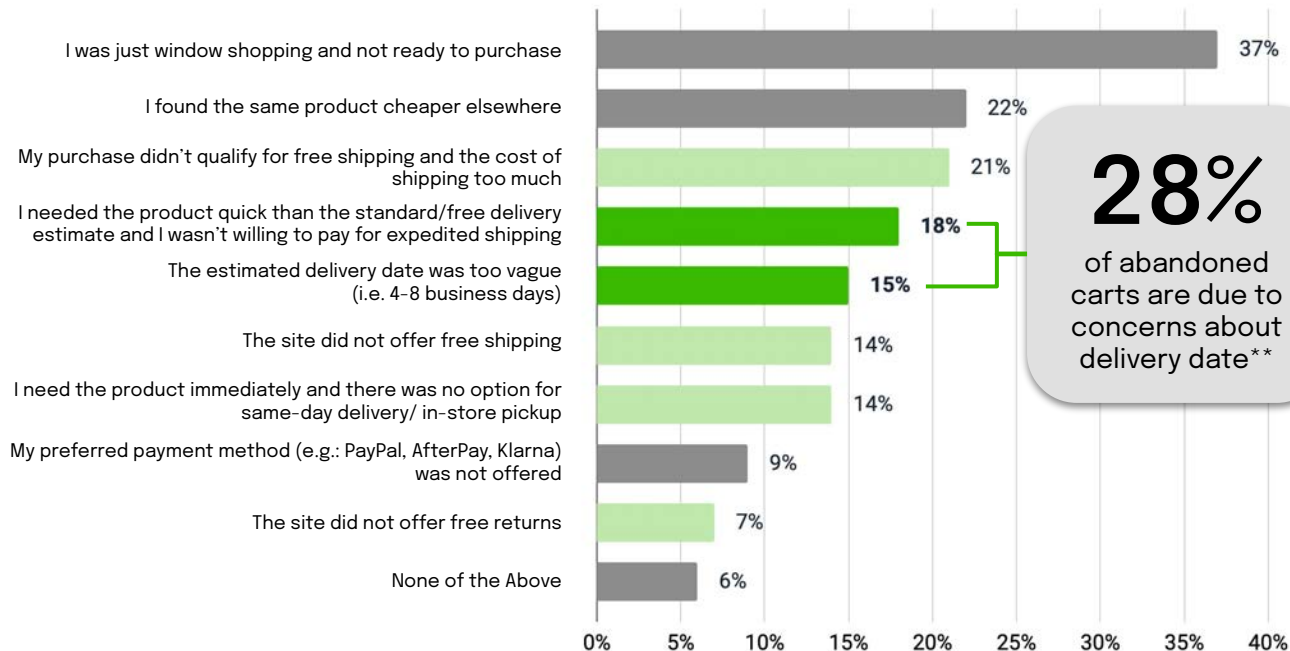
Most retailers only ever display the default Standard Shipping in the Order Summary

This forces shoppers to start the checkout just to preview shipping options, or look for a Shipping page in the footer

With shopping cart abandonment so high and shipping information so important to the purchase decision, removing friction is critical to optimize your experience

Shipping impacts conversion

Thinking about occasions in the past year when you put items in the shopping cart but did not complete the purchase, why did you not complete the transaction?



Base: 859 US adults who purchase physical products online for their home at least once or twice per-year

*25% of respondents answered either that the site did not offer free shipping OR their purchase did not qualify for free shipping and they didn't want to pay (for shipping)

**28% of respondents answered either that they needed the product quicker than the standard/free delivery estimate OR the estimated delivery date was too vague

WHAT IT MEANS

Customers care about the cost of shipping, relative to delivery speed.

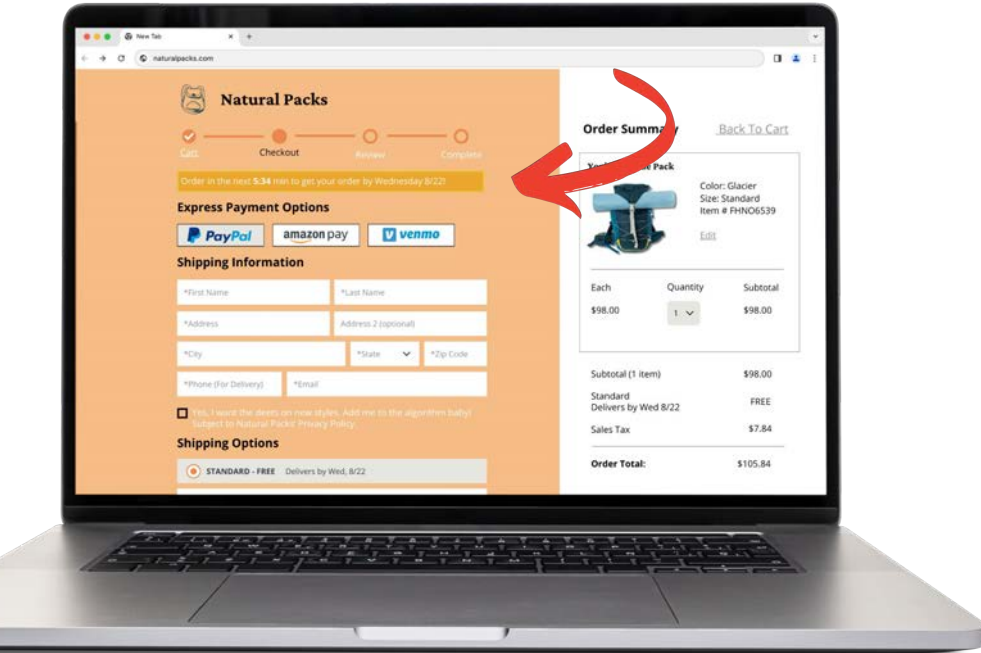
21% will abandon their cart if they fail to meet the free shipping threshold

18% will abandon their cart if the free shipping option is not fast enough

15% will abandon a cart without a clear delivery date estimate

Merchants need to address these points of friction earlier than the cart!

💡 Address shipping “FUD” in the cart



(The image provided is only meant to be a visual example and is not an active brand website.)

Why try this?

FUD = Fear, Uncertainty, and Doubt. The cart is the touchpoint where shoppers make their decision to buy, come back later or abandon you for another option. Transparency around shipping costs and speed in the cart helps customers make this decision faster and with less friction.

Conversion tips:

- Let shoppers preview available shipping methods
- Highlight shipping discount values with a pop of colored text
- Show estimated arrival dates (rather than delivery ranges)
- Enable shipping estimates with zip code lookup (for variable rate shipping)

Don't hide in a dropdown

WHY?

Some customers will always have an urgent need for an order.

It's important to communicate throughout the shopping experience (in the PDP, cart and checkout) that expedited options are available, how much they cost and how much faster they are vs standard delivery.

Delivery options

You're only **\$21.00** away from FREE SHIPPING!

Standard Shipping - \$6.00

Order summary

Promo code

Subtotal	\$14.00
Shipping	\$6.00
Estimated tax	-
Order total	-

Exact shipping and taxes are calculated at checkout.

Delivery options

You're only **\$21.00** away from FREE SHIPPING!

Standard Shipping - \$6.00

Standard Shipping - \$6.00
Arrives in 3 to 8 Days

Expedited - \$15.00
Get it by June 1

Overnight - \$25.00
Get it by May 30

Subtotal	\$14.00
Shipping	\$6.00
Estimated tax	-
Order total	-

Exact shipping and taxes are calculated at checkout.

