

Cargus deliveries at eShop

**EFFECTIVE PAYMENT AND DELIVERY
IMPLEMENTATION GUIDELINE**

2021 / BUCHAREST



WHY CARGUS GUIDELINE IS WORTH IMPLEMENTING CORRECTLY IN YOUR E-SHOP?

41%

BUYERS DECLARES A GREATER WILLINGNESS TO BUY IN THE EVENT THAT IN THE STORE'S CHECKOUT THEY CAN CHOOSE THE PREFERRED DELIVERY METHOD

This means that nearly half of buyers are more likely to purchase a product when it has a greater variety of delivery types such as delivery to its address or delivery to a point.

You will increase the competitiveness of the store by offering free delivery. **67% of customers are more likely to make purchasing decisions when delivery does not involve a cost for them!**

57%

ONLINE SHOPPERS MOTIVATES AVAILABILITY OF VARIOUS FORMS OF PAYMENT

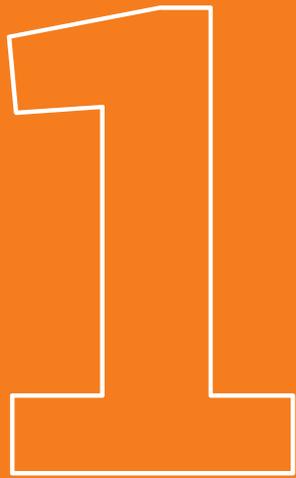
Every second customer is more willing to make purchases when the eSeller provides a diversified form of payment tailored to expectations.

Cash on delivery is still the most preferred payment method (over 65% of online shoppers)

44%

BUYERS ARE MORE WILLING TO MAKE PURCHASES WHEN THEY ARE SURE OF A FREE RETURN OF GOODS

You will encourage even more customers when you accept returns to the consumer. This rate can rise above 62% when you offer free returns at your expense.



1

Payment and delivery options in the eShop that will increase the number of conversions and your profits

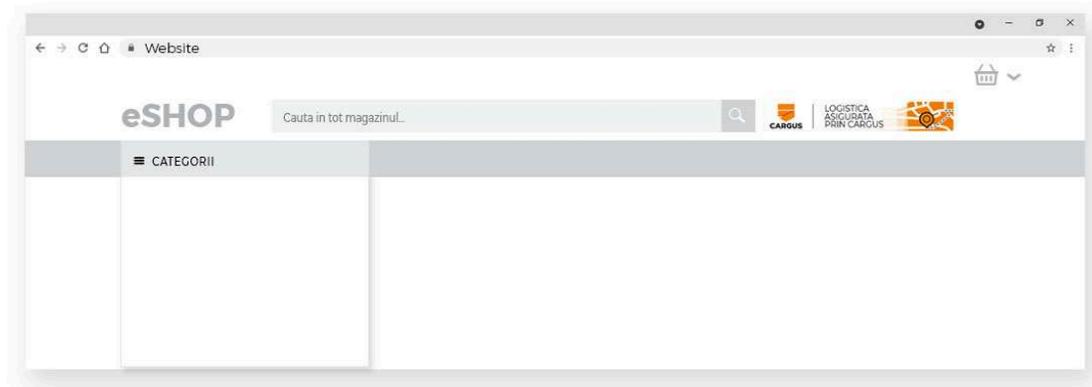
PLACES OF CLIENTS DECISION

DELIVERY AND PAYMENT OPTIONS ON FIRST / LAST FOLD OF THE SCREENS

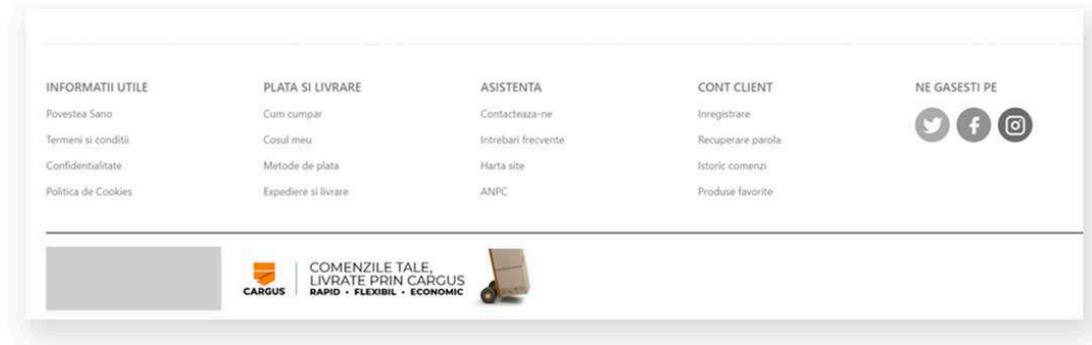
- 1 Since most customers have their own delivery preferences, let customers know which courier you use for delivering and what types of deliveries are available on the homepage
- 2 The most popular place is the footer, thanks to which information will be available during the entire stay of the customer on the website
- 3 It is a great idea to show the forms of delivery and payment by using icons or names of services offered by couriers

- Delivery by courier to the address
- Free delivery to SHIP&GO
- Online payment
- COD payment by card on delivery
- Returns handling up to 14 days
- Free returns at SHIP&GO

DELIVERY OPTIONS PLACED IN TOP-PAGE HEADER



DELIVERY OPTIONS PLACED IN FOOTER



Please visit <https://www.cargus.ro/download-materials-ro/> for full list of visual branding elements.

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PLACES OF CLIENTS DECISION

DELIVERY AND PAYMENT OPTIONS IN THE PRODUCT LISTINGS

PLACEMENT AMONG SERVICE GROUP LISTINGS

- 1 In situations where the architecture of the store allows you to place additional information on the lists, it is also worth placing the most important ones that will help in making a purchase decision.
- 2 This relationship will work especially well in such cases where you offer various products whose delivery method may be important for the purchase decision such as
 - Delivery tomorrow
 - Extra parcel handling
- 3 On the listings, placing a logotype with an icon will raise the competitiveness of the product, reducing attention to price, increasing competitiveness without having to go into product details

The screenshot shows the Allegro website interface. The search bar at the top contains 'czego szukasz?' and 'szukaj wielu'. The navigation menu includes 'Części do laptopów' and 'SZUKAJ'. The main content area displays several product listings for laptop components. A blue circle highlights the delivery and payment options for a battery listing, which includes 'zakup na 10 zł', 'darmowa dostawa', and 'dostawa we wtorek'. The listing also shows the price '139,95 zł' and the seller 'Super Sprzedawcy'.

