



Need help with Free TwoDay Delivery?

Got a question? No problem. Open a support case by clicking the button below. **We got this!**

[Seller Help](#)

Program Overview

Walmart free TwoDay delivery guarantees customers free delivery within two business days on participating Marketplace products – without membership fees or minimum orders. Eligible items are displayed with 2-day delivery tags.

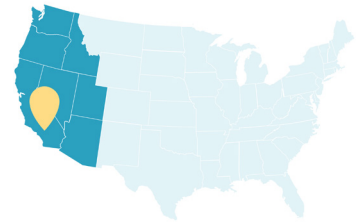
Program Highlights & Results



Increased Product Visibility
Improve search rankings and filter inclusion on listings.



Buy Box Prominence
Increase your buy box wins and conversion rates.



Flexibility for Regional Coverage
Enable the program for just the regions you can cover.

TwoDay Delivery Results Infographic

Program Eligibility

Free TwoDay Delivery is available to all Walmart Marketplace Sellers with two ways to opt-in.

Option 1: Seller-Managed

You manage your fulfillment network. You'll ship items from your warehouse(s) and possibly use additional fulfillment partners for some items. To be eligible for this option, you must meet our Performance Criteria (details on the next page).

Option 2: Third-Party-Managed

Partner with Deliverr to fulfill all orders on your behalf.

[Sign up with Deliverr](#)

Option 1: Seller-Managed

Able to reliably fulfill and ship orders yourself? Seller-Managed is likely the best option for you.



New! Enhancements for Seller-Managed

Our new, smarter tools make it easier for you to reap the rewards from TwoDay delivery.

- **Easy setup**
Select your entire catalog or use our rule-based wizard to opt-in items.
- **Helpful automation**
Enable system-generated coverage areas—based on your warehouse location(s) and real-world transit data—where you can deliver within 2 days using ground shipping services.
- **Flexible fulfillment network**
Map and manage your unique fulfillment network. Add details for your fulfillment centers (both seller-managed and third-party) and map inventory to each. Or leverage a solution provider for fulfillment of some items while you manage others yourself.
- **Precise coverage areas**
Specify your coverage areas with over 140 precise regions mapped to carrier capabilities.
- **Insightful analytics**
Leverage in-depth financial reporting on items in the program to help maximize your returns.
- **Backward compatibility**
Prefer to manage your items using Shipping Overrides in the Full Item spec? You don't need to make any changes. You can update coverage areas to use the new precise regions.

Already approved?

Watch the video below for Item Setup instructions (10 min).



Option 1: Seller-Managed (Continued)

Eligibility criteria

- Walmart Marketplace Seller for at least 90 days **OR** fulfilled a minimum of 100 orders
- Offer a generous returns policy

Performance metrics (within last 30 days):

- >95% On-Time Shipping
- >95% On-Time Delivery
- >95% Valid Tracking Rate
- <1.5% Cancellation Rate



Find performance metrics in Seller Center under Fulfillment Insights.

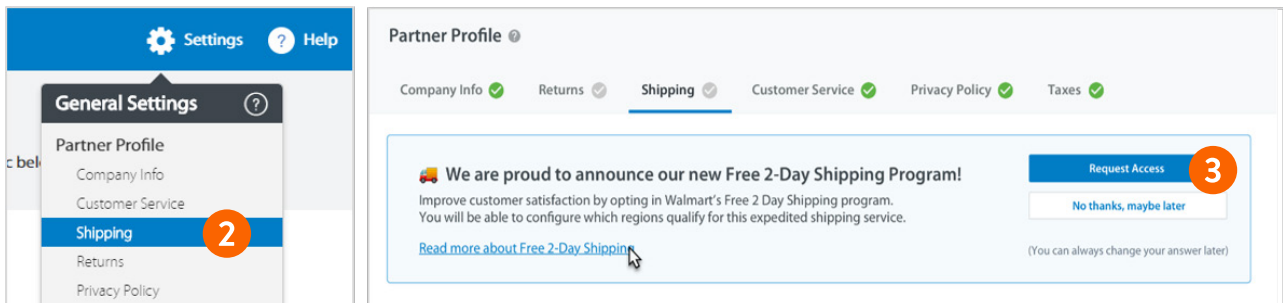


Don't meet our criteria? No problem!

