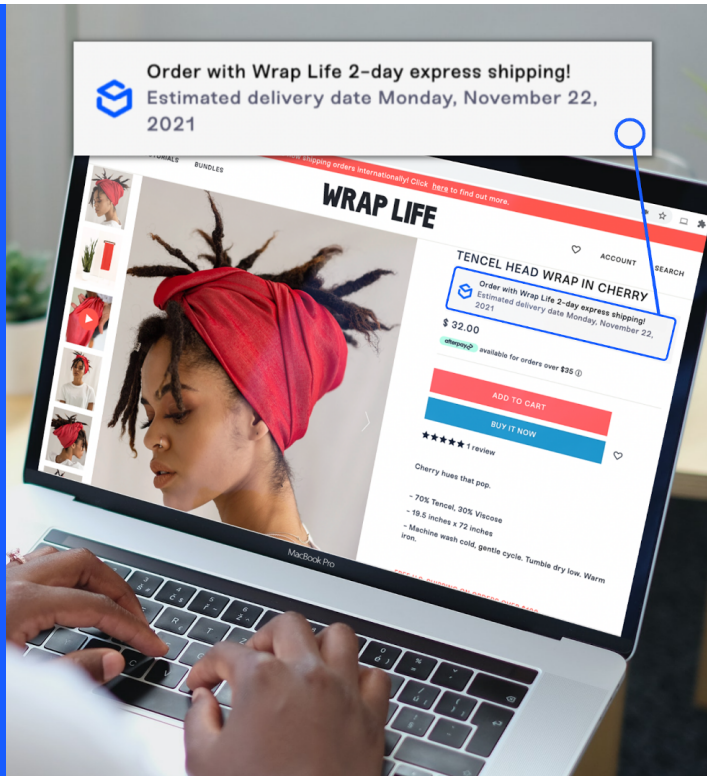
ShipBob | shopify

How to Install 2-Day Shipping Badges

A step-by-step guide to displaying 2-day shipping badges and estimated delivery dates on your Shopify store's product pages.

When ShipBob introduced a Prime-like badge showcasing 2-day shipping on product pages, we immediately saw a 230% increase in customers using 2-day shipping! Because of the badge, customers know how fast they can get a product — even before they add it to their cart — and we love that."

- Larissa Jeanniton, Head of Operations at The Wrap Life



Pre-Installation Requirements

Before you start the installation, you'll need to make sure that you meet these technical requirements:

- You must be on Shopify, and your Shopify store must be connected with ShipBob.
- You must have ShipBob's Shopify app, CartBob, installed (check out our Help Center article or demo video to learn how).

- ShipBob's 2-Day Express ship option must be enabled to offer 2-day shipping to all of your customers in the continental US.

After CartBob is installed, it will automatically be added as a rate in your Shopify store. If you don't want to use CartBob for rates, you can delete the app from your Carrier and App Rates settings:

1. Select "Shipping and delivery" on the left side of your Shopify admin page.
2. Click "Manage rates" on the right of the screen.
3. Select "Carrier and app rates."
4. Click on the three dots next to CartBob.
5. Select "Delete."
6. Repeat this for other locations.

Important Notes:

- **Rules and shipping rates are not required in order to enable badges.**
- **Badges are only available for Shopify stores located in the United States. They will automatically be hidden for shoppers outside of the US.**

Once CartBob is installed, you can resume the installation of 2-day shipping badges. 🎉