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PLACES OF CLIENTS DECISION

DELIVERY AND PAYMENT OPTIONS IN THE PRODUCT CARD

- 1 Inform in the customer card how quickly the product can be delivered
 - This product is already with you
 - Tonight
 - Tomorrow before 9:00
 - Tomorrow before 12:00
- 2 For orders on Friday, it is a good idea to inform about the delivery on Saturday
This product with you TOMORROW ON SATURDAY DELIVERY!
- 3 Add CALL TO ACTION information related to delivery, payment and return before the BUY IT NOW key to increase your chances of making a key decision
- 4 Passwords and icons that quickly inform you about additional options related to delivery are key:
 - Free delivery to SHIP&GO
 - XX-day right of return
 - Free return at SHIP&GO

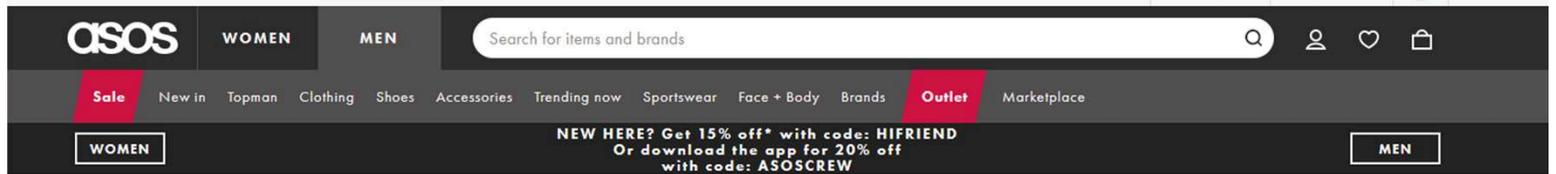
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BUY NOW

- ✓ This product is already with you:
Tonight
Tomorrow before 9:00
Tomorrow before 12:00
- ✓ Free delivery to SHIP&GO
- ✓ 30-day return rights

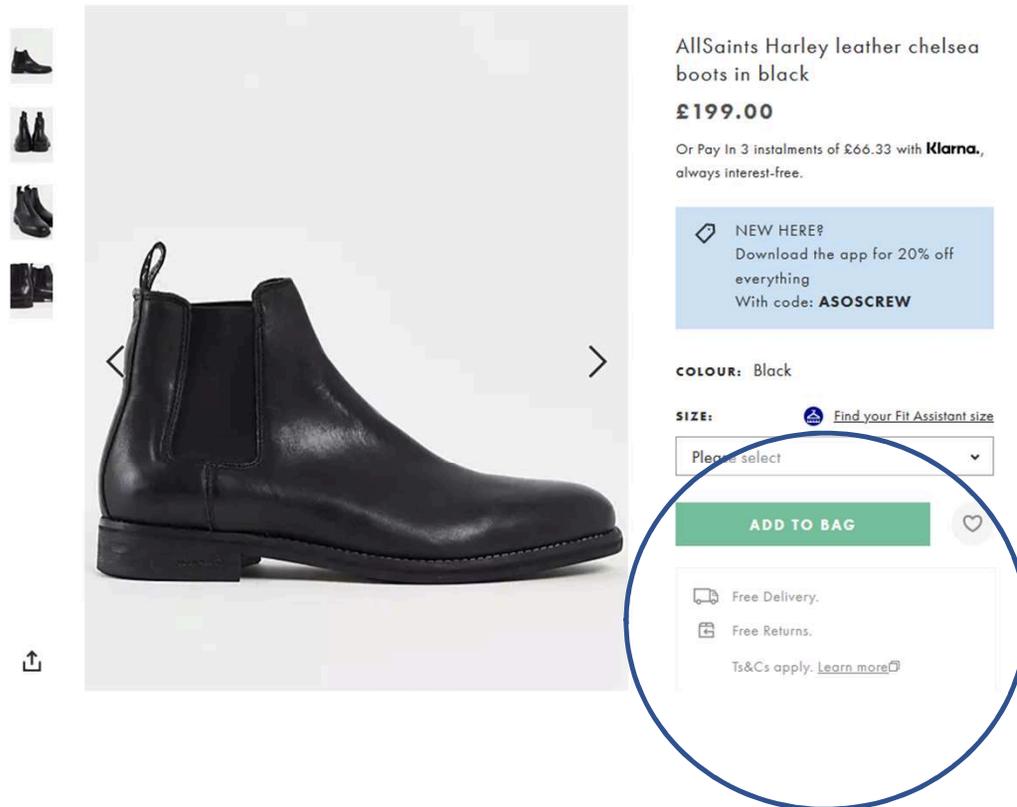
PLACES OF CLIENTS DECISION

PAYMENT OPTIONS AT LANDING PAGES WITH HIGHEST TRAFFIC



Home > Men > New In > New In: Shoes > AllSaints Harley leather chelsea boots in black

THE BEST PRACTICE EXAMPLES



PLACES OF CLIENTS DECISION

DELIVERY OPTIONS
AT LANDING PAGES
WITH HIGHEST
TRAFFIC

THE BEST PRACTICE
EXAMPLES

Ultima șansă la reducere! Profită de codul SHOPPING și achiziționează noutăți selectate cu până la 30% mai ieftine!

Pantofi cu toc subțire R.POLAŃSKI

0674-1 Alb

Nou

R. Polanski

Vezi alte produse

★★★★★ (2) Adaugă opinia

426,00 lei

Doar acum poți achiziționa acest produs mai ieftin cu -20%. Folosește codul: SHOPPING în Coș. Doar până pe 26.09.

