

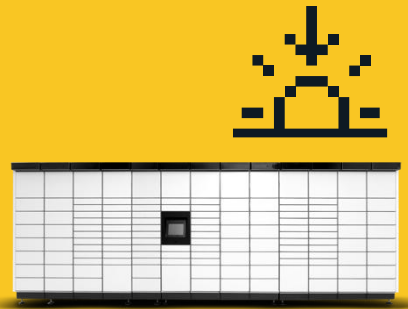


A GUIDE TO EFFECTIVE IMPLEMENTATION

of InPost deliveries
in the e-commerce basket



WHY SHOULD YOU CORRECTLY IMPLEMENT INPOST RECOMMENDATIONS IN THE SHOPPING CART OF YOUR E-SHOP?



91%

of online shoppers say that to encourage them to buy **more often**, the **delivery time should be 12h**

98% Parcel Locker shipments are delivered just one day!

A Parcel Locker perfectly meets this expectation of e-commerce customers.



Sources: TNS Kantar study, November 2024 and the report "E-commerce in Poland", Gemius 2024, *Average on-time delivery within the InPost Paczkomat® service in 2024

73%

of online shoppers say that **24/7 availability motivates them to shop online.**



...which leads us to the conclusion that **e-commerce customers will carry over their shopping habits and expect the same from delivery — 24/7 availability.**



43%

of shoppers want the option to return their purchases

For **82% of online shoppers**, the most encouraging return option for online purchases is the **possibility of free returns via Parcel Locker!**

93%

of online shoppers choose **InPost Parcel Lockers as their preferred delivery method.**

This means that **93% of potential customers may abandon their shopping cart if a Parcel Locker pick-up option is unavailable**, even if the store offers a competitive sales offer.



TABLE OF CONTENTS

1. Delivery method selection

- A. Sizes and versions of logotypes
- B. Mobile — selecting a Parcel Locker as a delivery method
- C. Desktop — selecting a Parcel Locker as a delivery method

2. Finding a Parcel Locker/ParcelPoint

- A. Triggering a Geowidget
- B. Searching on a map
- C. Searching on a list
- D. Selecting a Parcel Locker or ParcelPoint
- E. Details — Parcel Locker or ParcelPoint

3. Good practices

- A. Complete information about the delivery
- B. Delivery time — how to inform about the expected delivery time
- C. Saving the pick-up point
- D. Markings on the map
- E. Full information in the description of a particular Parcel Locker or ParcelPoint



1. DELIVERY METHOD SELECTION

A. Sizes and versions of logotypes

Use the full version of the logotype for each delivery method.

This helps online shoppers trust your e-shop more and choose their preferred delivery method faster.

Weekend Parcel in the first place

— if available. The sooner your Customers receive their parcel, the better. If the Weekend Parcel option is available, place it at the top of the cart so that it is instantly visible.

Use the correct and full name of the service.

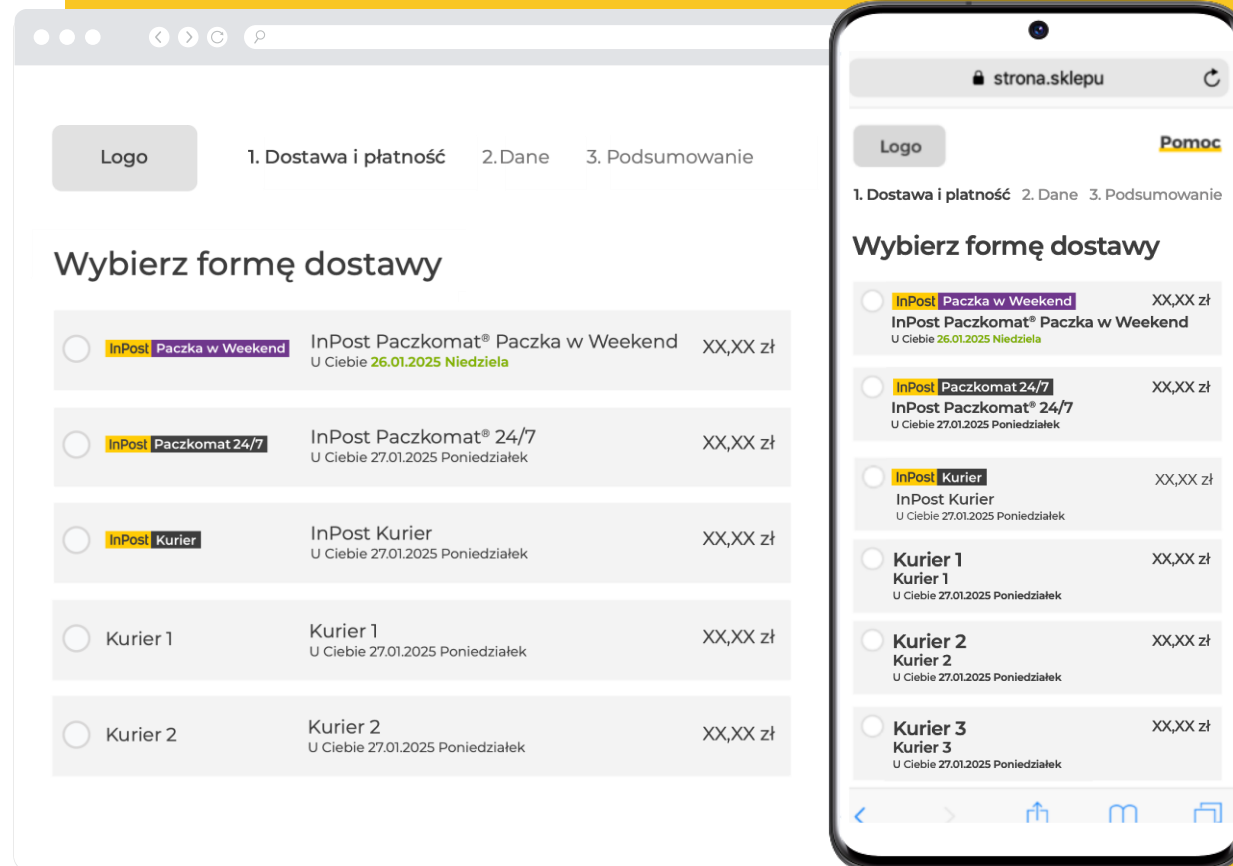
The fact whether a parcel is delivered on the weekend or after, via courier or to a Parcel Locker, makes a significant difference to online shoppers. Using the correct and full service names helps avoid misunderstandings.

Delivery time and price matter.

For many Customers, this is key information that influences their decision to shop. If a parcel can be delivered on the weekend, showing the exact delivery date is essential.

Implementation the InPost International service.