Have additional questions? Email support@shipbob.com

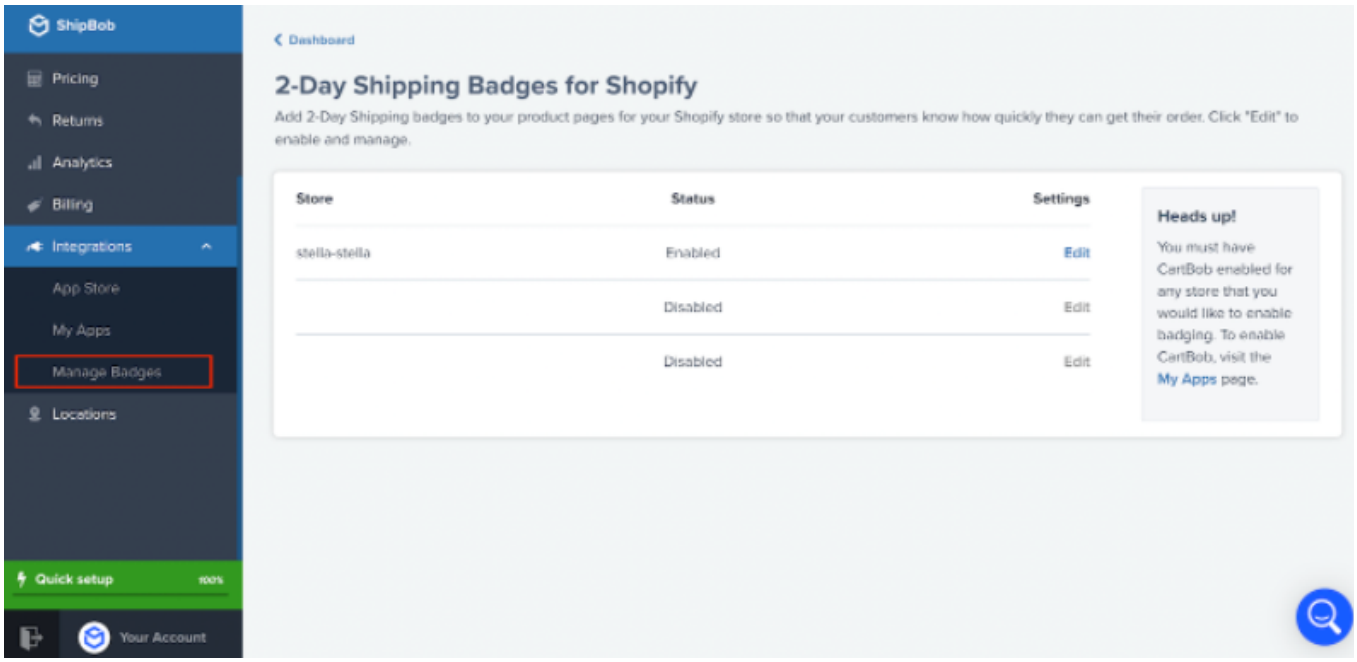
Installation Instructions

1. **Sign in to your ShipBob dashboard.**

2. **In the navigation panel, under Integrations, click "Manage Badges."**

3. **Select "Edit" for your Shopify store to access settings.**

Please note: If the "Edit" button under settings is not clickable, this means that CartBob is not enabled and will need to be installed to move on with the process. Once you have added CartBob, you will be able to "Edit" for the particular Shopify store.