Alege mărimea >

Tabel de mărimi

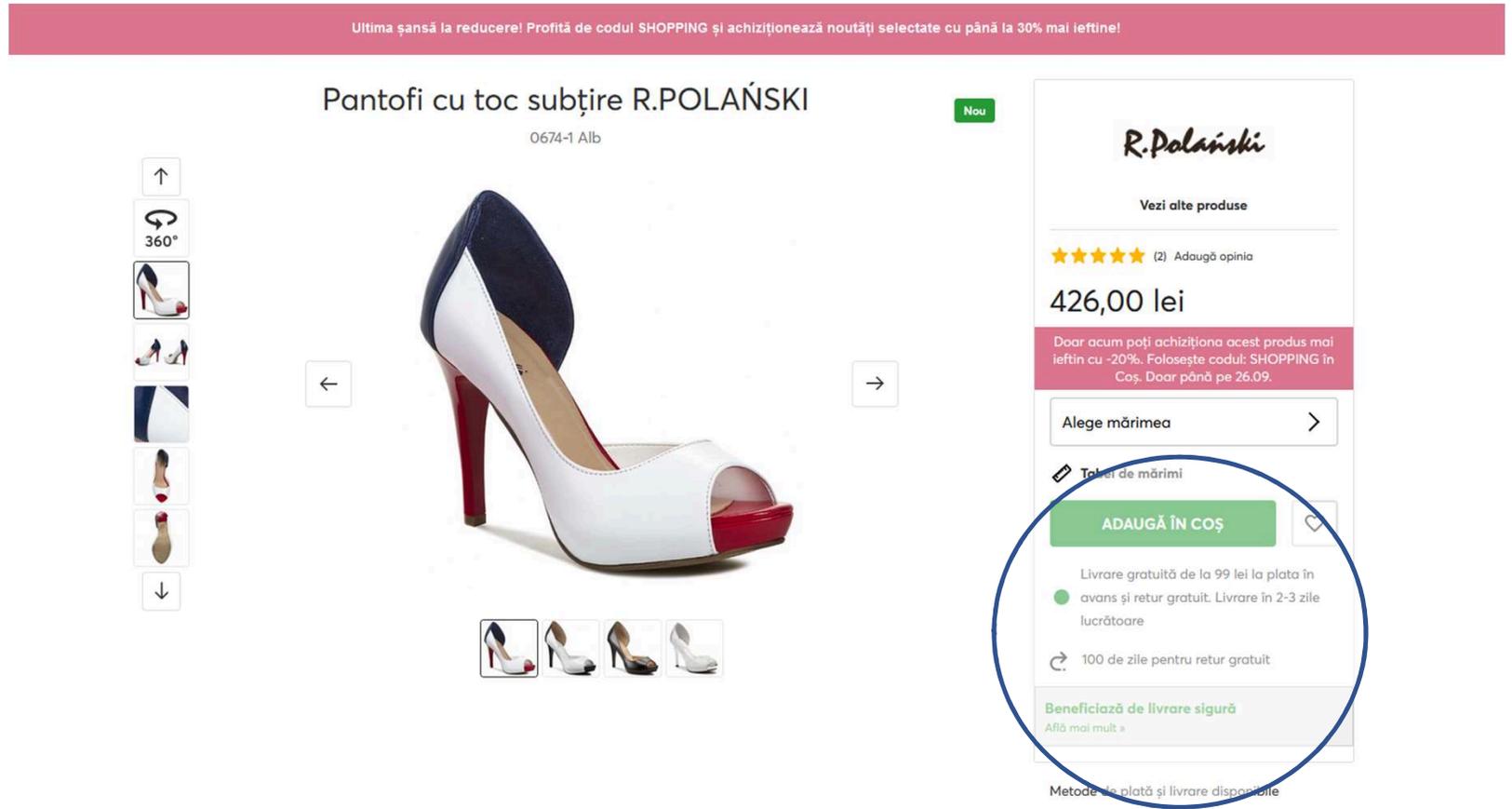
ADAUGĂ ÎN COȘ 

Livrare gratuită de la 99 lei la plata în avans și retur gratuit. Livrare în 2-3 zile lucrătoare

↻ 100 de zile pentru retur gratuit

Beneficiază de livrare sigură
Află mai mult »

Metode de plată și livrare disponibile



2

Good practices that
will reduce
abandonment at your
eShop checkout

CHOOSING THE PAYMENT METHOD AT CHECKOUT

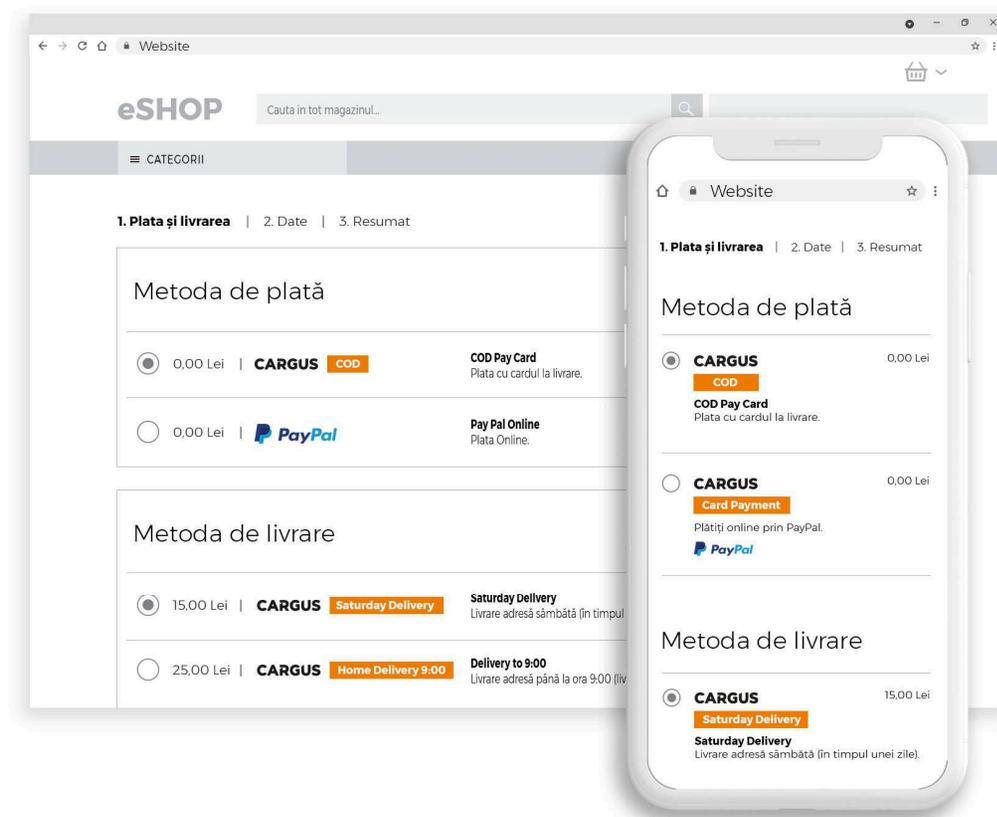
1 Put payment methods in order of the MOST POPULAR. The sooner customers find their preferred delivery method, the better. If you work with CARGUS, inform your customers that they can conveniently pay by card on delivery.