Show this service in the cart the same way InPost Paczkomat@ 24/7 is presented on the slides next to it. **Both services in the cart operate under the same name.**



1. DELIVERY METHOD SELECTION

A. Sizes and versions of logotypes





Use icons for each delivery method.

They are already used in other InPost channels (mobile app, parcel tracking) and are easily recognizable to online shoppers. Proper communication during the delivery method selection phase can also result in the positive reception of your shop.

Minimum icon sizes matter.

Ensure that icons are not smaller than the minimum required size. Illegible icons negatively impact the clarity of delivery methods and overall perception of your shop.

Types of icons and sizes.

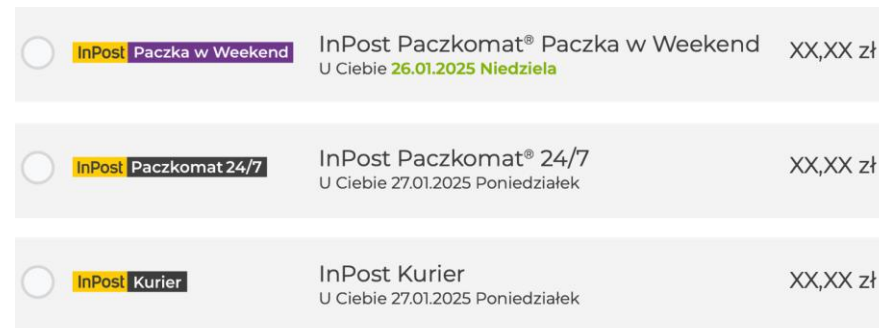
| Type | Minimum size | Recommended size |
|--|--------------|------------------|
|  | 128 x 12 px | 214 x 20 px |
|  | 116 x 12 px | 193 x 20 px |
|  | 66 x 12 px | 110 x 20 px |
|  | 32 x 12 px | 53 x 20 px |

48%

of online shoppers abandon their cart due to high extra costs

Baymard Institute, 2024

Desktop



Mobile



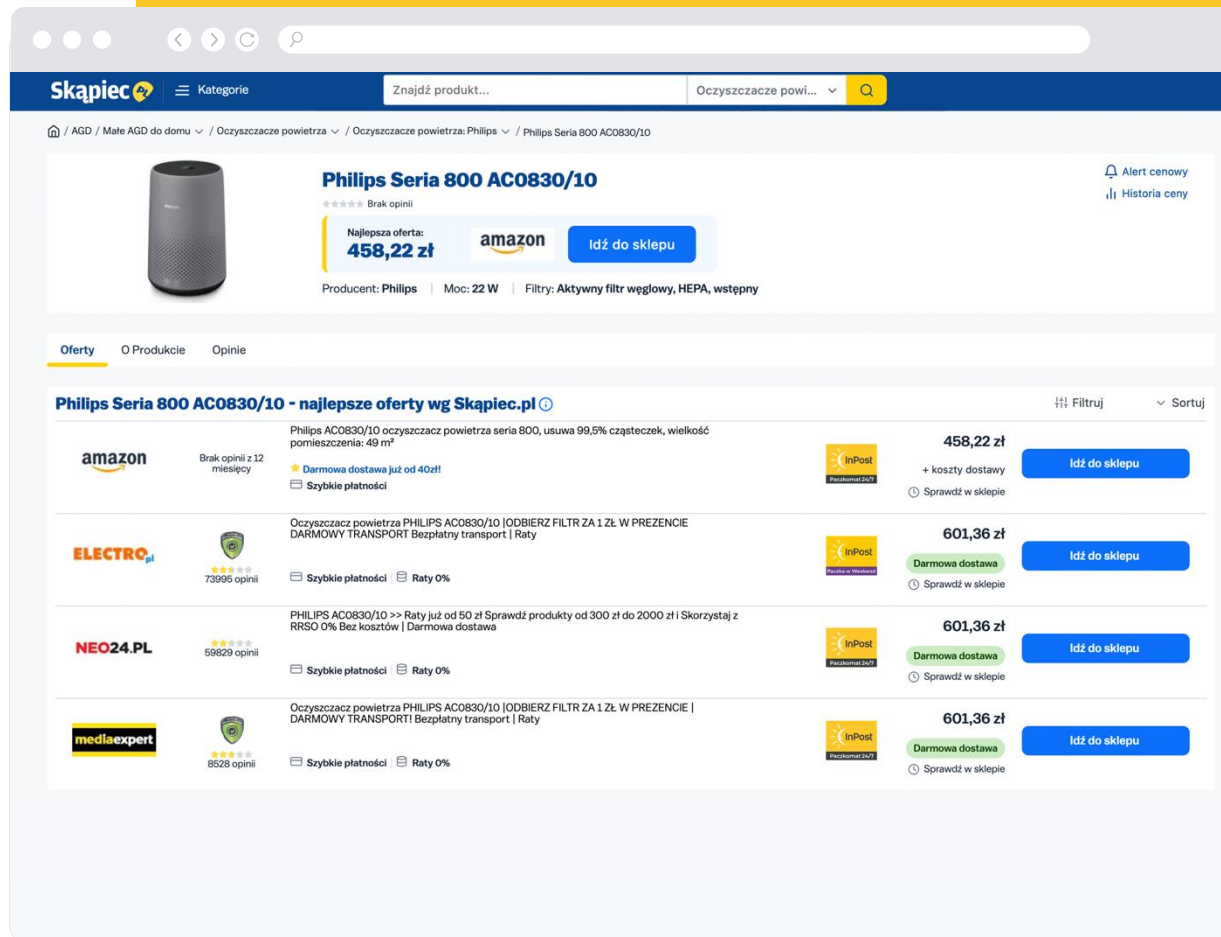
1. DELIVERY METHOD SELECTION

A. Sizes and versions of logotypes

If the site's architecture allows for larger graphical elements, use the full version of the logos.

This solution is especially effective for price comparison sites. In price comparison listing, the logo serves as a badge, informing online shoppers about the available delivery methods without requiring them to view the full offer of a given shop.

