

Mirakl Shipping Configurations Quick Start Guide

How Mirakl settings translate into the Best Buy “Get It By” date



GOAL: Deliver at least 90% of orders on time while keeping the promised delivery date as accurate as possible.

How delivery dates are calculated



Why it matters

Every setting contributes to the delivery date shown to customers. Keeping these settings accurate helps improve delivery promises and on-time performance.

Shipping configuration quick reference

Setting	What it does	Mirakl default	Configure it to...	Best practice(s)
Working Hours	Determines when your store is considered “open” for order processing and delivery calculations.	Monday-Friday <i>(weekends excluded by default)</i>	Match your warehouse operating schedule.	Only include days and hours you actively process orders. If you do not operate on weekends, leave the default setting.
Cutoff Time	Last time an order can process the same day.	2:00pm CST	The latest time your team can reliably process orders.	Set it as close as possible to your actual fulfillment deadline.
Lead Time to Ship (LTS)	Time needed to pick, pack, and prepare an order for carrier pickup.	1 day	Your normal fulfillment speed.	Configure based on typical performance, not exceptions.
Delivery Time	Carrier transit time to the customer.	4 days	Actual carrier performance by region.	Use a single delivery-day value for each zone. Avoid ranges such as “2-5 days.”

Lead Time to Ship (LTS) quick guide

- Same-day processing: **LTS 0**
- Next-day processing: **LTS 1**

Additional Shipping Configuration

Logistics Classes

Group similar products into the appropriate logistics class to apply the right shipping charges. Offer free shipping when possible to help improve customer value and conversion.

Offer-Specific Lead Time to Ship

For offers with different processing needs, set Lead Time to Ship at the offer level to keep “Get It By” dates accurate. In Back Office, update individual offers manually or multiple offers using the offer template

Delivery time: avoid using ranges



Delivery Zone	Delivery Time
Zone A	2 days
Zone B	3 days
Zone C	4 days



Delivery Zone	Delivery Time
Zone A	2-4 days
Zone B	3-5 days
Zone C	4-7 days

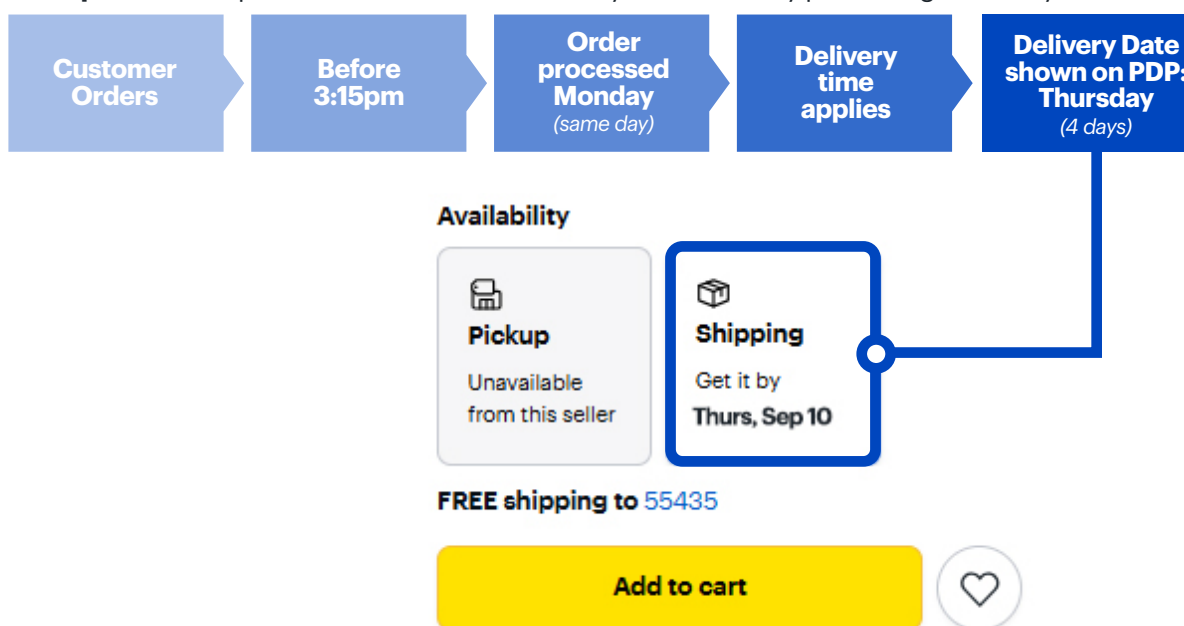
Use **one delivery-day value per delivery zone** whenever possible. When a range is used, Best Buy uses the **last day in the range**, which may result in longer delivery promises than necessary.

