

Setting Up Shipping and Delivery

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Shipping Options on Walmart

Your shipping configuration directly impacts customer experience, Buy Box eligibility, and search ranking. Getting it right from the start is critical.

- Standard shipping (5-8 business days)
- Expedited shipping (2-4 business days)
- Two-Day Delivery (available to qualifying sellers and WFS)
- Next-Day Delivery (limited availability)
- Free shipping options (item-level or threshold-based)

Configuring Shipping Templates

Shipping templates in Seller Center define your shipping methods, costs, and coverage regions.

- Create separate templates for different product size/weight categories
- Set handling times you can consistently meet or beat
- Enable as many regions as possible for maximum coverage
- Consider offering free shipping to improve conversion rates
- Use transit time mapping to set realistic delivery estimates

Carrier Selection

Choosing the right shipping carriers is essential for meeting delivery commitments.

- UPS, FedEx, and USPS are the most common carriers for Walmart sellers
 - Compare rates and delivery reliability across carriers
 - Consider regional carriers for faster delivery in specific areas
 - Negotiate volume discounts as your shipping volume grows
 - Integrate carrier accounts with Seller Center for automated tracking
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