Full version of the logo (minimum height: 60px):



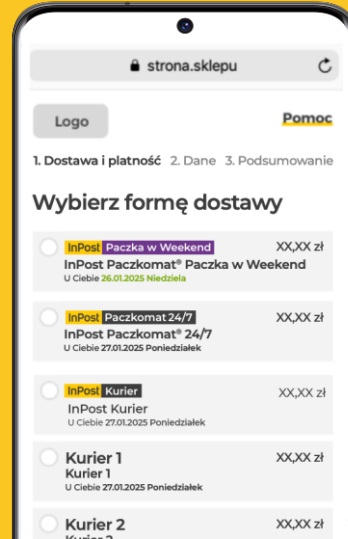
1. DELIVERY METHOD SELECTION

B. Mobile — selecting a Parcel Locker as a delivery method

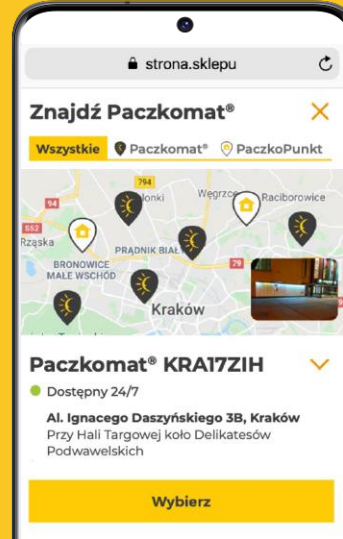
When choosing a delivery method Paczkomat® or Paczka w Weekend — a map and list should immediately appear, allowing for quick selection of the pickup location. This is especially crucial for new users who may not know where their nearest Paczkomat® is.

With icons

Delivery selection step

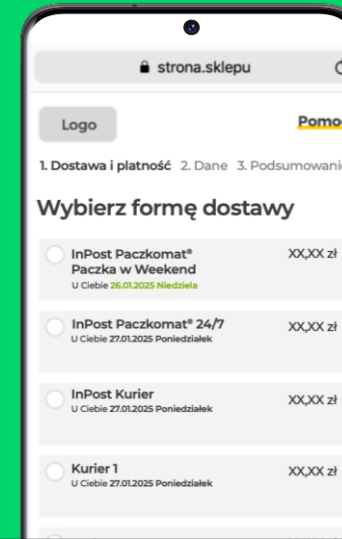


Map View (Layer)



Without icons

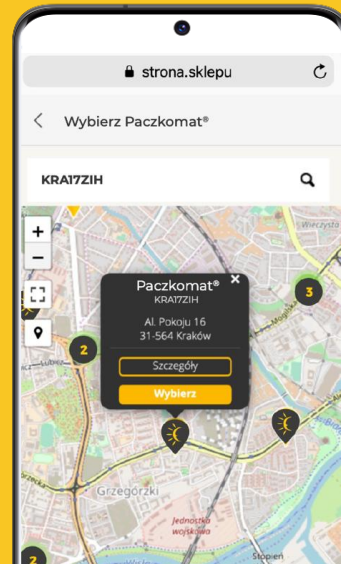
Delivery selection step



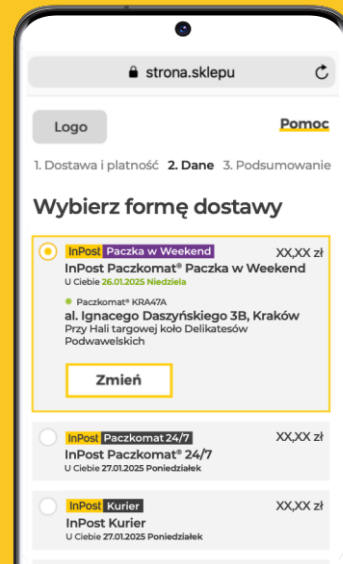
Map View (Layer)



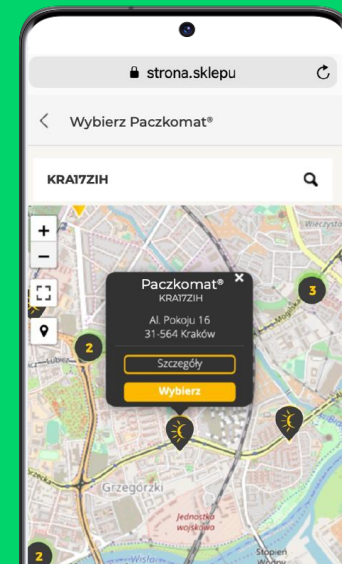
Map View (Layer)



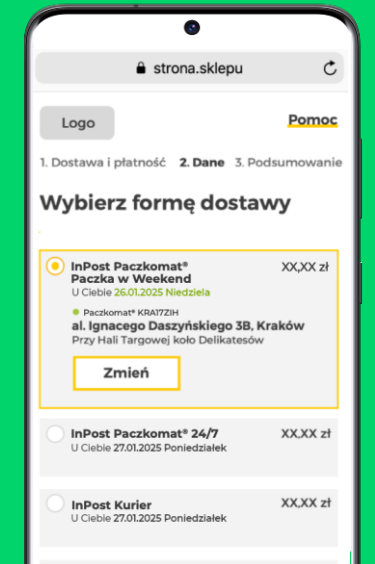
Selected delivery



Map View (Layer)



Delivery selected



1. DELIVERY METHOD SELECTION

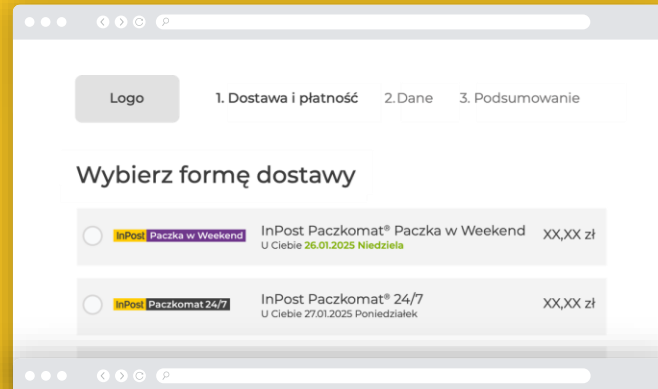
C. Desktop — selecting a Parcel Locker as a delivery method

70%

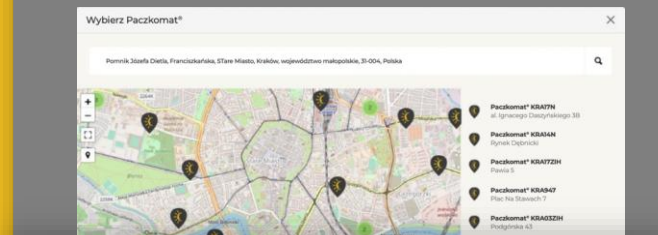
average documented online shopping cart abandonment rate