2 The COD option is still one of the cheapest forms of payment for the Seller. It is worth offering it without additional costs associated with the shipment. For many customers it will be crucial and for you cheaper to use.

3 Use the full version of the logo for the COD payment option. Customers in the network will have more confidence in your store and will make a decision about the choice faster - this is important for over 65% of buyers

The key are passwords and icons that quickly inform about the convenience of COD payment on delivery:

- CARGUS - card payment on delivery 
- Choose COD and pay conveniently in installments on delivery CARGUS



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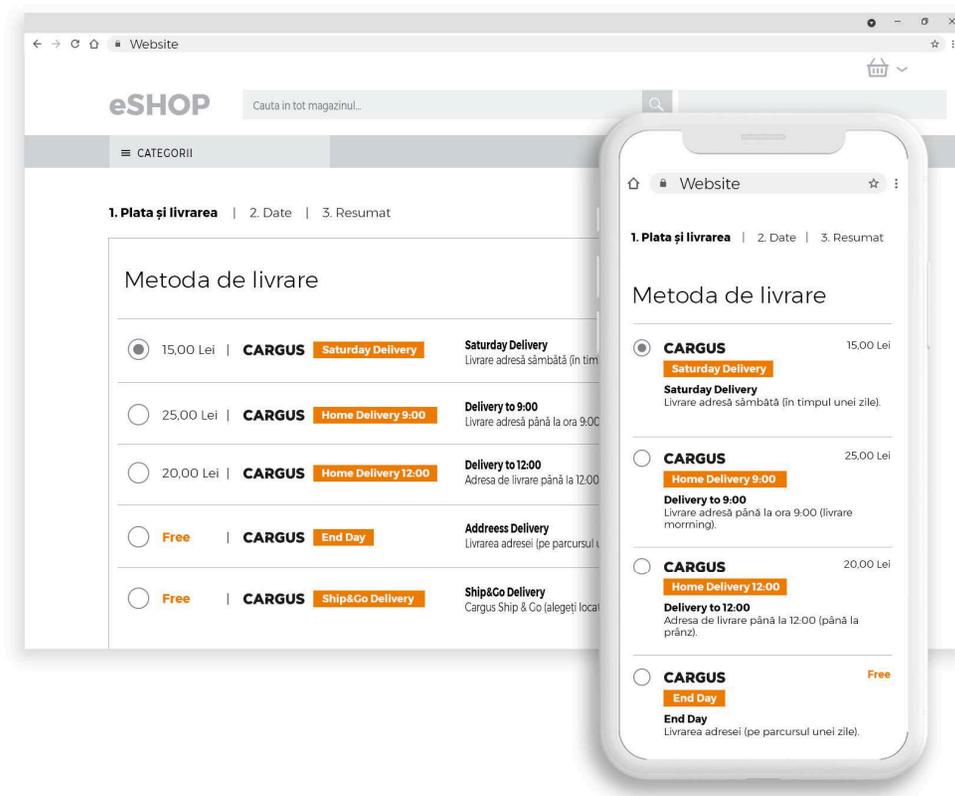
CHOOSING THE DELIVERY METHOD AT CHECKOUT

- 1 Depending on the goods you sell, put the delivery methods in order:
 - For expensive or fast-moving products - from FASTEST DELIVERY OPTION
 - For cheap products - from the CHEAPEST DELIVERY OPTION
- 2 Use the full version of the logo for each of the delivery methods - Online buyers will have more confidence in your store and will decide faster on the form of delivery.
- 3 Use the correct and full service name - Whether the product is delivered to the address today, tomorrow morning or at the end of the day, on Saturday or to the Ship &Go point, makes a big difference for the Buyer. Use correct and full service names to avoid confusion.
- 4 Delivery Time and Price - For many customers, this is key information that prompts them to buy. If the shipment can be free, they are ready and wait a long time or choose the option of self-collection at the SHIP&GO point.
For products with large dimensions or more expensive, they are willing to pay more for early delivery!
You can transfer delivery costs for morning or morning or Saturday deliveries, because customers are happy to use them!

96%

Internet users will buy the product again from the same site if its the experience with the delivery was positive.

Source: MetaPack Annual eCommerce Report



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CHOOSING THE DELIVERY METHOD AT CHECKOUT

THE BEST PRACTICE EXAMPLES

☰ CATEGORII

1. Date livrare

Date personale

Modalitate livrare

 Livrare prin curier

 Ridicare Personala

CARGUS PUNCTE DE LIVRARE EXTINSE CARGUS SHIP & GO
MAI RAPID • MAI FLEXIBIL • MAI IEFTIN

Romania Bucuresti Bucuresti

Bulevardul Decebal, nr 5

Livrare prin Cargus

☰ CATEGORII

1. Date livrare

Date personale

Modalitate livrare

 Livrare prin curier

 Ridicare Personala

CARGUS PUNCTE DE LIVRARE EXTINSE CARGUS SHIP & GO
MAI RAPID • MAI FLEXIBIL • MAI IEFTIN

Nu ai ales niciun punct de ridicare

[ALEGE PUNCT DE RIDICARE](#)

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CHOOSING THE DELIVERY METHOD AT CHECKOUT

LOGO SIZES AND OPTIONS

Use icons for each form of delivery. They are communicated in other stores and quickly recognizable by Buyers on the web: Proper communication at the stage of choosing the form of delivery also affects the positive impact of your store

Minimum icon sizes. Be sure not to use icons smaller than the minimum. Unreadable icons negatively affect the perception of your store and delivery services.