→ Carter's hides additional shipping options and delivery estimates behind a dropdown - it's difficult for shoppers to even notice it


Make options fully visible

WHY?

It's important to display all the available shipping options in the cart, even if you have already communicated this information on the PDP.

When consumers add multiple items to their cart, it can trigger different delivery scenarios (costs and times) as the weight of the order increases and not all of the items in the cart may be shipping from the same origin location.

The screenshot displays a shopping cart interface with a progress bar at the top showing 'Cart', 'Checkout', 'Review', and 'Complete' steps. The 'Shopping Cart' title is followed by a '< Continue Shopping' link. A yellow-bordered box contains the text 'Order Now' and a warning: 'Item(s) in your cart have been flagged for low inventory'. Below this, the 'Estimated Delivery Date: Monday June 5th' is shown. The main cart area is a table with columns for 'PRODUCT', 'PRICE', 'QTY', and 'SUBTOTAL'. The product listed is 'Women's Willow Slide Sandal' with a price of \$59.95 and a quantity of 1. Below the product name, there is a small image of the sandal and details: 'Item #: 195019233935', 'Color: Cool Pink Leather', and 'Size: 7 Medium'. There is an 'Edit' link below the size. Below the table, there are sections for 'HAVE A PROMO CODE?' and 'ID.me DISCOUNTS', both with plus signs. A large promotional banner for '\$25 Rain Sneakers' is visible, featuring an image of sneakers and the text 'With \$55+ Purchase' and 'Apply Now'. At the bottom of the banner, another promotion for '\$20 Emily Tees' is partially visible. On the right side of the cart, there is a green 'CHECKOUT' button, a 'PayPal' logo, and a 'Shipping Options' section. The shipping options are: 'STANDARD — FREE' (Delivers by Mon, 6/5), 'EXPRESS — \$15.00' (Delivers by Fri, 6/2), and 'RUSH — \$30.00' (Delivers by Thu, 6/1). Below the shipping options is an 'Order Summary' section showing: Subtotal \$59.95, Shipping Standard \$0.00 (Mon, 6/5), and Sales Tax TBD. The 'Estimated Total' is \$59.95, with a note about interest-free payments of \$14.99 with afterpay. A second green 'CHECKOUT' button is at the bottom right.

PRODUCT	PRICE	QTY	SUBTOTAL
 Women's Willow Slide Sandal Item #: 195019233935 Color: Cool Pink Leather Size: 7 Medium Edit	\$59.95	1	\$59.95

Shipping Options

- STANDARD — FREE**
Delivers by Mon, 6/5
- EXPRESS — \$15.00**
Delivers by Fri, 6/2
- RUSH — \$30.00**
Delivers by Thu, 6/1

Order Summary

Subtotal	\$59.95
Shipping Standard Mon, 6/5	\$0.00
Sales Tax	TBD
Estimated Total	\$59.95

or 4 interest-free payments of \$14.99 with **afterpay**

→ Hush Puppies makes shipping options fully visible and selectable in the cart, with clear prices and arrival dates

Make options fully visible

WHY?

Failing to show all the available shipping options (in the PDP, cart and checkout) can impact conversion rates for consumers that have an immediate need for the product.

Even if expedited options are expensive it's important to show them in the cart as options.


SHOPPING BAG 1 ITEM(S)

Free Standard Shipping On Orders Over \$99 | Free Returns

SHIPPING 1 ITEM(S)

📍 Shipping to: [UPDATE](#)

📅 **ARRIVES BY TUE, JUN 06** ¹ **WITH STANDARD SHIPPING**

	Lucky Brand Classic Fit Coca-Cola® Road T-Shirt, Cinnamon	\$39.50 \$23.70 Sale
	Color: CINNAMON Size: Large QTY: 1 #6NJH30027	EDIT REMOVE
	Savings Applied ⁱ	

→ Men's Wearhouse shows arrival date for Standard shipping, but fails to show other shipping method options

Don't forget store pickup

WHY?

If the items being purchased can be picked up (BOPIS), delivered to a store, picked up from a locker / pickup location or delivered to the consumer same-day - it's important to show all of these options in the cart in addition to the available "delivery to home" options.

YOUR SHOPPING BAG



Burberry
Boy's Devan Monogram-Print
Hoodie, Size 3-14

Size: 4
Color: ARCHIVE BEIGE IP
Qty: 1

~~\$480.00~~

\$336.00

[Edit](#) [Save For Later](#) [Remove](#)

Delivery to **90210**

Expedited Delivery Options
available at checkout.

Pickup at:

Beverly Hills

Get it today if ordered by 12pm.

FedEx Pickup Location:

 [Add Gift Options](#)

→ Neiman Marcus lets you choose a more secure or convenient pickup location if you don't want home or store delivery. This is helpful for folks who may be out of town, want to avoid porch pirates or have addresses where carriers have difficulty delivering to

Include detail microcopy

WHY?

Be sure to highlight the pros of each delivery option - be that convenience, price, or timeline.

Also be sure to call out any conditions that must be met for each option, such as order cut-off times, etc. so that consumers clearly understand why some options may not be available to them.

The screenshot shows the GNC website's cart page. At the top, there's a navigation bar with 'SHOP', 'DEALS', 'BRANDS', 'GNC ROUTINES', and 'LEARN'. The GNC logo is on the right, along with the tagline 'LIVE WELL | SINCE 1935'. A 'Save 10% With In-Store Pic' badge is also visible. Below the navigation, the page is titled 'CART' and includes a 'Returning Customer? Sign In' link. The 'HOW TO GET IT' section features three delivery options: 'Ship to Me' (selected, with 'Free Shipping \$19.99+' and 'In Stock and ready to ship'), 'Free In-Store Pick Up' (with a tooltip icon and 'Save 10% with In-Store Pick Up'), and 'Same Day Delivery' (with a tooltip icon and '\$11.99 Order by 1PM to get it today!'). There are links for 'Check Nearby Stores' and 'Check Address'. The '1 ITEMS' section displays a 'CTRL® Meal Replacement Shake - Cookies N'Cream - 2lbs' for \$39.99. It includes a quantity selector set to 1, and 'Remove' and 'Save For Later' buttons.

→ GNC provides all options up front with some helpful details:

- Red copy for additional callouts and pricing info
- Tooltips for even more detail
- Address lookup to confirm store pickup and same day delivery
- A 10% incentive for store pickup
- Dynamic order cutoff detail (using geolocation to match user's time zone)

Offer zip code lookup

WHY?

In order to display an actual estimated delivery date (EDD) vs a delivery window, the retailer must know the delivery zip code.

Using the consumers IP address as a proxy for the delivery zip code is great and allows the retailer to show an EDD on the homepage banner and on the PDP (without asking for the actual delivery zip code) however it is important in the cart to allow the consumer to enter their actual delivery zip in the case it is different from their IP address (e.g. they are ordering a gift for someone else).