Baymard Institute, 2024

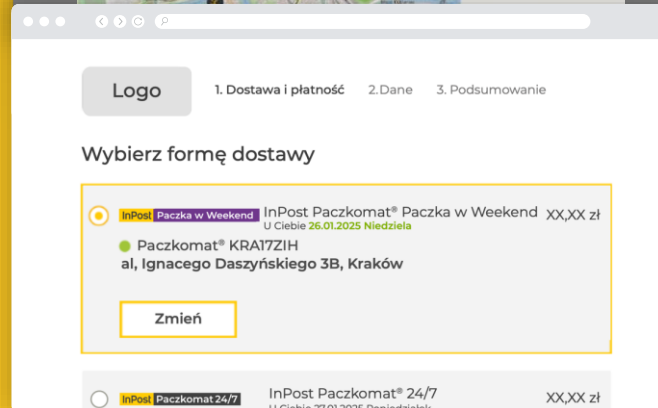
With icons



Delivery selection step

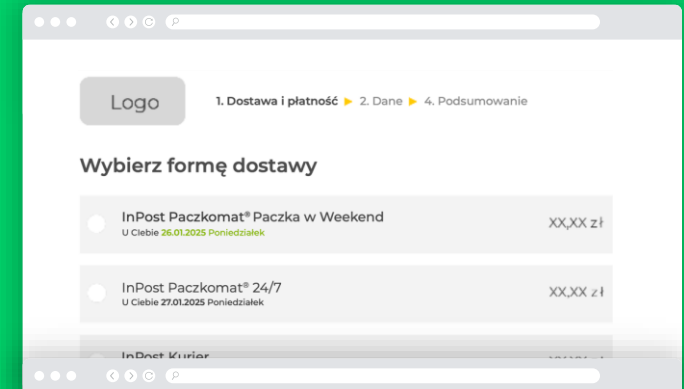


Map View (Layer)

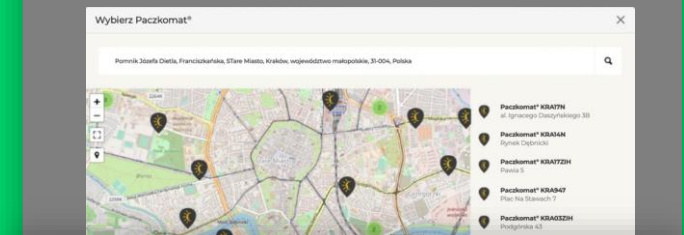


Delivery selected

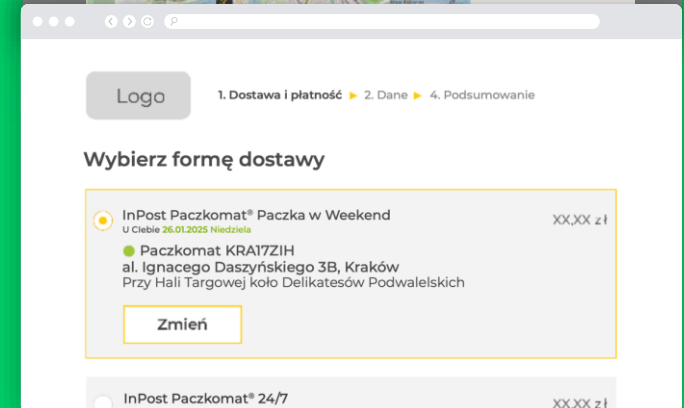
Without icons



Delivery selection step



Map View (Layer)



Delivery selected

2. FINDING A PARCEL LOCKER/PARCELPOINT

A. Triggering a Geowidget

Map and list on the layer.

By placing the map and list of Parcel Lockers on a layer, online shoppers can focus on one task — quickly finding of their desired delivery location. This helps them avoid distractions and prevents from getting lost in the process. After selecting the Parcel Locker, the map will close, and the online shopper will conveniently return to the cart.

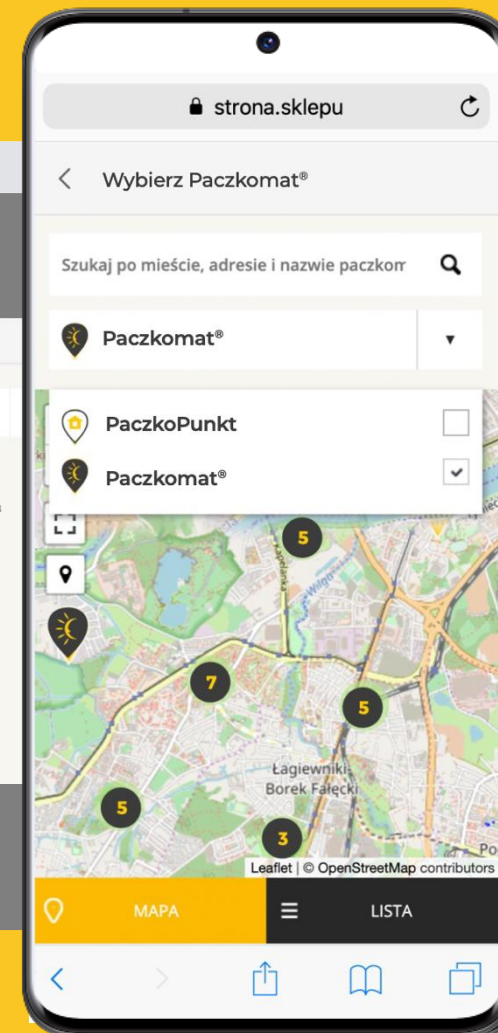
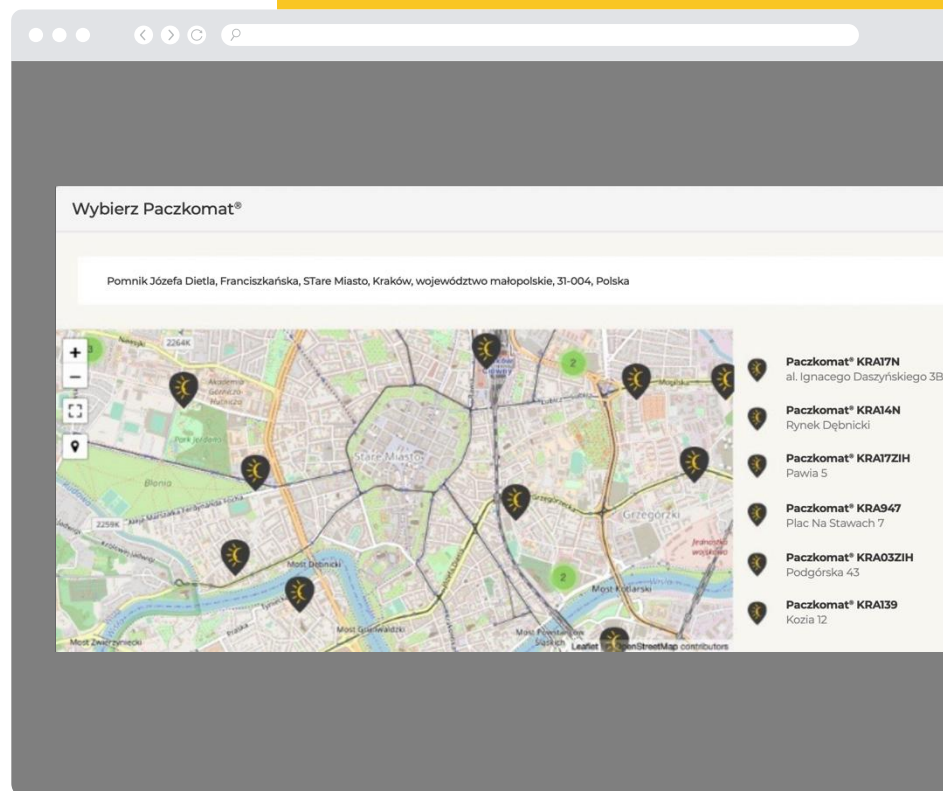
In mobile devices, the map should cover 100% of the screen to maximize easy of zooming and finding a location on the list.

