amazon fulfilled by merchant

Shipping Settings Automation (SSA)

Setup Guide

Step-by-step with screenshots

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Why it matters

Many sellers manually set transit times in their shipping templates. But real-world delivery times vary by destination, carrier performance, and customers set slower or less accurate delivery dates as a result. This can impact your business in two ways:

- Slower delivery promises — Manually set transit times are often conservative, which can hurt customer expectations
- Inaccurate dates — Fixed settings don't reflect actual carrier speed, leading to missed promises or overly cautious estimates

Shipping Settings Automation (SSA) solves this by automatically calculating delivery dates based on your fulfillment performance and your warehouse location. This guide walks you through enabling SSA to improve delivery speed, accuracy, and competitiveness.

Why sellers use it

- **Faster delivery promise** – Delivery dates reflect actual carrier speed, not manual estimates
- **Fewer late deliveries** – Promises are based on what carriers can actually deliver
- **Stronger performance metrics** – Reduces missed delivery dates and supports account health

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Key benefits

Increase conversion with faster delivery promises

Shorter delivery dates help you win more time-sensitive buyers. Sellers using SSA see more competitive offers from automatically optimized transit times.

Improve delivery-date accuracy

Carrier-based calculations show customers more accurate delivery dates, building trust and reducing friction from missed promises.

Save time

Automate delivery-time calculations and eliminate manual template updates.

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How to enable SSA

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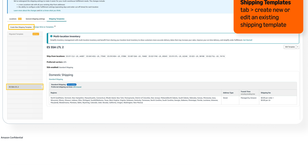

1. In Seller Central, go to **Settings > Shipping Settings > Shipping Templates** tab > create new or edit an existing shipping template

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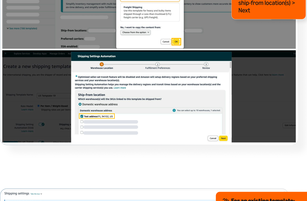
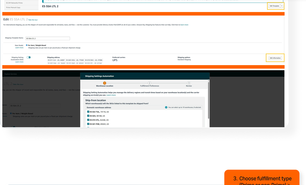


2a. **For a new template:** Select **Parcel** or **Freight shipping** > Ok > select ship-from location(s) > Next



2b. **For an existing template:** Select an existing template > click **Edit template** > click **Edit information** > select ship-from location(s) > Next.

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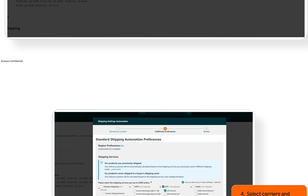

3. Choose fulfillment type (Prime or non-Prime) > Next

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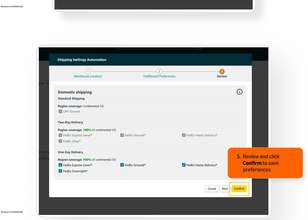

4. Select carriers and services > Next

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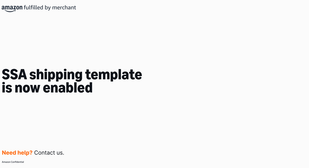

5. Review and click **Confirm** to save preferences

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SSA shipping template is now enabled

Need help? Contact us.

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