This is for merchants with variable vs flat shipping rates

\$24.99

Order Summary

SUBTOTAL:	\$24.99
1 item	

SHIPPING:	TBD
3-5 Business Days - Standard - (1 item)	
U.S. ZIP CODE*	
<input type="text" value="90210"/>	

3-5 Business Days - Standard - \$7.99
Free Shipping for FLX Members [Join Now](#)

2 Business Days (Order arrives Wednesday) - \$17.99

CANCEL

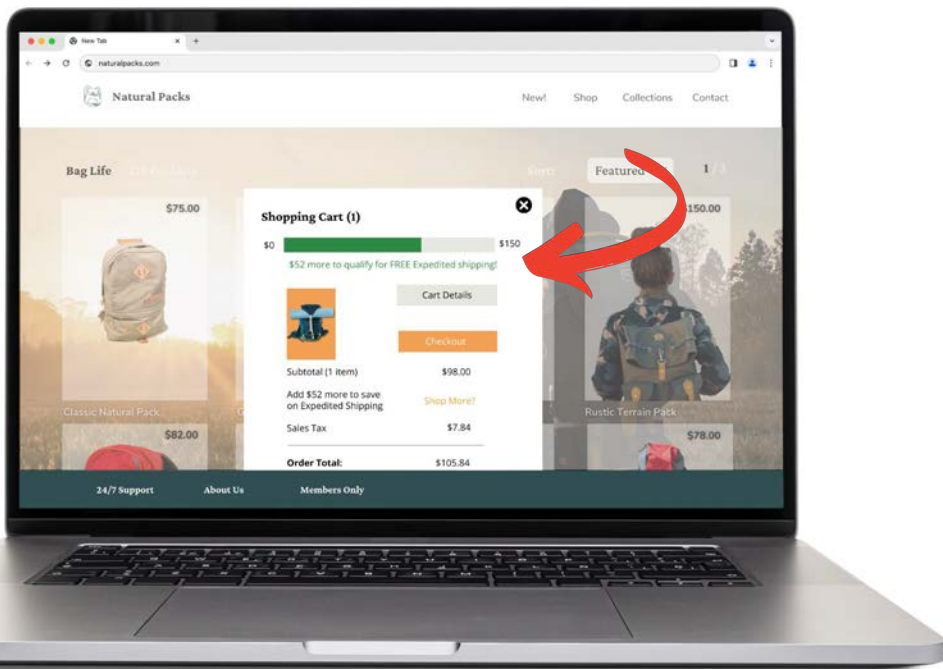
SAVE

DISCOUNTS:	\$0.00
Add Promo Code	

ESTIMATED TOTAL:	\$24.99
Tax calculated in Checkout	

→ Foot Locker bakes zip code lookup into its Order Summary so customers can preview shipping costs for Standard and Expedited delivery, along with estimated arrival date (though “arrives by [date]” would be better than “3-5 Business Days” for Standard)

💡 Highlight free shipping qualification



(The image provided is only meant to be a visual example and is not an active brand website.)

Why try this?


“You’re X away from free shipping!” carrots provide a visual cue to keep shopping to build a bigger basket size. Quantifying the \$ amount remaining provides helpful context.


Conversion tips:


- Make it obvious when the cart qualifies for free shipping
- Consider showing a free Express shipping carrot once the Standard threshold is met
- Consider a “multi-tiered” carrot that unlocks more perks as you go
- A/B test the design and placement of your cart carrot
- Consider offering free shipping for registered accounts


Confirm qualified orders (clearly)


Shipping (2 items) to [98101](#)
Free standard shipping
[Change all to pickup](#)

 Puppets and Puppets
Medium Banana Leather Top Handle Bag
Size: One Size
Color: BLACK NAPPA
Item: 7506616

 **My Bag** (1 Item) \$158.00

 **CHECKOUT**

 Items in bag are not reserved. Checkout now to get your gear.

 **Blissfeel Trail Women's Running Shoe** ×
Violet Verbena/Purple Ash/Atomic Purple
Size 7
Quantity 1 ▾ \$158.00
[Edit](#) | [Save for Later](#)

Free Shipping + Free Returns

Subtotal \$158.00





Shipping ⓘ FREE

Tax ⓘ Calculated at checkout

Estimated Total USD \$158.00
or 4 payments of \$39.50 with [afterpay](#) or [Klarna](#).

Feedback


→ Visibility is **everything**. These examples all show these carts qualify for free shipping - but customers may easily overlook the detail.

 **crocs**   



Cart (2 Items) [Checkout](#)

Item Total: \$104.98

Hooray! You've earned Free Shipping!

 **Classic Cozzy Sandal**
Color: [White](#)
Size: [W7](#)
- 1 +
[Remove](#) | [Edit](#)
[Move to Wish List](#)

\$54.99

 **Add Mystery Jibbitz™ 5-Pack** 
~~\$4.99~~ \$19.99

Confirm qualified orders (clearly)


Order Summary

Subtotal	\$144.98
Standard Shipping	Free
Taxes	\$12.68

Total **\$157.66**

CHECKOUT

[Continue Shopping](#)

\$0.00  \$75.00

🕒 You qualify for 🕒 FREE Standard Shipping!

Enter Promo Code Limit 1 offer per order

Enter Promo Code **Apply**

To see if you have other offers, [Sign In](#).

Congrats! You get Free Shipping! [See Exclusions](#)

Subtotal \$47.43

Shipping ⓘ **FREE**

Pre-Tax Order Total \$47.43

You saved ⓘ **\$92.57**

Proceed To Checkout

→ These retailers make it much easier to notice when free shipping has been achieved. Use colored text to draw attention and place your message close to the Checkout button for best visibility


Order Summary

Coupons & Belk Bucks [Add](#)

Subtotal (x1 item)	\$135.00
Est. Shipping (Belk)	FREE


Estimated Total \$135.00

or 4 interest-free payments of \$33.75 with [afterpay](#) ⓘ

Use Coupons 

Enter your code here **Add**

Exclusions may apply. Want more savings? Visit our [coupons page](#).
Products from Marketplace are not eligible for promotions or coupons


Congrats! You've earned FREE Shipping. 

Secure Checkout

Test placement of progress bars

→ The same principles apply for your “cart carrots” (“X away from free shipping” CTAs). Use color to emphasize and place them near the checkout button or right below the header (consider A/B testing placement)

1 Item In Your Bag




NANETTE NANETTE LEPORE
Belted Ruffle Hem Dress
With Puff Sleeve
Flamingo | 8
Qty: 1
\$29.99
Compare At \$60

[Remove](#)

[Edit](#)

Estimated Total (before tax) **\$29.99**


Spend **\$59.01** To Earn Free Shipping! [See Details >](#)

\$0  \$89

[VIEW BAG & CHECKOUT](#)


your shopping bag (1) ✕

\$8.00 AWAY FROM FREE SHIPPING!



OFFERS

- FREE shipping on \$55+ orders after discounts applied
- select one (1) FREE reset shower set w/ \$150+
- buy 2, get 1 FREE perk up or perk up plus (any size). use code B2G1PERKUP *add 3 to cart



perk up
dry shampoo
anniversary
7.3 oz / 322 ml

\$47


REMOVE

subtotal **\$47**

[CHECKOUT](#)

have a promo code? promotions, shipping and taxes calculated at checkout. one promo code per order.


Fewer Than 5 Left!