You can request access every two weeks, so check your metrics regularly. We don't want you to miss out!

How do I opt-in for Seller-Managed?

1. Sign in to Seller Center.
2. Click "Settings" and then "Shipping."
3. Click "Request Access."
4. We'll review your performance metrics and approve/not approve you within 48 hours.
5. Once approved, follow our [Free TwoDay Delivery: Item Setup](#) guide for more instructions.



Integrating via API?

Download the specifications below.

[Download API Specs](#)

Approved?

Follow the guide below for item setup instructions.

[Free TwoDay Delivery: Item Setup](#)

Option 2: Third-Party-Managed

Can't support Free TwoDay Delivery by yourself?

No worries! You can still 100% participate in the program by partnering with [Deliverr](#), a fast and affordable multi-channel fulfillment provider.

Eligibility Criteria

Choosing to fulfill with Deliverr auto-approves you for the Free TwoDay Delivery program regardless of your performance history. Review their item criteria below.

Deliverr Product Eligibility

- Items must weigh less than 75 pounds
- Longest side must be less than 40"
- Median side less than 30"
- Shortest side less than 15"
- [See Deliverr's additional product restrictions](#)



Click image to watch video

[Deliverr Overview](#)

[Deliverr Item Restrictions](#)



Use one of Deliverr's channel provider integrations and split-order!

[Deliverr's Provider Integrations](#)

How do I opt-in with Third-Party-Managed (aka Deliverr)?

1. Sign up with Deliverr (click button below)
2. Connect your Seller Center account to preview item costs
3. Follow their directions and confirm participation
4. **That's it! You'll be auto-approved for Free TwoDay Delivery!**

[Sign up with Deliverr](#)

I signed up with Deliverr, now what?

You'll be auto-approved for Free TwoDay Delivery! Please follow instructions from Deliverr.



Question not answered here?

No problem. Open a support case by clicking the button below.
We're here to help!

[Seller Help](#)

Frequently Asked Questions: Eligibility & Approval

How will I know I got approved for Free TwoDay Delivery?

Seller-Managed

After you request access, our team will review your account and performance metrics to see if they meet our eligibility criteria. We'll update your approval status within 48 hours of your request. Check your status on the Shipping Settings page in Seller Center.

Third-Party-Managed (Deliverr)

Simple! Signing up with Deliverr will auto-approve you for Free TwoDay Delivery.

I got approved for Free TwoDay Delivery, now what?

Seller-Managed

Click the guide below for instructions.

Third-Party-Managed (Deliverr)

Follow instructions from Deliverr.

Free TwoDay Delivery: Item Setup

Can I choose to opt-out of the program?

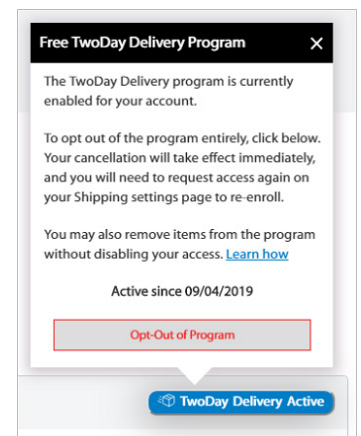
Yes, you can opt-out at any time. You are also not required to opt-in to the program.

How to opt-out

Click "Free TwoDay Delivery" in Shipping settings on your Partner Profile. Select "TwoDay Delivery Active" at the top right, and click "Opt-Out of Program." Allow for 48 hours to remove you.

Third-Party-Managed (Deliverr)

Opt out by adjusting your fast shipping preferences in your Deliverr dashboard.



Frequently Asked Questions: Program Specifics

When do customers see the 2-day Shipping tag?

Customers will see the 2-day Shipping tag once you:

- The seller is enrolled in the program
- The seller has mapped inventory for the SKU to a fulfillment center
- The seller has enabled the SKU for the program
- The customer is within the coverage area identified by the system for the seller's fulfillment center

For more details and sample scenarios, see our [Free TwoDay Delivery: Item Setup](#) guide.