In a desktop browser, the map should cover around 90% of the screen, so that the online shopper can focus on choosing a Parcel Locker while still feeling engaged in the shopping process.

85%

of respondents indicated spontaneous awareness of the InPost brand

TNS Kantar, listopad 2024



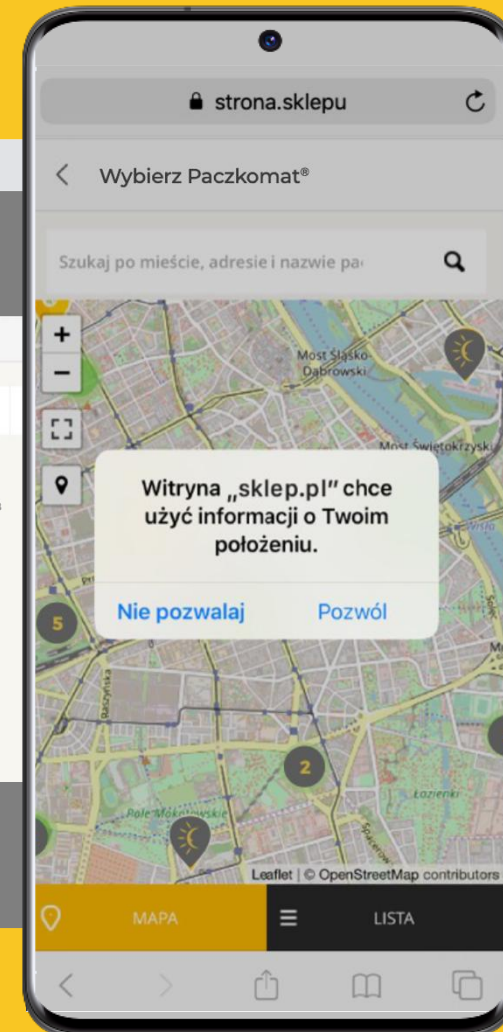
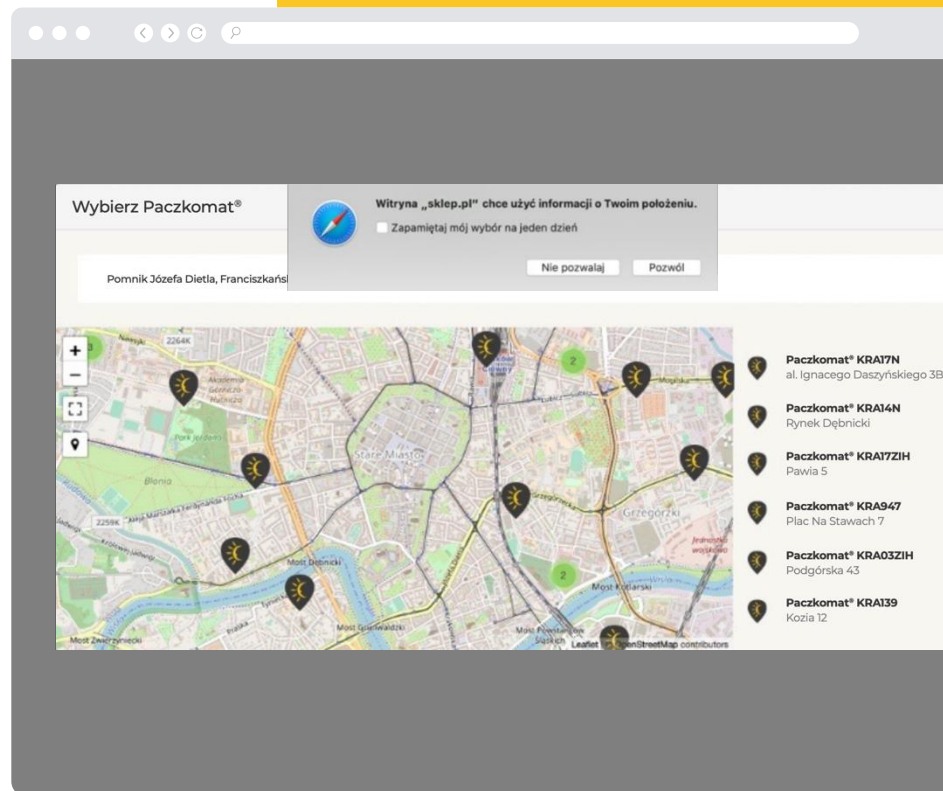
2. FINDING A PARCEL LOCKER/PARCELPOINT

B. Searching on a map

Geolocation — during the first triggering of the layer, ask the online shopper to share their location. It's the fastest method for seeing nearby Parcel Lockers.

City, street, postal code — quick filtering of the Parcel Locker list.

Filters — they help in selecting the desired type of the pick-up point: Parcel Locker or ParcelPoint