TYPE	MINIMUM SIZE	RECOMMENDED SIZE
	124 x 20 px	124 x 20 px
	216 x 20 px	216 x 20 px
	216 x 20 px	216 x 20 px
	216 x 20 px	216 x 20 px
	216 x 20 px	216 x 20 px
	216 x 20 px	216 x 20 px
	216 x 20 px	216 x 20 px
	216 x 20 px	216 x 20 px

Desktop



Mobile



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CHOOSING THE DELIVERY METHOD AT CHECKOUT

SHIP&GO SEARCH FOR POINT DELIVERY

Map and list on the map. By placing a list of SHIP&GO points on the map, Buyers in your store can focus on one task - a quick search for the place of delivery they want. They will avoid distraction, does not get lost in the process. We suggest that the map sizes in individual versions be scaled:

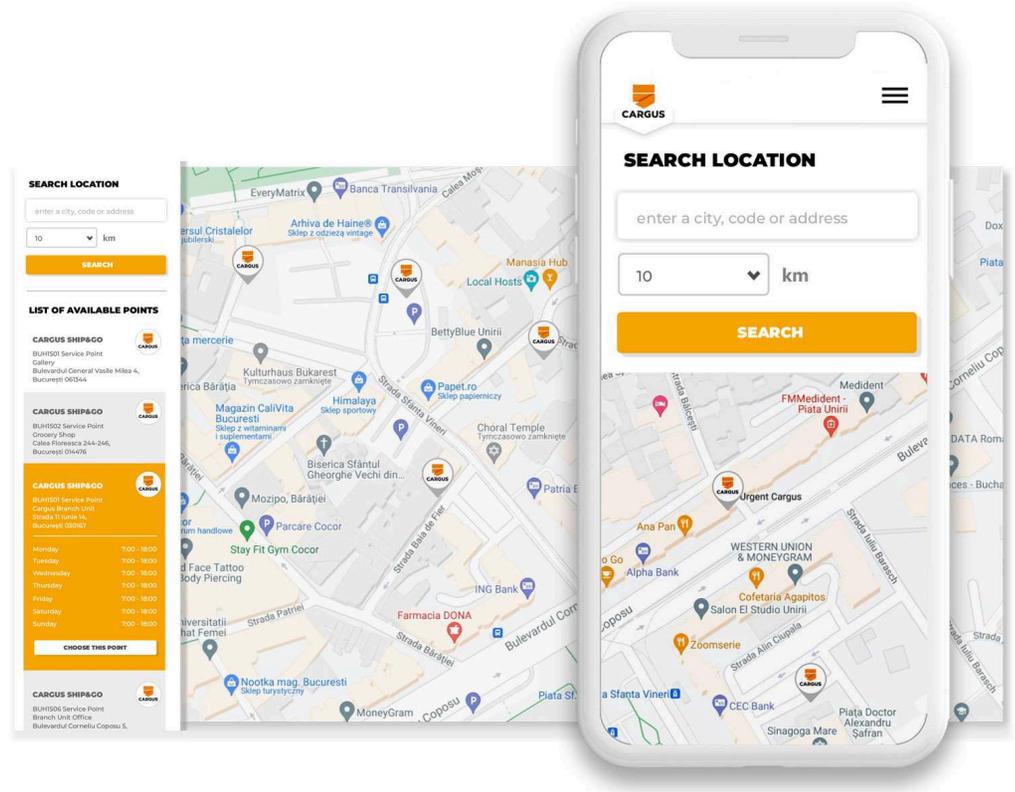
MOBILE VERSION - 100% SCREEN SIZE

IN THE DESKTOP VERSION - 90% OF THE SCREEN SIZE DISPLAYED AS A POPUP

Geolocation. When calling up the map, it is necessary to ask the user to share the location of the search engine. In 99%, users make a choice of a location up to 5 km from their current location.

Search. You must allow Buyer the option to search by address using the Google search engine that suggests the address. For convenience, also pay the function of filtering the type of SHIP&GO point but also payment options, opening hours or amenities (driveway, easy access, facilities for the disabled)

Use the ready-made wizzard widget in your store. You will be able to adjust the location, size, color scheme to the needs of your eShop and get HTML code that you can conveniently glue into the body of your website. Details can be found in the 3rd part of the guide. You can also ask our CARGUS Sales Rep for details.



CHOOSING THE DELIVERY METHOD AT CHECKOUT

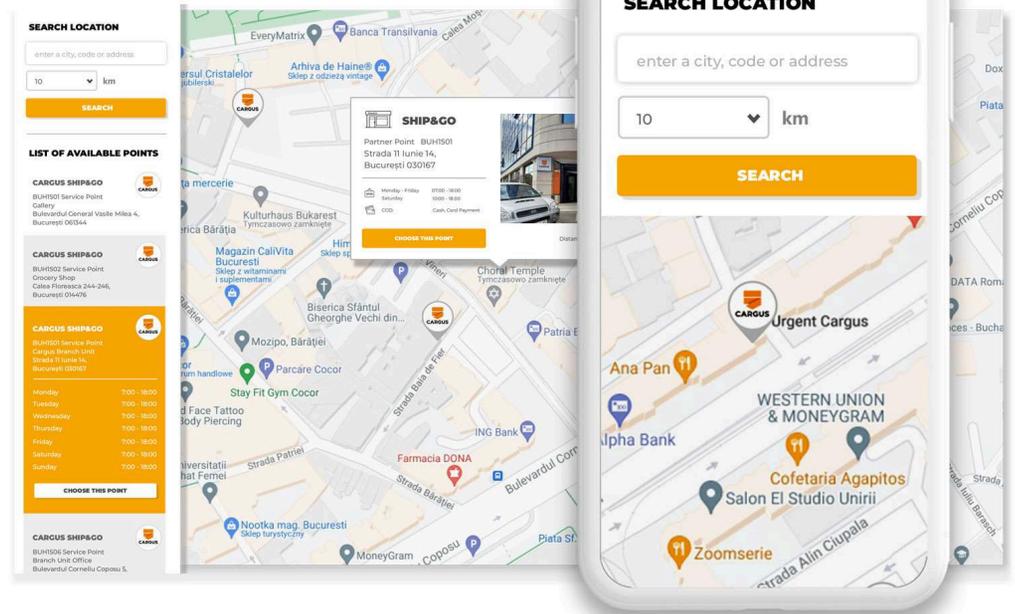
SHIP&GO SEARCH FOR POINT DELIVERY

Apply visual marking of SHIP&GO points using ready-made, circular pins that are unified in size and scaled as the map scales.