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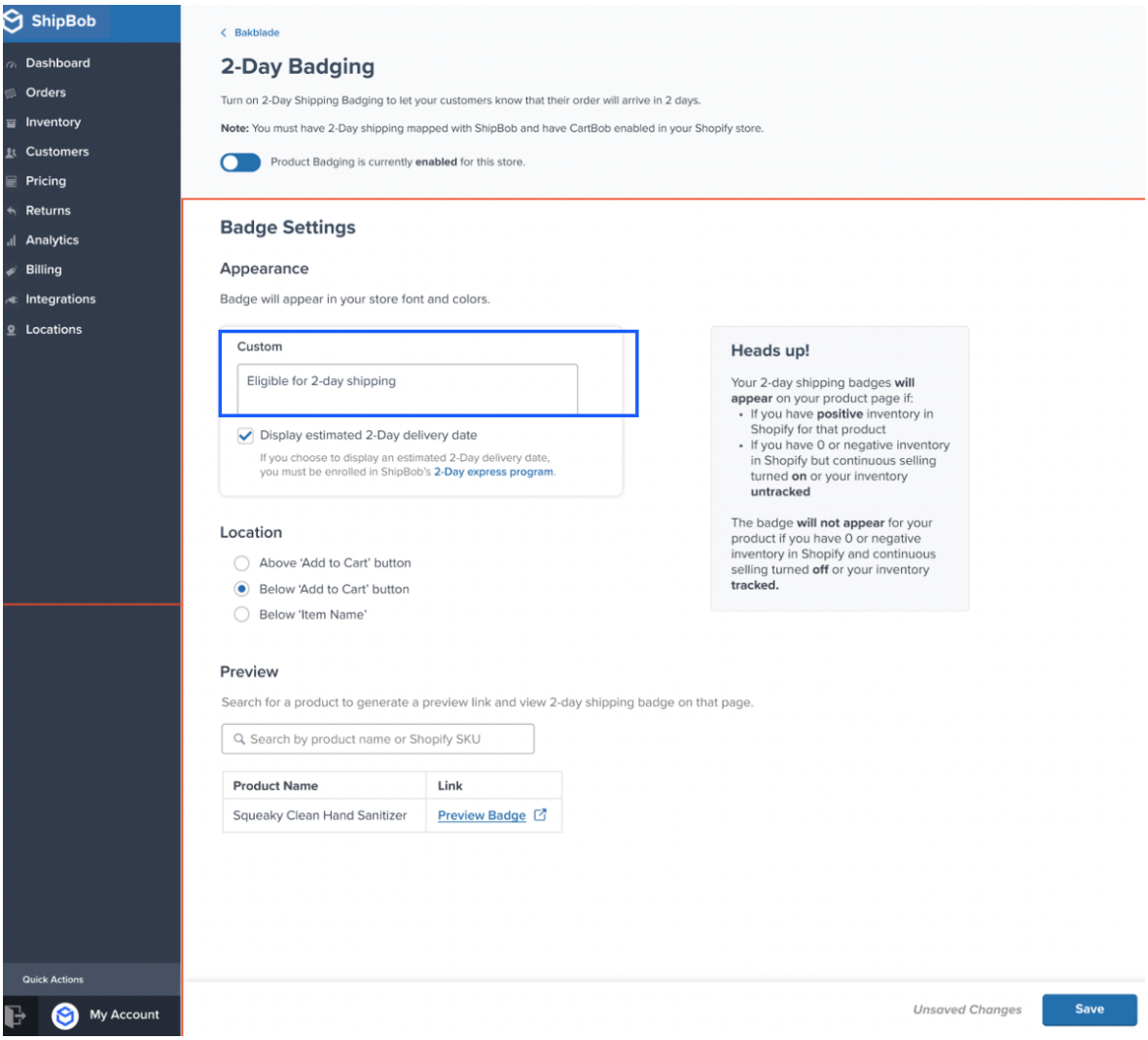
Installation Instructions

How to customize badges:

1 Appearance

From here, you can customize the call-to-action text in the Custom text box, and choose whether you want to display the estimated delivery date.

Get creative! Here are some text examples you can add to your store: "Eligible for 2-day shipping," "Order with 2-day shipping!" or "Receive 2-day shipping."