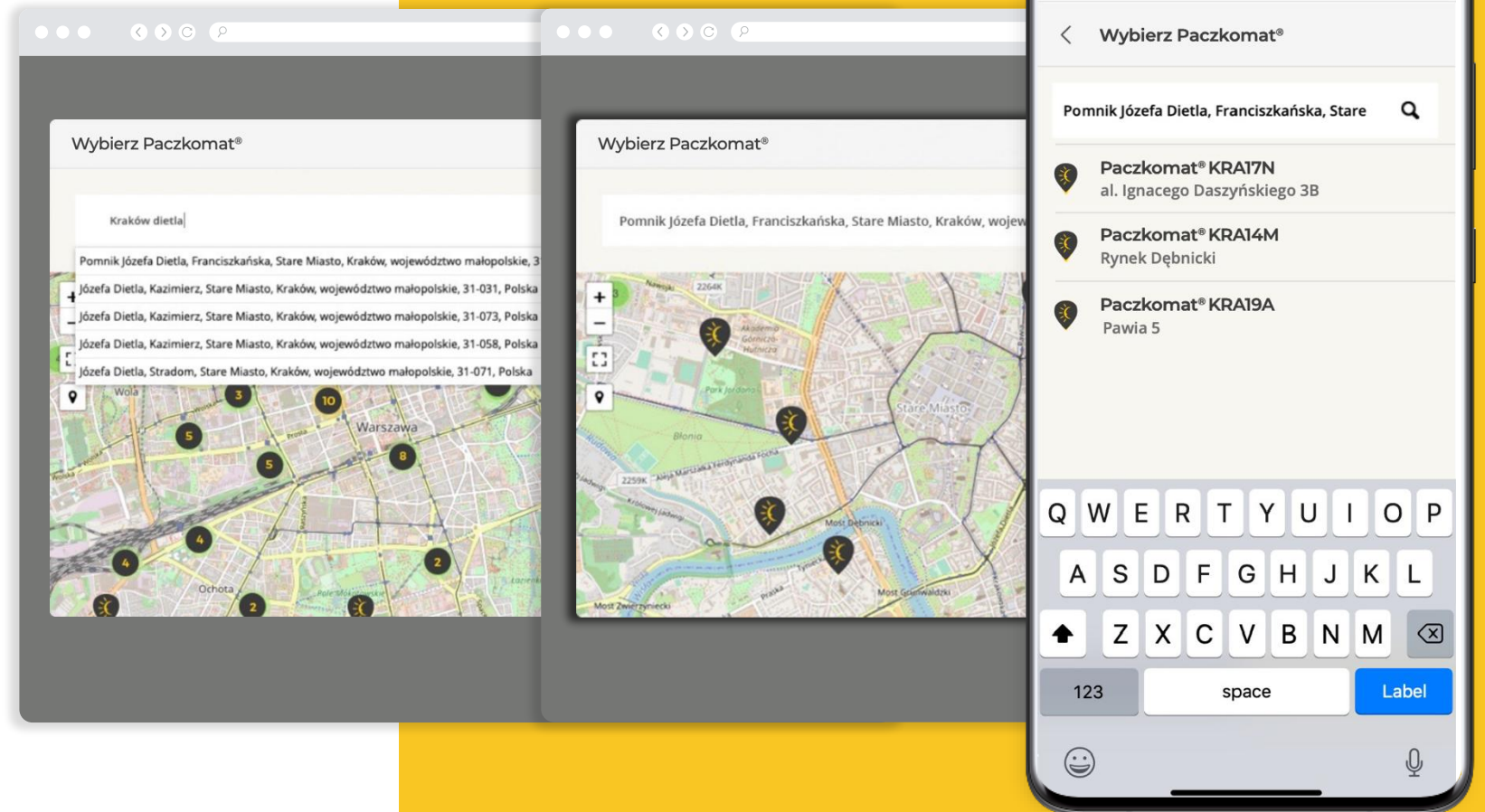
2. FINDING A PARCEL LOCKER/PARCELPOINT

C. Searching on a list

Convenient address search engine with suggestions.

If the online shopper doesn't want to share location, Customers have the opportunity to type in their city, street or postal code for parcel pick-up.

The search engine effectively suggests the indicated location and nearby Parcel Lockers or ParcelPoints.



2. FINDING A PARCEL LOCKER/PARCELPOINT

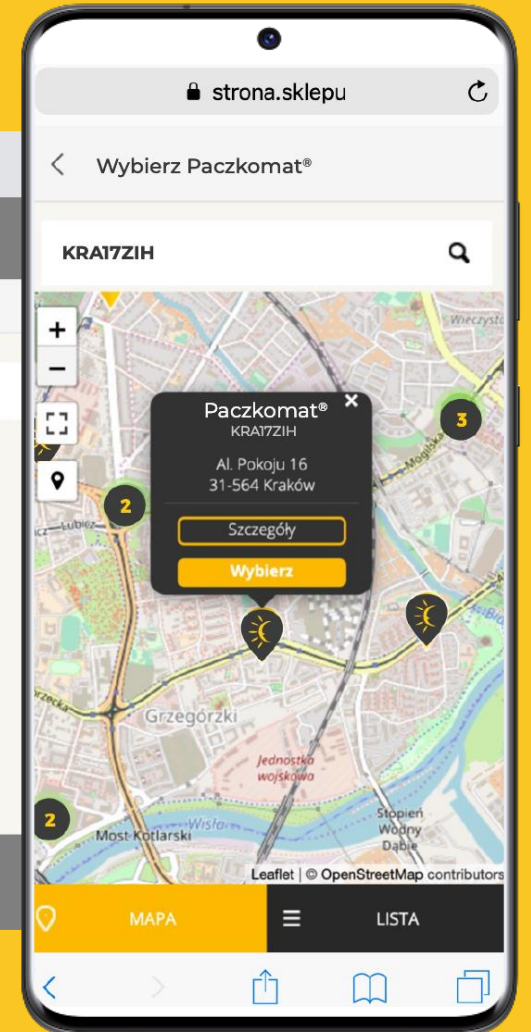
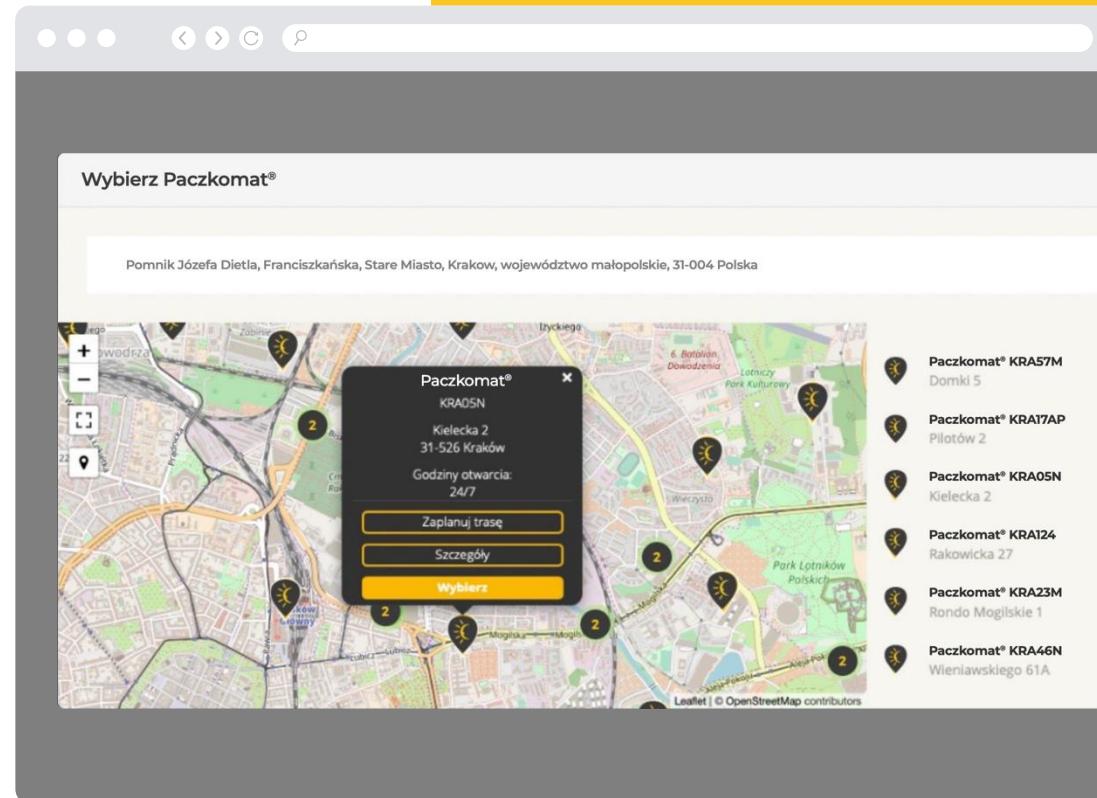
D. Selecting — a Parcel Locker or a ParcelPoint

