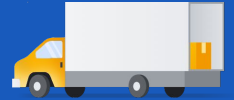# Inspire purchase by highlighting your shipping speed

Shipping speed and cost are key factors impacting your customers' purchase decisions, so showcasing your shipping policy is more important now than ever before. Build brand trust and loyalty using Google's simple shipping settings to accentuate your fulfillment value proposition.

Spotlight

As of April 2021, you can provide shipping speeds per item via the Content API for Shopping ads and free listings. For greater shipping data accuracy, you can link your Merchant Center account to carriers (in US).*

*See Help Center

Business impact

11% increase in CTR

on average for listings with 1-day to 3-day shipping on Shopping tab conditioned by offer impressions[5]

4+% increase in CTR

for listings with Fast & Free badge on Shopping tab conditioned by offer impressions[6]

65% of consumers look up expected shipping price and speed before checking out.[1]

62% of shoppers associate a positive experience with fast shipment[3]

79% of shoppers are more likely to shop with free shipping[2]

54% of shoppers say delivery defines which brand or retailer they shop with[4]

Best practices for showing your products

- Submit complete and correct shipping speed and cost to prevent shoppers from abandoning a product
- Include all shipping charges that include the words "shipping", "delivery", "handling", "logistics", or "carrier"
- Match or overestimate what your customers would pay if you can't provide an accurate shipping cost

Shipping requirements

- Use the rate to ship directly to an individual (not to a store) or the membership rate
- Display product details on your landing page to all users
- Comply with local laws when submitting shipping information

[1] NRF's Winter 2018/2019 Consumer View   [2] WalkerSands, 2018   [3] eMarketer, 2019   [4] MetaPack ECommerce Delivery
[5] Topline results based on Google internal data from 10/2/20 - 10/22/20 controlled experiment of free listings on Shopping tab
[6] Topline results based on Google internal data from 12/10/2020 and 1/8/2021 controlled experiment of Free x-day flyout in free listings & BoG on Shopping tab
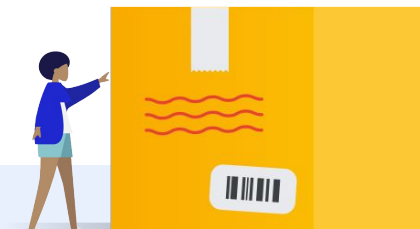
Set up **shipping services at the account level** via Merchant Center or Shipping Settings API if you...

📝 Shopping ads, free listings, and Buy on Google

How do you want to determine delivery times for this service?

Show custom delivery times based on your carrier or partner
Google will calculate specific delivery times for each customer. Setup is fast and easy.

FedEx UNITED STATES POSTAL SERVICE ups ShipStation

Set a range of delivery times
Recommended if this service ships from multiple locations outside of the United States and/or you use different carriers based on delivery location.

- Ship products from and to the US using UPS, USPS, or FedEx & want Google to auto-calculate your shipping speeds[1]
- Want to link third party (3P) order tracking data so Google can help you create custom shipping settings[2]
- Are a business with a simple supply chain & static shipping speeds
- Use 3P to manage your product feeds & 3P supports account-level setup
- Prefer providing your product data via the Merchant Center UI

✅ Help Center

- About shipping settings
- Setting up shipping settings
- Set up estimated delivery time
- Set up your shipping for Buy on Google (US & FR)
- About letting Google calculate your shipping speeds (US)
- Developer guide for Shipping Settings API

💡 **Did you know...**

- **Shipping labels** can be used to create different shipping services for different types of products

Set up **shipping at the item level** using the shipping attribute in your product feed or Product Shipping API if you...

📝 Shopping ads and free listings

- Already provide item-level shipping cost via the shipping attribute
- Are a business with a complex supply chain involving shipping speeds that change frequently or prefer to calculate shipping speeds at the item level
- Want an easy way to mark 3-day or less delivery speeds per product for specific regions to qualify for the Fast & Free badge
- Prefer providing your product data via a product feed or the Product Shipping API

✅ Help Center

- shipping:definition
- Example product feed
- Developer guide for Product Shipping API

💡 **Did you know...**

- **Item-level shipping settings** will override all account-level shipping services for impacted offers for Shopping ads and free listings

- **Delivery areas** like states & zip codes can be set up to enable geo-specific accuracy at the item level (in US, AU, JP)

[1]Set up a shipping service for each US warehouse that ships to US customers using UPS, USPS, or FedEx (Help Center)
[2]Merchant Center third party account linking for order tracking is coming soon to US

Google Ads