Minimum pin sizes. Be sure not to use smaller sizes than indicated below. Showing unreadable pins has a very bad effect on the perception of your store and makes it very difficult to choose.

TYPE	MINIMUM SIZE	RECOMMENDED SIZE
------	--------------	------------------

	1000 x 1000 px	1000 x 1000 px
	1000 x 1000 px	1000 x 1000 px
	1000 x 1000 px	1000 x 1000 px
	1000 x 1000 px	1000 x 1000 px



Use the ready-made wizard widget in your store. You will be able to adjust the location, size, color scheme to the needs of your eShop and get HTML code that you can conveniently glue into the body of your website. Details can be found in the 3rd part of the guide. You can also ask our CARGUS Sales Rep for details.

CHOOSING THE DELIVERY METHOD AT CHECKOUT

SEARCHING FOR A SHIP&GO ON DELIVERY SERVICE TO A POINT

The map should allow you to show details in the list as well as when you click on the location. Each additional information supports the purchasing process, increasing the comfort and certainty of purchase by the buyer

In the point details, show the most important elements:

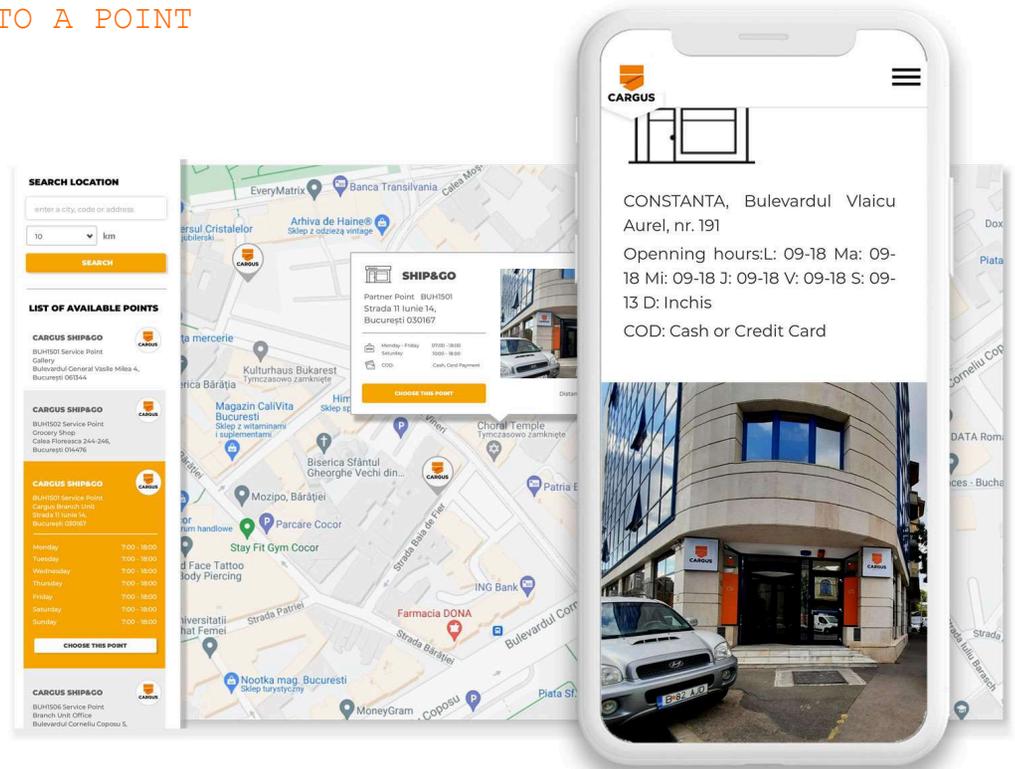
	CARGUS SHIP&GO	
Location		Zdjęcie
Point Type:	Branch / Partner	
Exact Point Name		Kiosk InMedio
Point address (floor)	Str. Andreea 12 (3	
Opening hours	Monday - Friday	8:00 - 21:00
	Saturday	10:00 - 21:00
Comforts:	Possibility to pay by card Direct access from the street	

WAŻNE!

All information is passed in the GetPointDetails method in the CARGUS API interface

After selecting the SHIP&GO point, the map will close automatically and the user will continue processing the order in the eShop basket.

Use the ready-made wizard widget in your store. You will be able to adjust the location, size, color scheme to the needs of your eShop and get HTML code that you can conveniently glue into the body of your website. Details can be found in the 3rd part of the guide. You can also ask our Sales Rep for details.