Men's
Essential Popover Hoodie
SKU: 655942066
Taupe Pattern, M TALL
\$80

[Edit](#) [Remove](#)


Don't Forget Base Layers & Outfit Makers



Vintage-Inspired Tee




Essential Tee



Premium Polished Tee

You're **\$19.00** from **FREE SHIPPING**

\$0  \$99

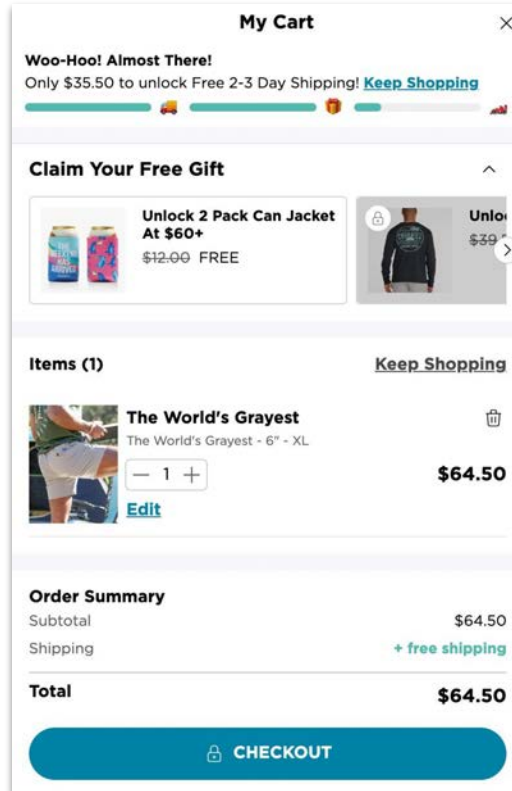
[Checkout](#)

Offer tiered shipping rewards

WHY?

When your brand offers the “Spend more, get it faster” incentives:

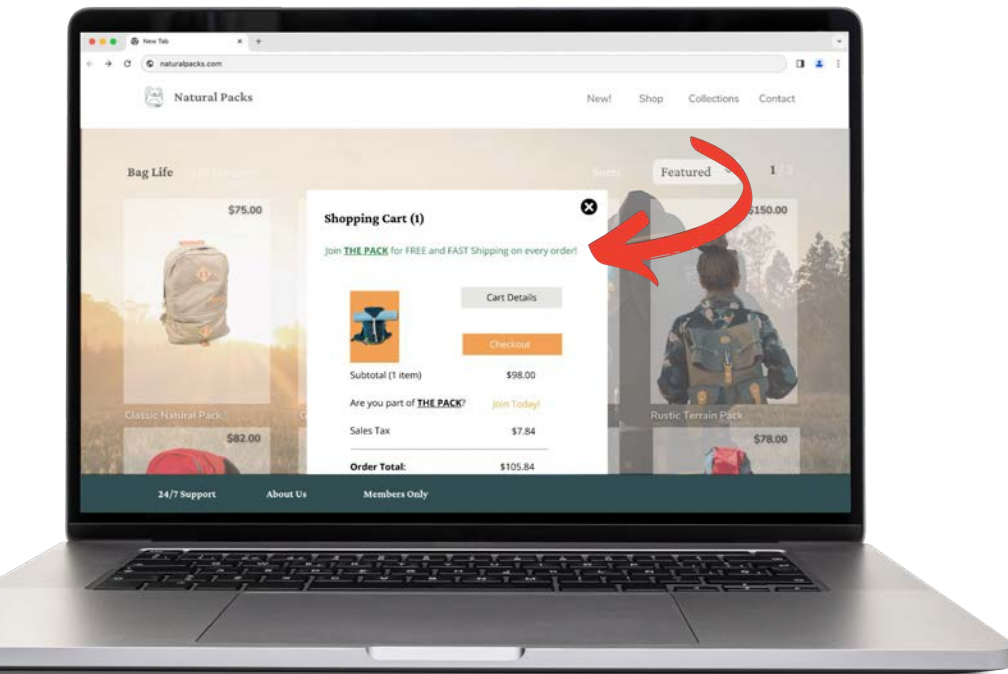
- Your best customers (i.e. the big spenders) get a premium post-purchase experience
- It can have a big impact on increasing AOV metrics
- Customers that want their order quickly can avoid expedited shipping fees by stuffing more in their cart



→ Chubbies offers multi-tiered spend threshold rewards:

- \$50 (get Free 3-4 day shipping)
- \$65 (get a Free gift)
- \$100 (get Free 2-3 day shipping)

💡 Make shipping an **account perk**



(The image provided is only meant to be a visual example and is not an active brand website.)

Why try this?

Customer accounts give you valuable, voluntary first-party data that you can use to remarket to customers and personalize their experiences.

Retailers are increasingly using free shipping as an incentive to create accounts vs using guest checkout (i.e. offering free shipping **only** to registered account holders).

Conversion tips:

- Communicate the perk on PDPs and in mini-carts/cart pages
- Consider offering free shipping or free **faster** shipping for account holders only
- Some merchants make this part of an annual paid membership
- Make your account creation process quick and easy

Perks on the PDP

WHY?

Consumers love perks and feeling special.

When using shipping as an incentive to create an account and shop as a registered user, consider that free shipping alone may not be enough of an incentive.

However the double whammy of free + expedited shipping becomes compelling and creates an enhanced incentive to go through the extra steps of creating an account.

The screenshot shows a product page for 'Sapphire Star Multi'. At the top, there is a circular logo with a green and red design. Below the logo, there are size selection options: 2T, 3T, 4T (which is underlined), 5, 6, and 7. A 'Size Chart' link is visible below the size options. A large dark blue button labeled 'ADD TO BAG' is prominent. Below this, there is a 'FIND IN STORE' link. Further down, a truck icon is followed by the text 'FREE FAST SHIPPING WITH AN RL ACCOUNT'. Below this, it says 'Fast shipping: Receive by Monday, June 05' and provides links to 'Sign in' or 'Create an Account now'. At the bottom, a clock icon is followed by 'SAME DAY DELIVERY' and a small 'i' icon. A final line of text reads 'View Same Day delivery eligibility to US zip codes only [Zip Code](#)'.

→ Ralph Lauren promotes its free fast shipping option for account holders with quick links to Sign-in or Create and Account from the PDP

Perks on the PDP

WHY?

Consumers are accustomed to “Free Fast” shipping when shopping on Amazon.

The implication of this is they are increasing their expectations for “Free & Fast” everywhere they shop.

Making “Free & Fast” core to your brand's value proposition and highlighting this adjacent to the “Add to Cart” button significantly removes any shopper anxiety about shipping.

Free Pickup

Order by 2pm to get today

LINCOLN RD-MIAMI BEA 1001 Lin... MIAMI BEACH, FL

Free Fast Shipping

On \$50+ for Gap Rewards Members [Sign in](#) or [Join](#)

1 ▾

ADD TO BAG

 **PayPal** ⓘ and  **afterpay** ⓘ available for orders above \$35

→ GAP pre-checks the *Free Fast Shipping* radio button with quick links to [Sign in](#) or [Join](#). The challenge with this messaging is non-members may be confused if they can still Add to Bag and checkout as a guest.

Perks on the PDP

→ Both Skechers (left) and Columbia Sportswear (right) promote free shipping and rewards credits for account holders on their PDPs.

COLOR BLACK / NATURAL Style #:185031 BKNT

WIDTH MEDIUM

SIZE [Size Chart](#)

5.0 5.5 6.0 6.5 7.0 7.5 8.0 8.5
9.0 9.5 10.0 11.0

QTY 1

SKECHERS Plus
Join for Free Shipping & Earn a \$5 Reward

WHY?

Some merchants sweeten the Sign Up deal even more with additional cash-back or loyalty points.

You may wonder why they go so far to grow customer accounts - in today's age of disappearing cookie data, first party data (such as account and profile preferences) help you understand customers and better personalize their journeys.