After selecting the appropriate location, a pop up will appear on the screen, containing details such as the address, opening hours and additional information to help indicate where the Paczkomat® or PaczkoPunkt is located.

22%

of online shoppers abandon their cart if the proces is to complicated or takes too long

Baymard Institute, 2024



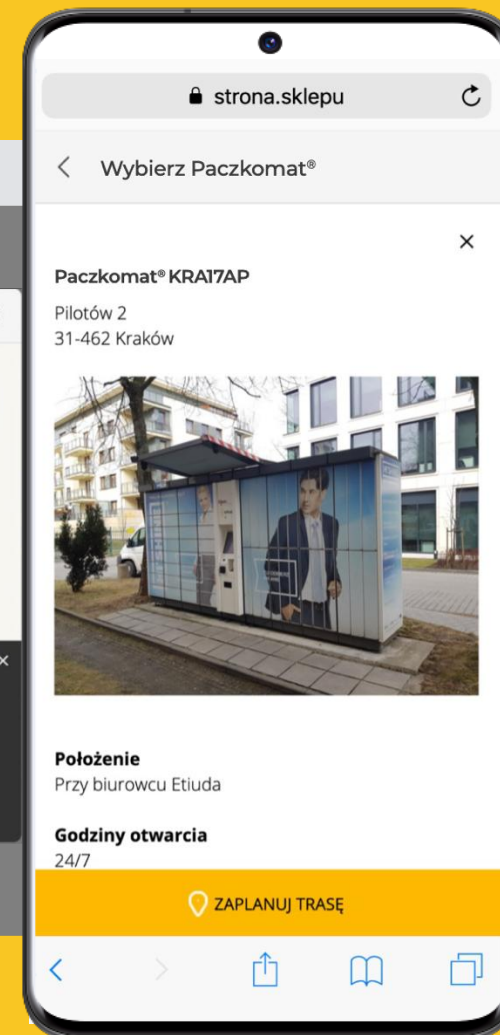
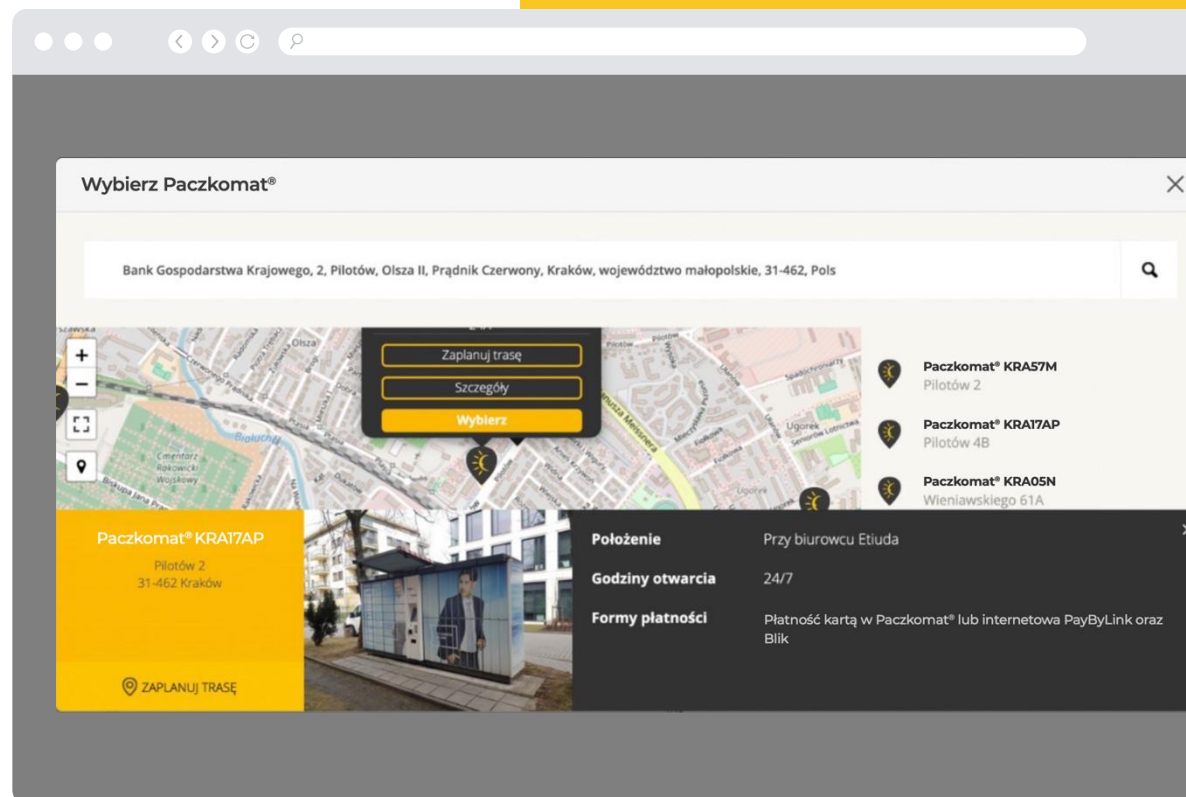
2. FINDING A PARCEL LOCKER/PARCELPPOINT

E. Details — Parcel Locker or ParcelPoint

A picture of the Parcel Locker in the context of the street, along with additional information about the location or ParcelPoints' opening hours, will help online shoppers choose their desired pick-up point.

24/7 availability **73%** and convenience **72%**, understood as not having to travel to a store, are the most frequently mentioned factors motivating respondents to shop online.

report "E-commerce in Poland", Gemius 2024

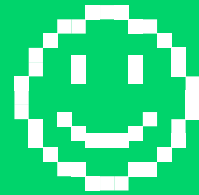


3. GOOD PRACTICES

A. Complete information about the delivery

Use the name Parcel Locker/ ParcelPoint and avoid understatements. Online shoppers must be certain where and when they will pick-up their parcel.