CHOOSING THE DELIVERY METHOD AT CHECKOUT

CHOOSING A SHIP&GO POINT IN THE DELIVERY METHOD

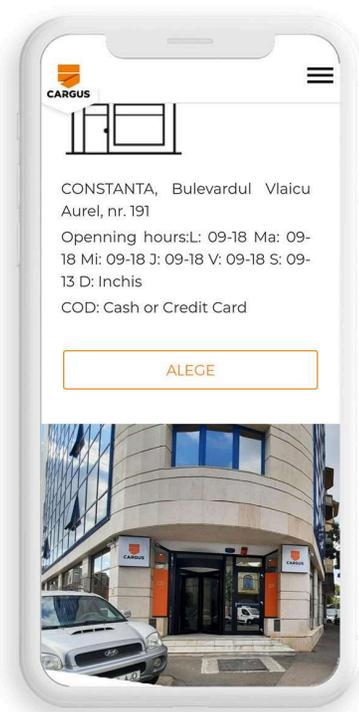
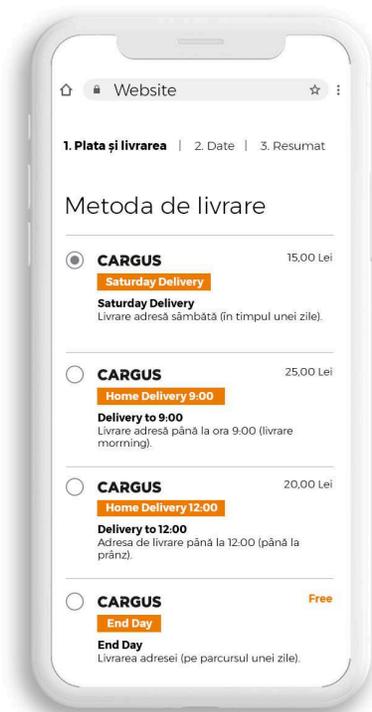
At the time of choosing delivery to the SHIP&GO point a map with a list of locations of CARGUS points should immediately appear. Thanks to this, without losing context, Buyers can quickly choose a SHIP&GO location that catches up with them. This is especially important for those who are just getting to know the offer of deliveries to the SHIP&GO point and are not sure where the nearest location is placed

1 WYBÓR DOSTAWY

2 MAPA PUNKTÓW

3 WYBRANA DOSTAWA

MOBILE
VIEW



CHOOSING THE DELIVERY METHOD AT CHECKOUT

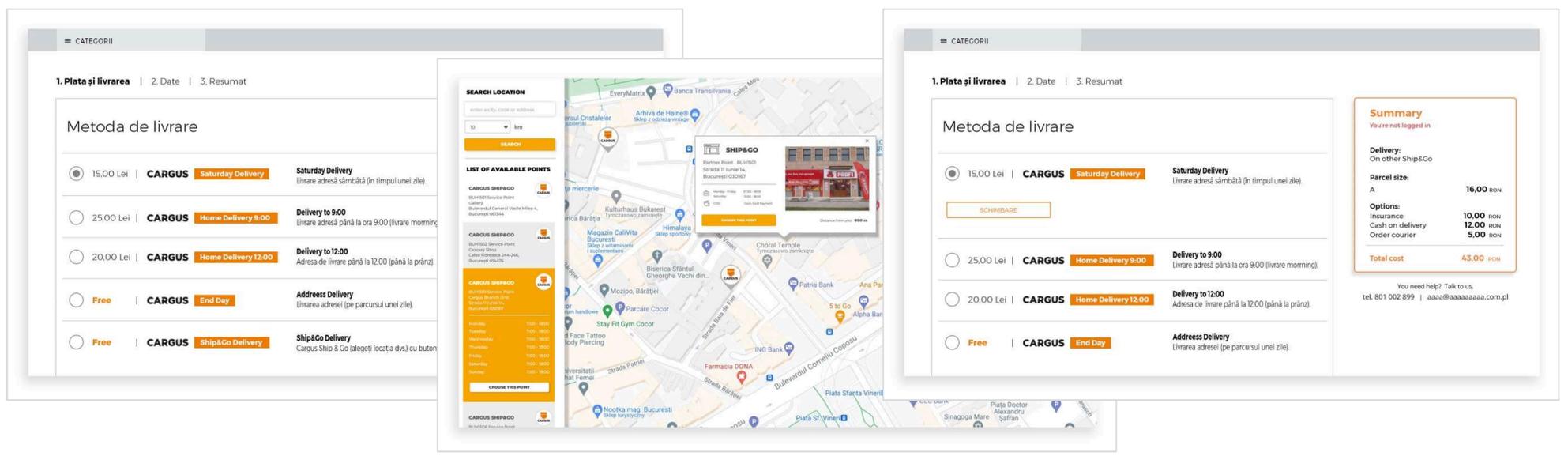
CHOOSING A SHIP&GO POINT IN THE DELIVERY METHOD

DESKTOP VERSION

1 DELIVERY SELECTION

2 MAP OF POINTS

3 SELECTED DELIVERY



PJ25 Wszystkie screeny trzeba poprawić uzupełniając o właściwie przygotowane (poprawne dane) i tłumaczyć na RO
Przemysław Jarosz; 26.09.2021

The background features a large orange rectangle on the left side. To its right, there are several overlapping, semi-transparent white and light orange shapes that create a layered, geometric effect. A large, white-outlined number '3' is positioned on the orange background.

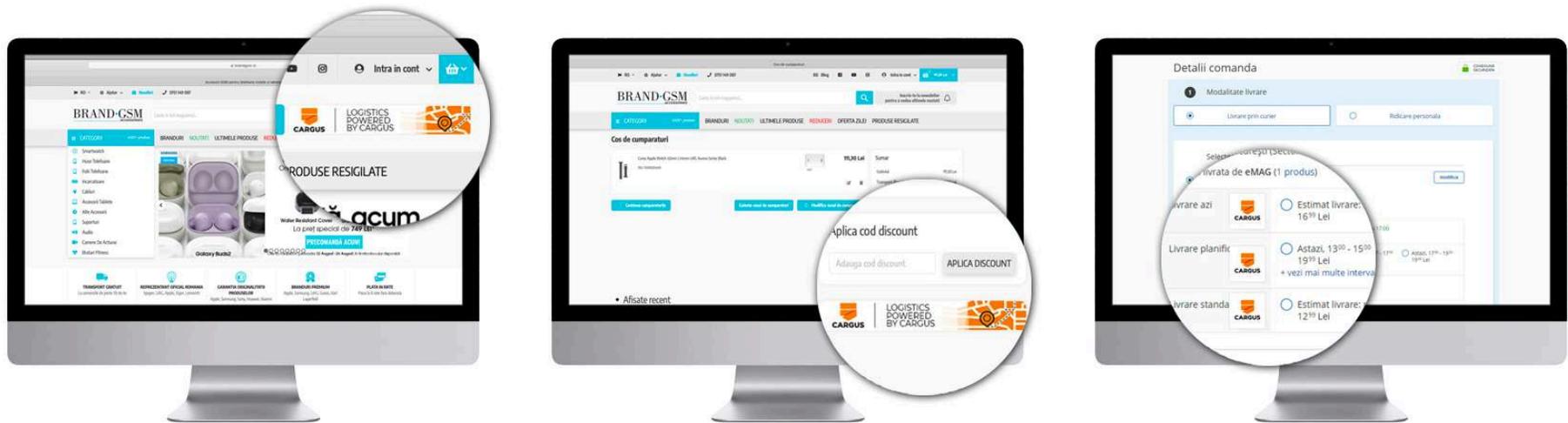
3

CARGUS supports your
eShop's conversion rate
growth

DOWNLOAD READY-MADE CARGUS PROMOTIONAL ELEMENTS

We have ready-made and free materials that we presented earlier. Go to our website and choose from hundreds of different types and formats that we have made available for eShops.