Size: M

Standard Plus

XS S M L XL XXL

[Size Guides](#)
Regular Fit: Universal, easy fit for comfortable range of motion.

4 interest-free payments of \$37.50 with Klarna. [Learn More](#)

Members get **free shipping + \$7.50 in rewards**

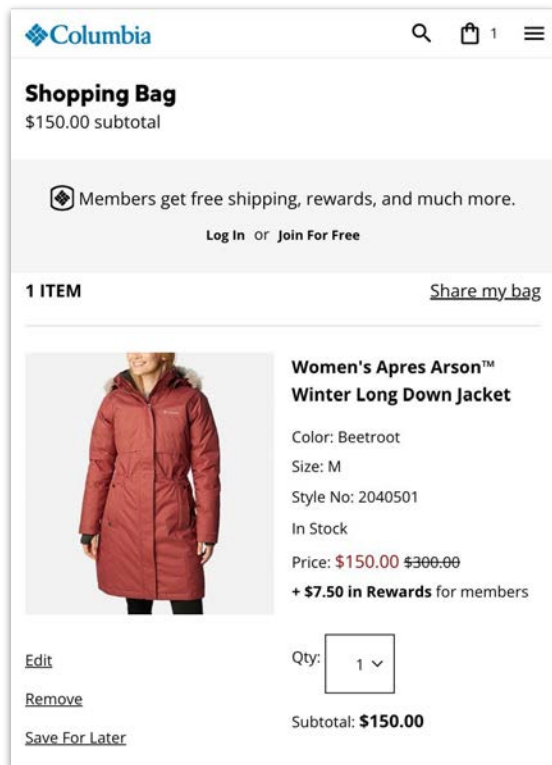
Perks in the cart

WHY?

The best calls-to-action are *persistent* and carry over to multiple touchpoints in the journey – especially when customers return in subsequent visits and go right to the cart.

Customers are also more likely to take Sign Up action when they're closer to converting, vs. on the PDP.

→ And both carry these promos through to their shopping carts




Columbia 🔍 🛒 1 ☰

Shopping Bag
\$150.00 subtotal

🛡️ Members get free shipping, rewards, and much more.
[Log In](#) or [Join For Free](#)

1 ITEM [Share my bag](#)



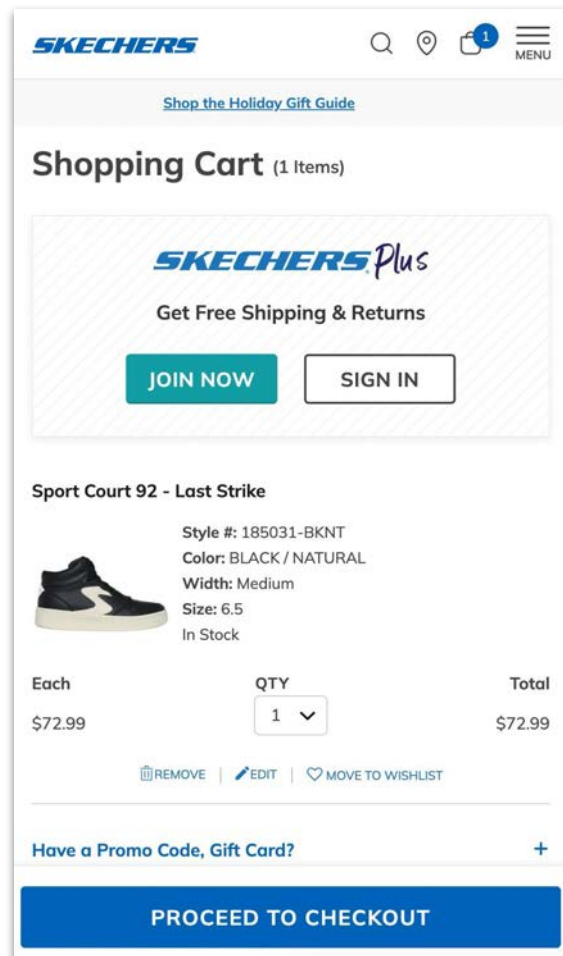
Women's Apres Arson™ Winter Long Down Jacket

Color: Beetroot
Size: M
Style No: 2040501
In Stock
Price: ~~\$150.00~~ ~~\$300.00~~
+ \$7.50 in Rewards for members

Qty:

Subtotal: **\$150.00**

[Edit](#) [Remove](#) [Save For Later](#)




SKECHERS 🔍 📍 🛒 1 ☰ MENU

[Shop the Holiday Gift Guide](#)

Shopping Cart (1 Items)

SKECHERS Plus
Get Free Shipping & Returns
[JOIN NOW](#) [SIGN IN](#)

Sport Court 92 - Last Strike



Style #: 185031-BKNT
Color: BLACK / NATURAL
Width: Medium
Size: 6.5
In Stock

Each	QTY	Total
\$72.99	<input type="text" value="1"/>	\$72.99

[REMOVE](#) [EDIT](#) [MOVE TO WISHLIST](#)

Have a Promo Code, Gift Card? [+](#)

PROCEED TO CHECKOUT

Perks in banners

WHY?

Perk details can be subtle and easy to miss on PDPs and the Cart. Consider giving them banner treatment earlier in the journey (e.g. at the Category or Search list stage).

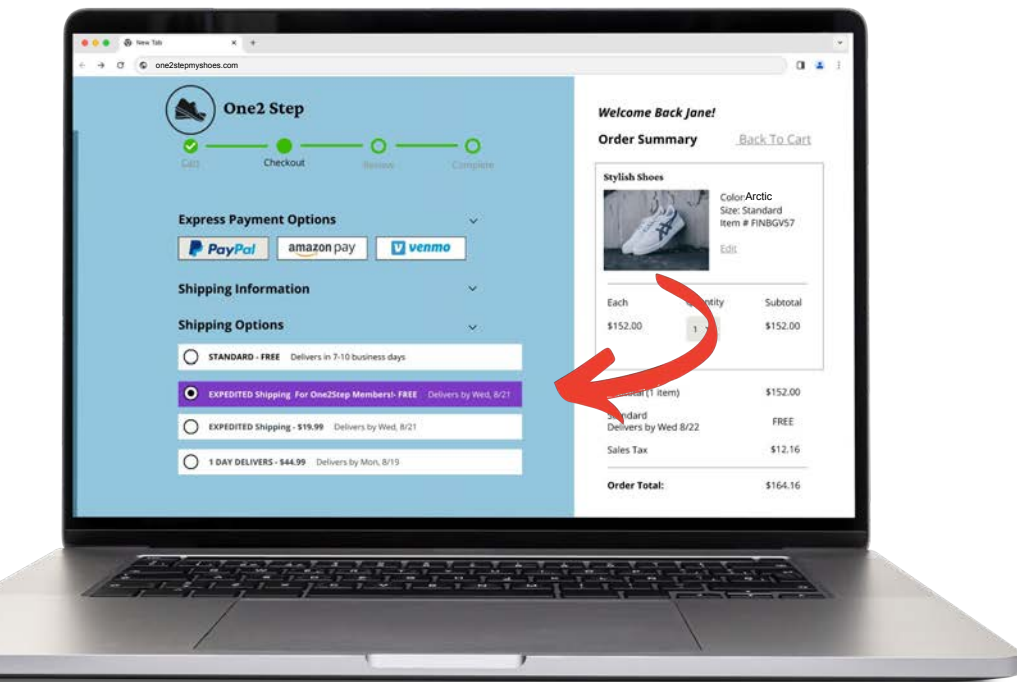
→ Columbia Sportswear also promotes its free membership perks throughout the shopping journey, including category page banners