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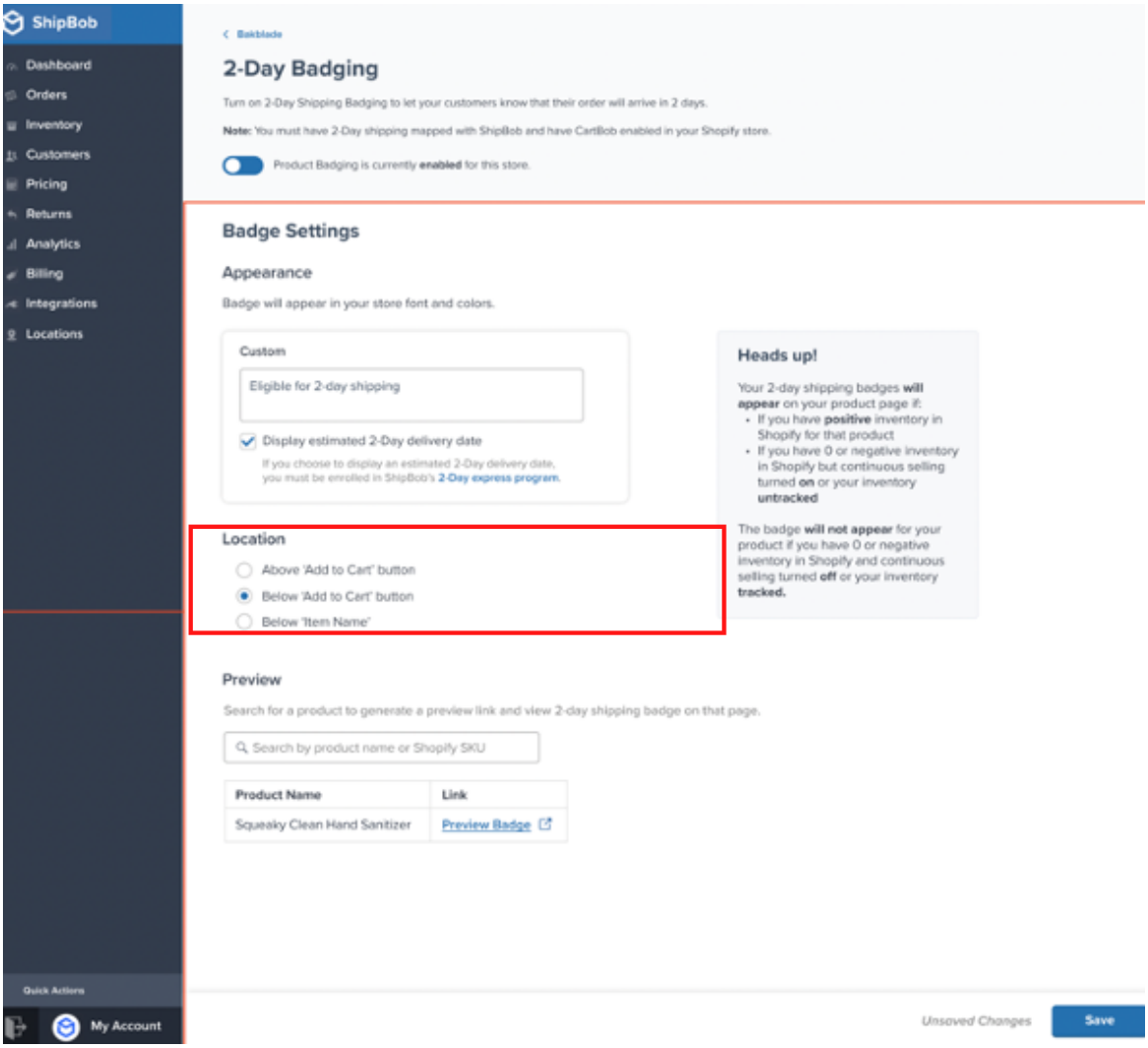
Installation Instructions

2 Location

You have 3 locations on your Shopify store's Product Details page to put your badge:

- Above your "Add to Cart" button
- Below your "Add to Cart" button
- Below your "Item Name"

On the dashboard, you'll need to select where you want the badge to appear on your Shopify store's Product Detail page for each SKU.