How is a Free TwoDay Delivery delivery calculated?

We require our Sellers to deliver on or before the Estimated Delivery Date (EDD) on at least 95% of 2-day shipping orders.

Estimated Delivery Date

- **Order before 2 pm local time M-F**
Two business days
- **Order after 2 pm local time M-F, weekend or holiday**
Three business days



Don't sweat it!

If your carrier attempts to deliver but fails (for whatever reason), we'll count it as delivered for the 95% requirement.

Can I add/remove SKUs from Free TwoDay Delivery?

Yes, you have total control over which items are in the program.

Manage them using Item or Lag Time specs in Seller Center, through API integration, or in the tools provided by your solution provider. Find more details in our [Free TwoDay Delivery: Item Setup](#) guide (click button above).

Frequently Asked Questions: Program Specifics (Continued)

Which SKUs should I have as Free TwoDay Delivery?

You have a few options. Let's take a look!

Seller-Managed

- **Option 1:**
Add your entire assortment to the Free TwoDay Delivery program in a click.
- **Option 2:**
Choose a portion of your inventory (such as your top-selling SKUs) and create shipping overrides in Seller Center or by API. See step-by-step instructions for this in our Free TwoDay Delivery: Item Setup guide.

Free TwoDay Delivery: Item Setup

Third-Party-Managed (Deliverr)

- **Option 1:**
Move all of your Walmart Marketplace catalog inventory to Deliverr's network.
- **Option 2:**
Use a solution provider who offers split-order capability with Deliverr such as: ChannelAdvisor, CEDCommerce, GeekSeller, Sellbrite, SellerActive, and Zentail.

Are there any performance requirements?

Yes! It's important for us to keep our Free TwoDay Delivery promise to customers.

Seller-Managed

- **Maintain your service-level agreements (SLAs) of at least 95%** for On-Time Shipment, On-Time Delivery, and Valid Tracking.
- **Cancellation Rate should be less than 1.5%** for SKUs shipped as TwoDay.



Keep an eye on your performance!

If your metrics fall short, you may be suspended (7 days) or removed entirely from the program. Find your Fulfillment Insights metrics in Seller Center.

Third-Party-Managed (Deliverr)

- Deliverr guarantees that your account SLAs remain in good standing.
- Contact Deliverr for more details on performance requirements.

Frequently Asked Questions: Program Specifics (Continued)

How can I track my performance for Free TwoDay Delivery?

Yes, the [Fulfillment Insights page](#) in Seller Center includes a section to track your performance in the Twoday program for the last 7, 14, and 30 days.

What are the consequences if my performance metrics fall below the required standards?

Uh-oh, we don't want this to happen! First, always regularly monitor your performance, so you can see if your metrics are on track.

We'll notify you if your performance falls short of our requirements. If this happens, we may suspend you from the program for seven days. If poor performance continues, we may remove you from the program entirely.

We always reserve the right to review your performance and remove you from the program you do not meet our requirements.

If I'm suspended or removed from Free TwoDay Delivery, can I appeal the decision?

Unfortunately, there is no appeal for 7-day suspensions from the program.

However, if you are removed from the program entirely, you may appeal the decision by opening a case with Partner Support in Seller Help and sharing a plan to improve your performance.

Partner Support



Keep on learning, and let's grow your business!

We're here to help you learn more, faster. Click below to find other QuickStart guides, helpful articles, and contact Partner Support!

[Seller Help](#)



Links from this QuickStart Guide

Seller Help

sellerhelp.walmart.com/seller/s/

Partner Support

sellerhelp.walmart.com/s/contact

Deliverr Sign Up

deliverr.com/walmart/

Deliverr Overview

marketplace.walmart.com/deliverr/

Deliverr Item Restrictions

support.deliverr.com/hc/en-us/articles/115002943554-Restricted-product-list

API Specs

developer.walmart.com/forums/index.php/whats-coming/marketplace-2d-geo-shipping

Free TwoDay Delivery: Item Setup

marketplace.walmart.com/walmart-marketplace-quickstart-2day-shipping-item-setup/