The screenshot shows the Columbia website's 'Early Black Friday' category page. At the top, the navigation bar includes 'Columbia', 'Men', 'Women', 'Kids', 'Shoes', 'Bags & Gear', 'Early Black Friday', 'Gift Guide', and 'Explore'. A search bar and icons for account and cart are on the right. Below the navigation, a banner reads 'Early Black Friday (1,254 results)'. The main banner features the text 'MEMBERS SAVE MORE' in large, bold letters, with 'Extra 20% Off Early Black Friday Deals' below it. Further down, it says 'Save on deals already up to 50% off. Plus, members always get free shipping!' and includes buttons for 'Log In & Shop' and 'Join For Free', along with a 'See Details' link. To the right of the main banner is a photo of a man and a woman hiking. Below the banner, there are three product listings: 'Women's Apres Arson™ Winter Long' (red jacket), 'Men's Barlow Pass 550 TurboDown™' (blue jacket), and 'Women's CSC™ Sherpa Jacket' (tan jacket). A sidebar on the left contains filters for 'Gender', 'Product Type', 'Size Range', and 'Shoe Width', each with a plus sign. A 'Sort By' dropdown is on the right. A chatbot window in the bottom right corner asks 'Can we help you?'.

A person wearing a blue patterned shirt is shown from the chest down, holding a credit card over a laptop. The person's hands are the central focus, with the right hand holding the card and the left hand near the laptop. A semi-transparent dark grey rectangular box is overlaid across the middle of the image, containing the text "Shipping in checkout" in white. The background is softly blurred, showing what appears to be a desk and some greenery.

Shipping in checkout

💡 Optimize your **select shipping** method step



(The image provided is only meant to be a visual example and is not an active brand website.)

Why try this?

This is where your customer commits to a price and shipping speed. How you support this decision and communicate your SLA matters most here!

Conversion tips:

- Show estimated arrival dates instead of business day ranges
- Make arrival date the “heading” vs. shipping method name for each option
- Use geolocation to match buyer’s time zone for order deadline - and consider including/ testing a countdown timer
- Use tooltips or hover links to show additional details (where appropriate)
- Use colored text to emphasize important messaging (such as split shipping, order processing time or other info)

Enable save-to-account

WHY?

For customers that chose Guests Checkout, offering a seamless way to save their information to a new account within the checkout process is great practice.

Columbia Sportswear makes it frictionless to choose FREE shipping and create an account – but they could do better to make it explicit that they do so.

→ Columbia Sportswear presents its free shipping option alongside paid. Selecting it saves customer information without exiting checkout to create an account

Select Delivery Option ?

<input type="radio"/>	Become a Greater Rewards member for free shipping always	FREE
<input checked="" type="radio"/>	Standard Delivery Est. arrival Monday Jun 05	\$6.00
<input type="radio"/>	Expedited Delivery Est. arrival Thursday Jun 01	\$16.00
<input type="radio"/>	Rush Delivery Est. arrival Wednesday May 31	\$24.00

Add a gift message to my order

CONTINUE TO PAYMENT

Kill business day ranges

WHY?

It is common for carriers to state their delivery date SLA's in terms of a business day range, however these SLA's are counterintuitive for consumers.

Consumer are not privy to the retailers supply chain processes (such as where the order will ship from) thus do not possess the information required to know which end of the provided date range will apply to their order.

Subsequently most consumers assume the **worst case scenario** which leads to unnecessary cart abandonment.

Shipping method

SwimOutlet orders placed by 6 PM EST are shipped from our fulfillment center the same business day.

<input checked="" type="radio"/> Standard Shipping 2-7 Business Days	Free
<input type="radio"/> Expedited Shipping 1-2 Days - Non membership	\$9.99
<input type="radio"/> 1 Day Delivery Flat 1 Day Delivery Flat	\$34.99
<input type="radio"/> Saturday Delivery Saturday Delivery	\$45.00

[Return to information](#)

→ What do these retailers all have in common? They all use “X-Y Business Day” ranges instead of user friendly arrival dates. The lack of visual styling also forces shoppers to read each line item fully vs. making it easy to scan

Shipping method

<input checked="" type="radio"/> Fast(ish) Shipping (Estimated Delivered in 6-8 Business Days)	Free
<input type="radio"/> FedEx Home Delivery (Delivered in 3-5 Business Days)	\$6.00
<input type="radio"/> Faster Shipping (Delivered in 2 Business Days if Ordered by 12:30pm EST)	\$16.00
<input type="radio"/> Fastest Shipping (Delivered in 1 Business Day if Ordered by 12:30pm EST)	\$25.00

[Return to information](#)

CONTINUE TO PAYMENT

Show estimated arrival dates

WHY?

In the last example the date ranges for delivery were presented as business day ranges.

The problem is that many consumers don't really understand "business days" or how they impact supply chain operations, thus the consumer is left to make an educated guess on when their order might arrive.

A far better approach is to show actual estimated delivery dates (EDD's) as this removes any ambiguity about the delivery window.

→ Levi's does a great job showing arrival dates, and applying a visual hierarchy to line items

SHIPPING METHOD: ?

USPS Standard

\$9.00

Est. Arrival May 31 - June 06

Expedited Shipping

\$14.95

Est. Arrival May 30 - June 02

Express UPS

\$24.95

Est. Arrival May 29 - June 01

Lead with arrival dates

→ Fashion Nova (left) and TJMaxx (right) go further to “lead” with arrival date as the header (vs. shipping method) and include “order by [time]” cutoff info

However, Fashion Nova’s online order cutoff is more likely to be noticed than TJ Maxx’ copy placed above the options - users notoriously gloss over copy

WHY?

The status quo for displaying shipping options has been to give them names such as “standard”, “express” or “Expedited” or use the carriers product name (e.g. UPS Ground)

However this provides no value to the consumer. A far better approach is to list the available shipping options by arrival date (commonly with the cheapest option listed first).

This is all the consumer needs to know, they don’t care who the carrier is or what service level the retailer is using with that carrier, they simply want to know when they will receive their order.

DELIVERY METHOD ⓘ

- Arrives by Wednesday, June 7**
3-7 Business Days
\$6.99
- Arrives by Wednesday, May 31**
2 Business Days (Order by 3pm ET)
\$12.99
- Arrives by Tuesday, May 30**
1 Business Day (Order by 3pm ET)
\$14.99

Continue to payment

Shipping Method

Express & Expedited delivery estimates reflective of orders placed before 12PM CST. Orders placed after 12PM CST will be processed on next business day.

- Thu, Jun 1–Tue, Jun 6** **\$9.99**
Standard Ground
- Wed, May 31–Thu, Jun 1** **\$19.99**
Express
- Tue, May 30–Wed, May 31** **\$26.99**
Expedited

Add A Gift Receipt

SAVE & CONTINUE

Emphasize order cutoff

WHY?

Never assume customers will read all your microcopy!

Using colored text – especially red for “alert” can help draw attention to the important details, namely expedited order cutoff.

Make sure to use geolocation to match the customer’s time zone!

Recommended improvement:

Move this alert inline with Two Day and Next Day options instead of above the grid.