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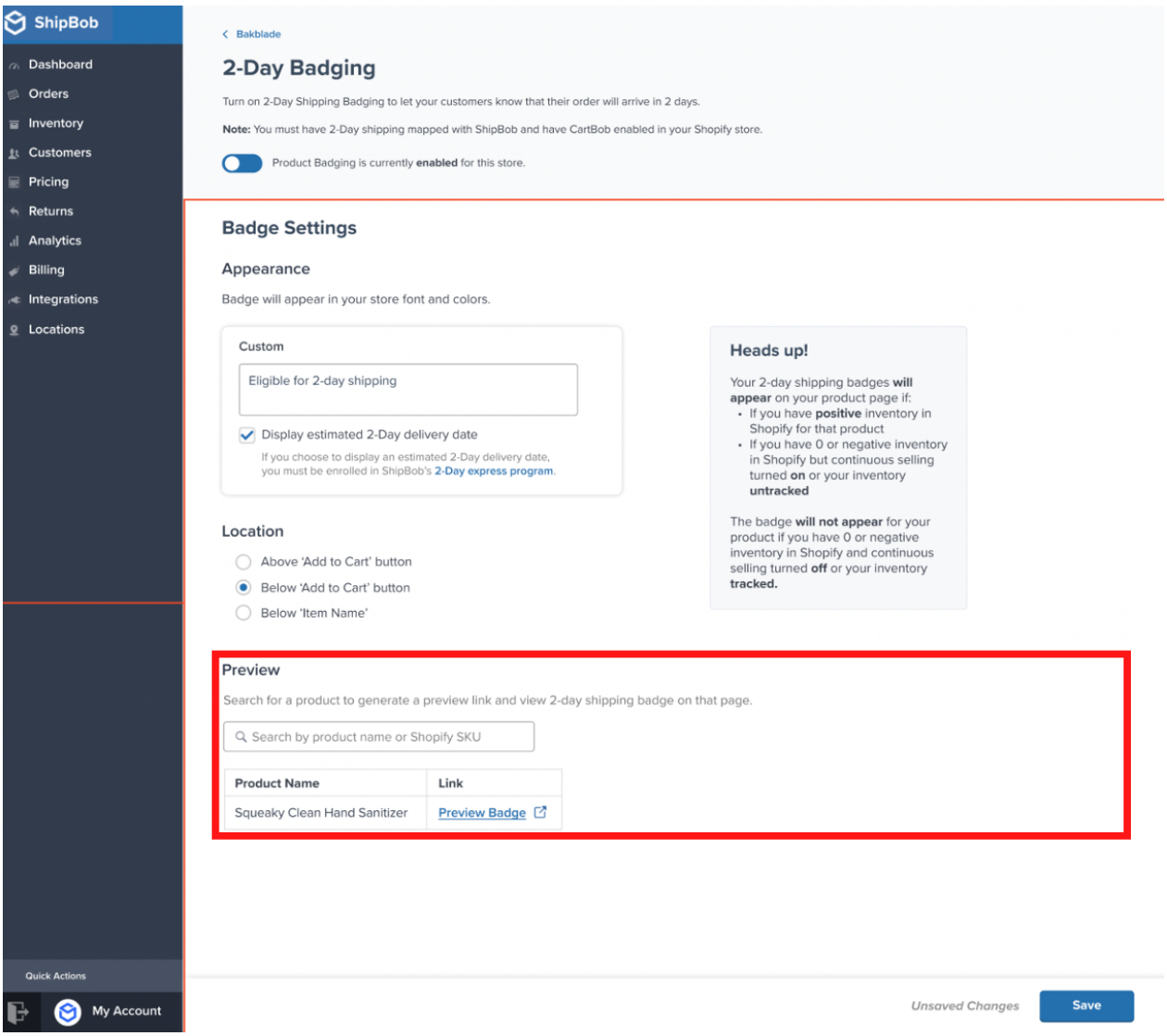
Installation Instructions

3 Preview

You can preview your new badge by selecting a ShipBob product to generate a unique link that will show the settings you have selected.