Example seller configuration

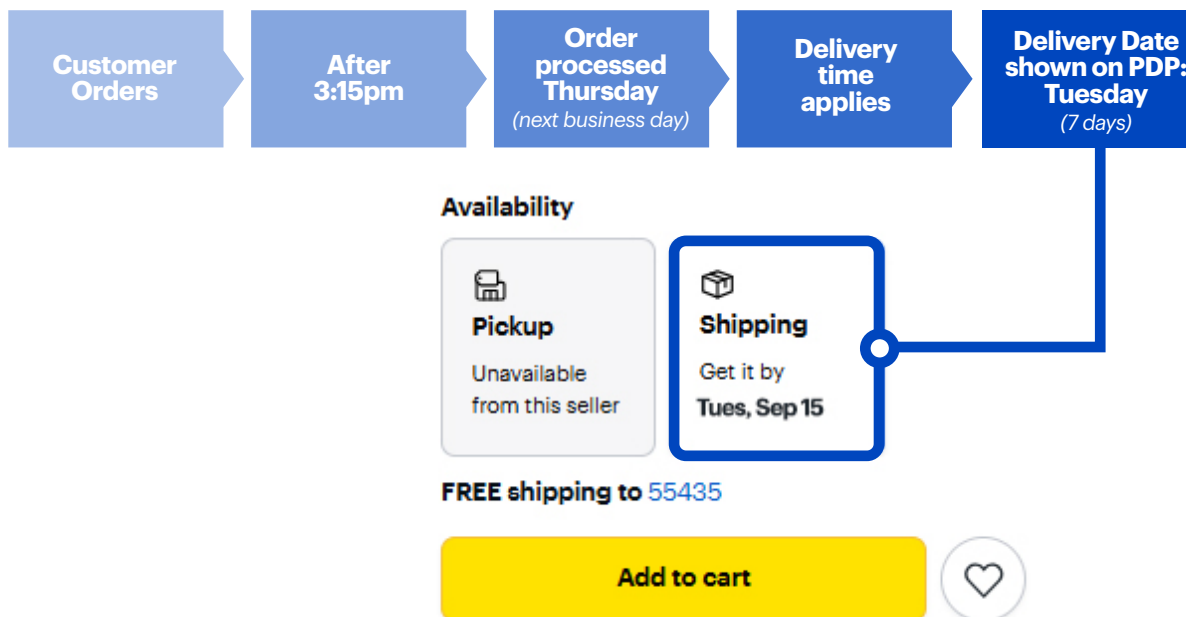
Business Operation	Configuration
Warehouse operates Monday–Friday	Working Hours: Monday–Friday
Carrier pickup at 4:00pm	Cutoff Time: 3:15pm
Ships orders same day before cutoff	Lead Time to Ship: 0
Transit times vary by delivery zone	Delivery Time: Set individual delivery-day values by zone

Why cutoff time matters

Example #1: Order placed **before cutoff** on Monday with same-day processing and 3 days of Delivery.



Example #2: Order placed **after cutoff** on Wednesday with same-day processing and 3 days of Delivery.



Key takeaway

An accurate cutoff time helps ensure customers receive a realistic delivery promise and helps reduce late shipments.

Monitor and improve

Your shipping settings should evolve with your business. Review your shipping performance regularly and ask,

“Are our delivery times still accurate?”

Update your settings whenever operations change to maintain accurate delivery promises.



Final checklist

- ☐ Working hours match warehouse operations.
- ☐ Cutoff time reflects actual fulfillment operations.
- ☐ Lead Time to Ship reflects normal processing time.
- ☐ One delivery-day value is configured for each delivery zone.
- ☐ Shipping performance is reviewed regularly.
- ☐ Offer-specific lead times are configured for products with different processing needs.



Need help?

Review your shipping performance in Seller Hub and update configurations as your business and carrier performance evolve. Accurate settings help create better delivery promises and a better customer experience.