Shipping method

Expedited orders must be placed by 1PM ET to ship the same day. See [Shipping Policy](#).

- | | |
|---|-----------------------|
| <input checked="" type="radio"/> Standard Shipping
Free shipping if order is over \$50 | \$8.95
Free |
| <input type="radio"/> Two Day | \$18.00 |
| <input type="radio"/> Next Day | \$30.00 |

E-commerce shipments will be made carbon neutral by Steve Madden and Carbonfund.org.

[< Return to information](#)

[Continue to payment](#)

→ Steve Madden highlights expedited order cutoff time with red for extra visibility. Ideally it would place this inside the “Same Day/ Next Day” box (changes by time of day) for better context

Show a countdown

WHY?

Showing cut-off times with a countdown creates both clarity and urgency in the checkout.

Most retailers have a specific cut-off time at their warehouse for orders to be picked, packed and shipped on any given day.

Miss the cut-off and the next opportunity for parcels to be collected from the warehouse is usually 24 hours later.

Recommended improvement:

Include context on what the timer applies to.

SHIPPING METHODS

Ships From Los Angeles. Order within:
07 hrs 58 mins

- \$10.25** Standard Domestic Shipping
- \$30.25** 2nd Day Expedited Shipping

NEXT

→ Karmaloop's countdown timer doesn't require customers to mental-math their way around order cutoffs - but is missing a few key details:

- What's the timer for? Session timeout? Order deadline to hit arrival dates?
- Arrival dates are not shown - missed opportunity! Even business day range would help.
- Does 2nd Day refer to arrival or when it ships from the LA warehouse?

Never link out to info

WHY?

Make sure you provide all the information the consumer needs in the checkout.

If you need to explain what standard shipping means or provide more details about your shipping policy, embed that information in the checkout or have it available in an expandable box.

Don't ever redirect the customers out of the checkout back to your shipping FAQ page.

Standard Shipping – see details on delivery locations [here](#)
Expedited and Next Day Shipping - orders must be placed by 11am EST Monday-Friday (holidays excluded)

CHOOSE SHIPPING METHOD

- Standard Shipping (5-7 Days) \$6.99
- 2nd Business Day Air \$19.99
- Next Business Day \$29.99

SAVE & CONTINUE

→ Hanes hijacks customers from their carts if they click the [here](#) link to view delivery locations - there's no excuse for this. Ever!

Keep them in checkout

WHY?

Make your shipping policy details / shipping FAQs easily accessible in the checkout via an expandable section or hovering tooltip.

Shipping anxiety is one of the biggest causes of checkout abandonment so make sure to have answers to frequently asked shipping questions to hand.

Recommended improvement:

Rather than use an obscure (?), label your tooltip with descriptive text.

The screenshot shows a 'Select Delivery Option' form with a question mark icon. A tooltip is overlaid on the form, providing detailed information about the shipping options. The form has five radio button options and one checkbox option. A red 'CONTINUE TO PAYMENT' button is visible at the bottom right of the form.

Option	Description	Price
<input type="radio"/>	Become a member for free shipping always	FREE
<input checked="" type="radio"/>	Standard shipping. Your order will be shipped upon confirmation that we have your item in our current inventory. When that occurs, you will receive a ship confirmation email. This can take up to 1 business day.	\$6.00
<input type="radio"/>	Expedited shipping. Once you have received your shipping confirmation, the estimated delivery time using ground shipping is approximately three to seven business days. This time may vary with the final destination.	\$16.00
<input type="radio"/>	Rush Delivery. Non-expedited shipments to the following areas can take up to six weeks: Alaska, Hawaii, Guam, Puerto Rico, US Virgin Islands, APO addresses	\$24.00

Add a gift

[CONTINUE TO PAYMENT](#)

→ Columbia Sportswear surfaces additional info through a user-controlled tooltip (though it's missing context of what the tip is for). Note that important info like order cutoff and processing times should never be hidden behind a link

Label your tooltip link

WHY?

Customers don't intuitively understand what your tooltips are for. Describe your tooltip with link text!

Shipping method Shipping details

Business days are limited to Monday through Friday, 6:00 a.m. to 5:00 p.m. PT. Please allow an average of one additional business day for processing and note that your order may be shipped in multiple packages at no extra charge to you. For consumer protection, all orders are subject to review, including shipping/billing verification and credit card authorization. GUESS?, Inc. is not responsible for delays in shipping or delivery that result from factors outside its control. Under any circumstance, GUESS?, Inc. is not responsible for incidental or consequential damages.

FREE ▾



→ GUESS doesn't make you guess what's behind their tooltip. By describing the link as "Shipping details," it's clear to customers what's behind

Don't hide the important

WHY?

While tooltips are helpful, they should never contain information that customers need to make a decision, such as transit time and arrival dates.

Rather, use them as quick-display for shipping details, policies, etc.

This also applies to tabbed content (illustrated on the next page).

→ Delivery estimates and arrival dates should *never* be hidden behind a tooltip

Shipping Method

- Standard: **FREE** ?
- UPS Ground: \$9.99 ?
- Overnight: \$26.99 ?
- 2nd Day Delivery: \$14.99 ?

Arrives 3-5 business days after leaving warehouse

CONTINUE TO BILLING

Don't hide the important

Ship or Pickup 🇺🇸 Shipping to US [Change](#)

Home Delivery Pickup My Order

Shipping Speed

- Standard - \$7.00**
Est. Delivery: Tue, 06/06 in-stock items only
- Two Day - \$15.00**
Est. Delivery: Wed, 05/31 in-stock items only
- Next Day - \$22.00**
Est. Delivery: Tue, 05/30 in-stock items only

Delivery dates are estimated
[Shipping & Handling](#)

→ Abercrombie's (left) Pickup My Order option is hidden behind a "ghost tab" that users can easily overlook.

→ Eddie Bauer (right) only displays estimated arrival for the selected method. This forces users to click through each one to preview arrivals, and it's impossible to compare them at-a-glance

2. SHIPPING METHOD

Choose one

- Standard: \$9.99
- 3 Day: \$14.99
- 2 Day: \$16.99
- Overnight: \$21.99

Estimated delivery: Jun 1 - Jun 8

CONTINUE

Avoid “processing time”

WHY?

Mentioning processing times (i.e. the time taken for the warehouse to pick, pack and ship out an order after it is placed) creates confusion for the customer.

The customer doesn't care how fast your 3PL or warehouse picks and order, all they care about is *when it will arrive*.

Avoid talking about processing times, processing delays or the operating hours of your warehouse.

Instead always talk simply about the “arrival date” of the order.

→ Tilly's uses blue type to inform about processing time. While we prefer showing arrival dates instead of business days, when processing time delays shipping this helps set expectations that Overnight is not really next-day shipping

Shipping Method:

*Please allow 24-48 hours processing.

<input checked="" type="radio"/>	Economy (3-8 Business Days)	\$5.95
<input type="radio"/>	Ground (3-7 Business Days)	\$9.95
<input type="radio"/>	FedEx 2Day (2 Business Days)	\$14.95
<input type="radio"/>	FedEx Overnight (1 Business Day)	\$20.95

Consider pickup points

WHY?

Some customers have difficulty with package delivery to their residences, worry about porch pirates, or are ordering a gift for someone they live with.





Offering local pickup options can help these customers – and, you can pass on the \$2 savings for deliveries to commercial addresses that don't incur residential delivery fees from UPS and FedEx.