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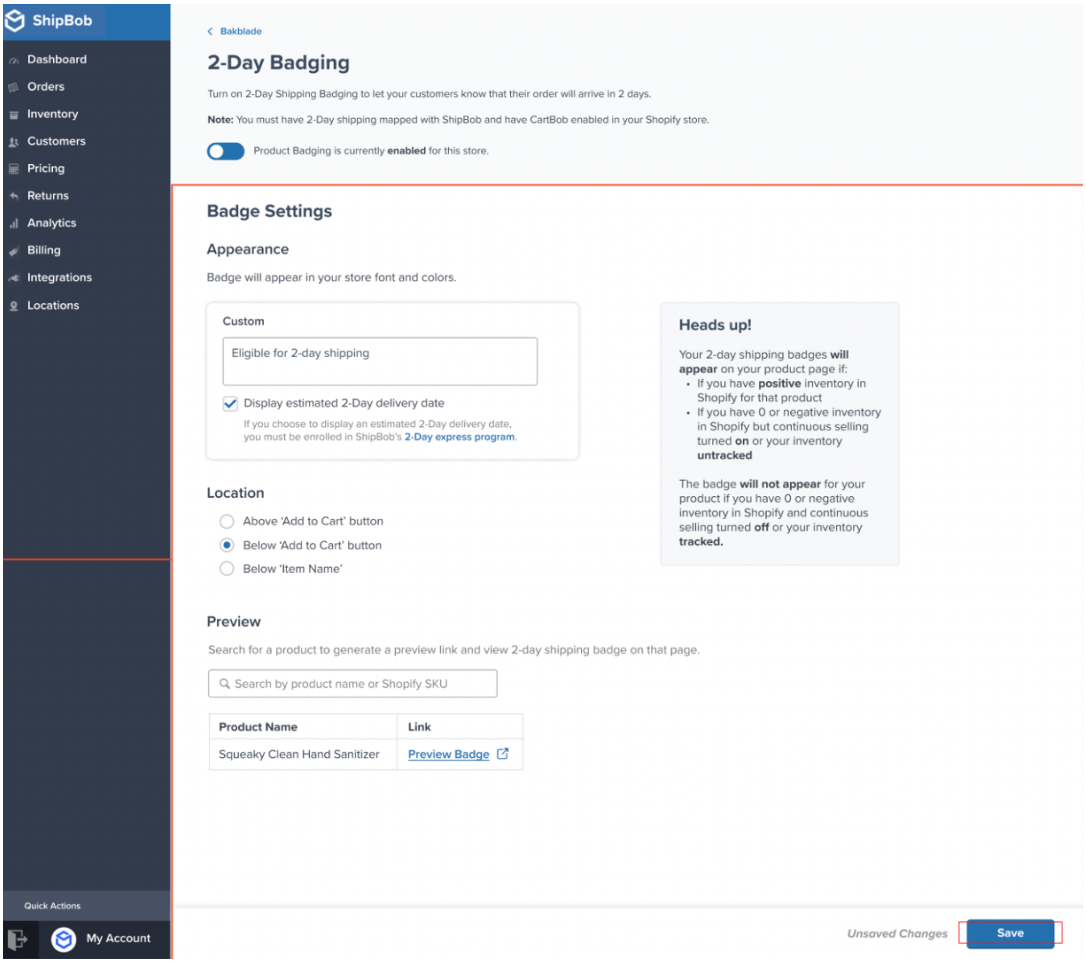
Installation Instructions

4 Select "Save" to finalize settings.



Need extra help?

You can refer to our Help Center article or demo video if you need additional assistance.

Have additional questions? Email support@shipbob.com

Frequently Asked Questions

How is the estimated 2-day delivery date calculated?

- The 2-day delivery date will appear as 2 business days in the future if the shopper is viewing the product page prior to 12pm EST.
- If the shopper views the page after 12pm EST then they will see a date 3 business days in the future.
- The estimated delivery date will factor in US holidays.

How does the preview work?

- Once you select one of your ShipBob products, we will generate a unique preview link that will show the badge settings you have selected.
- The badge will not appear for your shoppers when we generate the preview link.
- This preview is for you to confirm that the badge is appearing correctly on your site.

How will the badge look on my site?

- The badge will automatically take on the look and feel of your Shopify store and have a transparent background.

When will 2-day shipping badges appear on my product page?

- If you have positive inventory in Shopify for that product, the badge will appear automatically.
- If you have 0 or negative inventory in Shopify but continuous selling is turned on or your inventory is untracked, the badge will be present.

When will 2-day shipping badges NOT appear on my product page?

- Badges will not appear for your product if you have 0 or negative inventory in Shopify and continuous selling is turned off or your inventory is tracked.
- Badges will not appear for international shoppers because our 2-day shipping option is only available in the US.

Have additional questions? Email support@shipbob.com