<https://www.cargus.ro/download-materials-ro/>

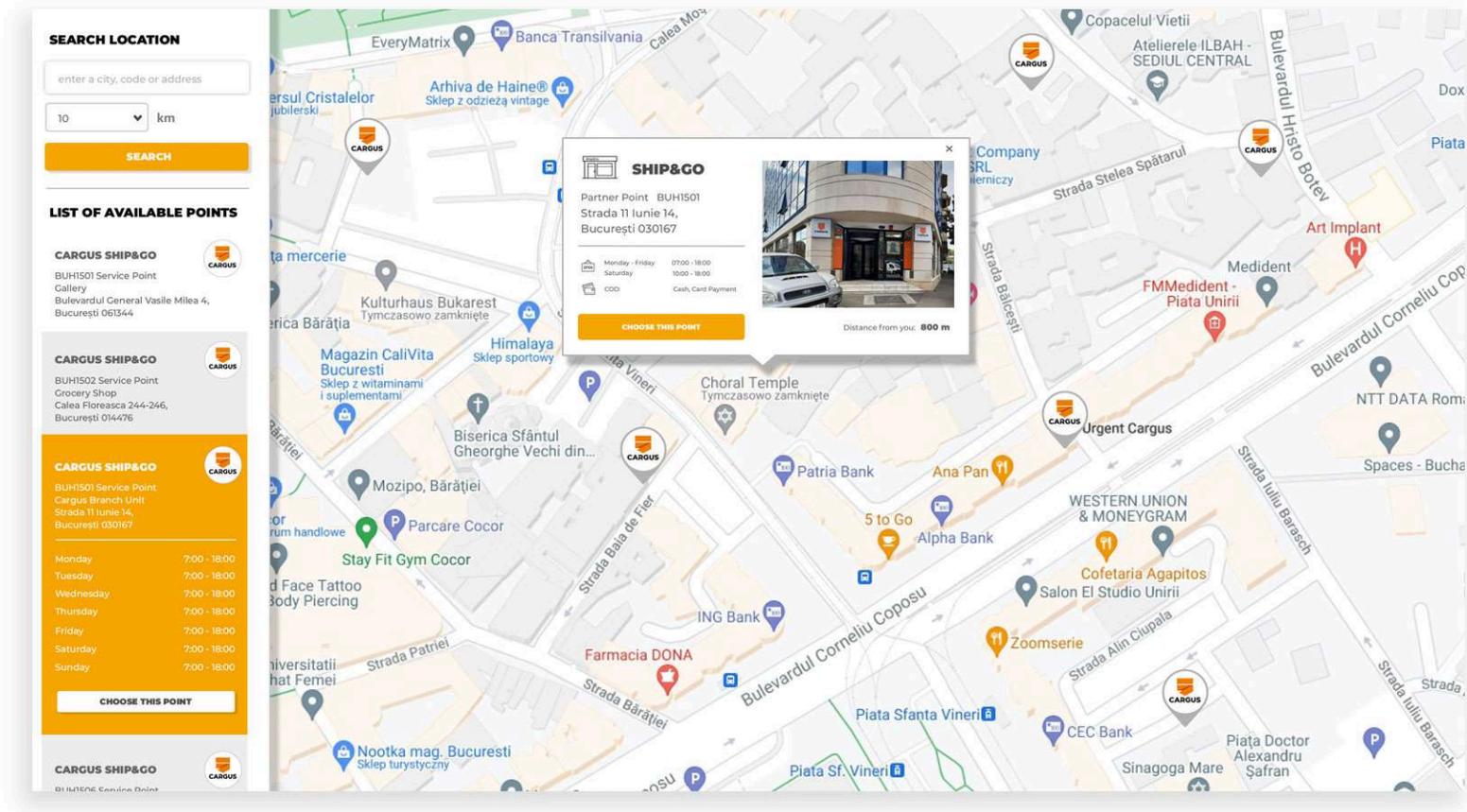


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USE THE READY-MADE MAP WIDGET WIZZARD.

Free of charge. Configure and download the html code. Ready within seconds.



ADVANCED WAYS TO PREPARE FOR IMPLEMENTATION

INTEGRATION VIA API. SOLUTION FOR LARGE E-SHOPS.

Enables you to generate labels, create shipments, and manage billing

provides information about the service in real time, e.g.: a list of available points, price lists, shipment statuses, information about the Parcel Locker preferred by the customer;

Check: [API Documentation](#)



PREPARATION OF AUTOMATIC DATA EXCHANGE

You view the available CARGUS SHIP&GO locations on the map in checkout using our geo widget or Add On in the most popular online store platforms

With the help of ready integrations, your CARGUS Applications downloads a set of orders data with chosen delivery options.



SHOPPING IN YOUR E-SHOP

Customers place orders and choose address delivery or self collection at SHIP&GO points in a convenient location as a form of delivery.



PARCEL PREPARATION

Your system automatically communicates with the CARGUS system, registering shipments and downloading labels to them, which you stick on packages. You can track the status of your shipments via the API, on the CARGUS website or in the CARGUS Mobile App

Contact us if you need an individual solution.
ecomm@cargus.ro

FEEL FREE TO CONTACT
OUR ECOMMERCE
SUPPORT TEAM!



Costin Rujan



+40 700 000 000



eComm@cargus.ro



cargus.ro