→ Perry Ellis offers local pickup points

Shipping method

To Your Door	
<input type="radio"/> Standard You're only \$25 from free shipping. (5-10 business days)	\$10.99
<input type="radio"/> Expedited (2-3 business days)	\$19.99
<input type="radio"/> Overnight (1 business day - Orders must be placed before 12pm EST to be shipped same day)	\$25.00

Local Pickup Points ⓘ

<input checked="" type="radio"/> Pickup at: Walgreens, 350 N Capitol Ave, San Jose, CA 95133 📍 5 to 6 business days by 	\$8.99 
Map It or Change	
<input type="radio"/> Pickup at: Walgreens, 1661 McKee Rd, San Jose, CA 95116 📍 5 to 6 business days by 	\$8.99 
Map It or Change	

[Return to information](#) CONTINUE TO PAYMENT

Collect delivery instructions

WHY?

Some customers may wish to leave delivery instructions (e.g. basement suite leave on side of porch, put inside green bin, my gate/door access code is).

This can significantly increase successful delivery rates and reduce re-delivery cost, porch theft and burden on support.

Retailers can pass this through their carrier APIs so drivers get this information (only some carriers support this).

With Shopify's latest checkout updates, it's now easy to include this as a field within your shipping step if you use that platform.

→ Macy's allows shoppers to add delivery instructions within checkout

The screenshot displays the checkout process for a Macy's order. On the left, three delivery options are presented: 'Next-Day Delivery' for \$15.00 (selected), 'Standard' for Free, and 'Express' for \$15.00. A checkbox for 'Have DoorDash text me delivery updates for this order' is checked, with a phone number field containing '(604) 417-3572'. On the right, a summary table shows the Subtotal (\$33.59), Shipping (\$15.00), Dasher Tip (\$5.00), Promo code (FRIEND, -\$14.40), and Estimated tax (\$4.49), resulting in an Order total of \$58.08. Below this, a 'Delivery Instructions' field is populated with 'Leave it by the door, ring bell, etc.'. A 'Thank your Dasher with a tip' section shows a 100% tip of \$5.00 selected. A warning box at the bottom indicates to review the Payment section.

<input checked="" type="radio"/> Next-Day Delivery Get it Tomorrow.	\$15.00
<input checked="" type="checkbox"/> Have DoorDash text me delivery updates for this order ⓘ	
Phone Number (604) 417-3572	
<input type="radio"/> Standard Transit time: 3-6 business days	Free
<input type="radio"/> Premium Transit time: 2-3 business days	\$10.00
<input type="radio"/> Express Transit time: 1-2 business days	\$15.00

Subtotal	\$33.59
Shipping	\$15.00
Dasher Tip	\$5.00
Promo code: FRIEND ▾	-\$14.40
Estimated tax ⓘ	\$4.49
Order total	\$58.08
You saved	\$26.41

Delivery Instructions Optional

Leave it by the door, ring bell, etc.

Thank your Dasher with a tip 100% goes to your Dasher

None \$6 \$7 Custom

ⓘ Please review the **Payment** section.
[Scroll to section](#)

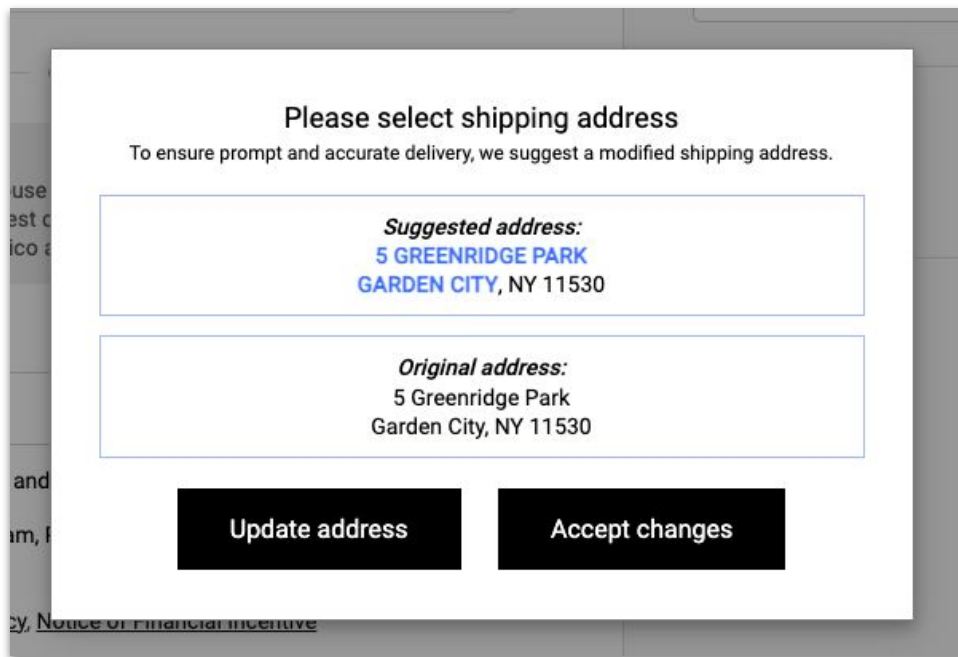
Use address validation

WHY?

Address validation helps reduce delivery issues (and reshipment costs) by suggesting a USPS verified version (when needed).

This is especially helpful for mobile shoppers who may have mis-tapped their address, or for saved accounts with old addresses left over.

Retailers can also save fees charged by carriers for incorrect addresses or address corrections that happen after a label has been printed.



→ Address validation helps reduce delivery problems and save costs, and present minimal friction to customers (one tap to accept)

Don't green wash

→ Brooks Running offer free expedited shipping to members (free to join), but then green wash, i.e. guilt trip the consumer to downgrade to the slower (and cheaper for Brooks) standard shipping

WHY?

Consumers are eco-conscious but also savvy, and can be wary of brands' use of green marketing, and some may receive it as a "guilt trip".

While choosing ground shipping may arguably reduce carbon emissions, green messaging can contradict other messages such as "free express shipping for members" or upgraded overnight delivery during holidays.

Shipping method

- Standard FREE
Estimated delivery date is between Friday, 12/8 - Tuesday, 12/12
[Helps reduce our environmental impact](#) ⓘ
- Express FREE
Estimated delivery date is Wednesday, 12/6
- Next Day \$25.00
Estimated delivery date is Tuesday, 12/5

[Continue to payment](#)

Shipping method

- Standard
Estimated delivery date is between Friday, 12/8
[Helps reduce our environmental impact](#) ⓘ
-
-

By choosing Standard Shipping whenever possible, you are helping to reduce negative impact to the environment. If all our customers selected Standard Shipping, we could collectively reduce greenhouse gas emissions equivalent to driving approximately 600,000 miles per month; that's the same distance as 22,900 marathons!

Click [here](#) to learn about our shipping options and closures.

About Maergo

Maergo empowers your fast growth brand to provide a “prime like” expedited 2-3 day delivery at the price of a slower ground service, without a large environmental cost. Our nationwide network is disrupting incumbent carriers and helps your brand increase online conversion, lower WISMO customer support tickets, and improve the click-to-porch experience for your customers. We utilize artificial intelligence to manage and continually enhance its nationwide parcel delivery network, allowing shippers to capitalize on the financial and transit time advantages of coordinating and integrating specialized ground, air, sorting, and last-mile providers with considerably decreased operational costs.

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