If the parcel is accidentally directed to a ParcelPoint that closes at 5 PM, the Customer's disappointment will negatively impact the perception of your shop.



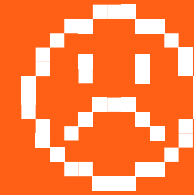
Good
I know what I choose

 **InPost Paczkomat 24/7** XX,XX zł


InPost Paczkomat® 24/7
U Ciebie **26.01.2025 Niedziela**

 Paczkomat® KRA17ZIH
al. Ignacego Daszyńskiego 3B, Kraków
Przy Hali Targowej koło Delikatesów
Podwawelskich

Zmień



Bad
No name of the service

 **KRA47A** XX,XX zł

**al. Ignacego Daszyńskiego 3B,
Kraków**

Zmień

3. GOOD PRACTICES

B. Delivery time — how to inform about the expected delivery time

Paczka w Weekend (Weekend Parcel)

If you're enabling this delivery option, information about the delivery date is essential for the online shopper to make a decision.

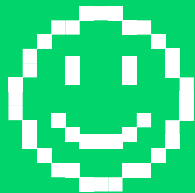
1-3 days

If you can't guarantee the delivery date, specify a time range. If you don't have the product in your warehouse write about it directly (shipment: 3-5 days). Online shoppers value honesty and understand that they won't receive their parcel in the morning if they placed the order the evening before.

23%

of online shoppers abandon their purchase (abandon the cart) if the delivery time is too long

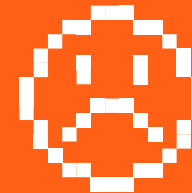
Baymard Institute, 2024



Good

I know when I will receive my parcel

| | |
|--|----------|
| InPost Paczka w Weekend | XX,XX zł |
| InPost Paczkomat® Paczka w Weekend U Ciebie 26.01.2025 Niedziela | |
| InPost Paczkomat 24/7 | XX,XX zł |
| InPost Paczkomat® 24/7 U Ciebie 27.01.2025 Poniedziałek | |
| InPost Kurier | XX,XX zł |
| InPost Kurier U Ciebie 27.01.2025 Poniedziałek | |



Bad

No delivery date

| | |
|---------------------------------------|----------|
| InPost InPost Paczka w Weekend | XX,XX zł |
| InPost InPost Paczkomat® 24/7 | XX,XX zł |
| InPost InPost Kurier | XX,XX zł |

3. GOOD PRACTICES

C. Saving the pick-up point

If during the first purchase, the online shopper chooses the Parcel Locker/ParcelPoint that is most convenient for them, remember their selection (user data, account/cookies). Most online shoppers use a particular Parcel Locker regularly.

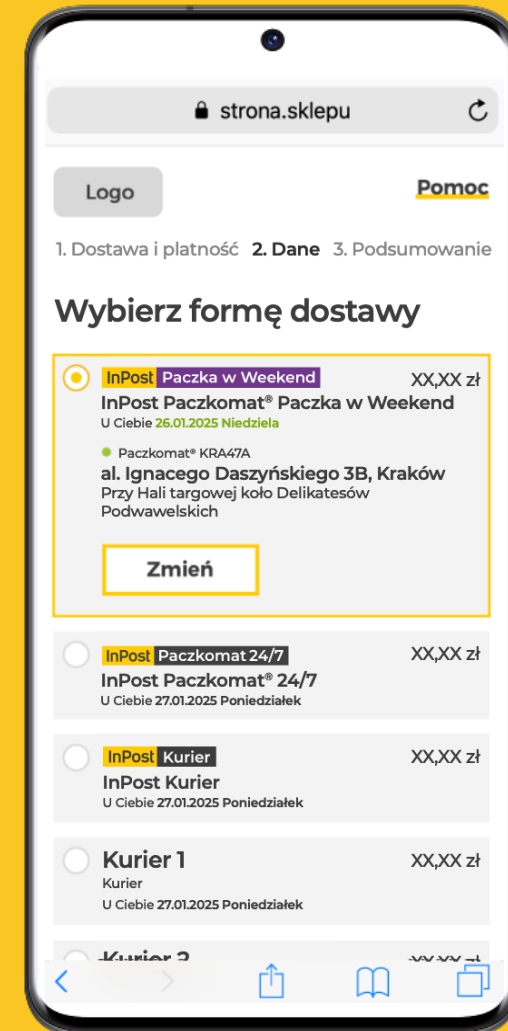
By remembering the delivery address you make shopping faster, more comfortable and more personalized. Online shoppers will appreciate it.



83%

of respondents believe that Paczkomat is the most ecological form of delivery and shipping

TNS Kantar, November 2024



3. GOOD PRACTICES




D. Markings on the map

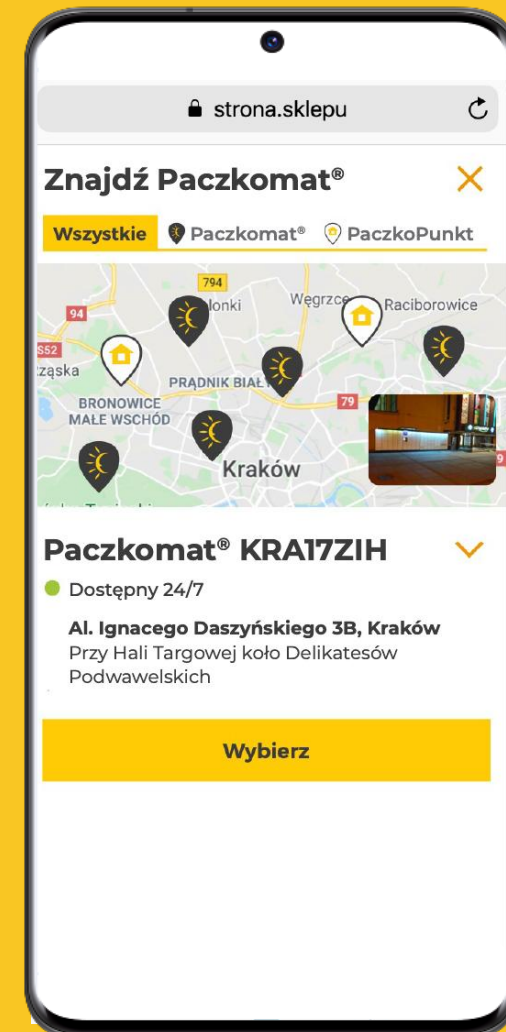
Use a visual code to mark Parcel Lockers and ParcelPoints.

Proper pin colours and their sizes should change according to the scaling of the map, facilitating the quick decision for the online shopper.

Minimum pin sizes.

Remember not to use pins smaller than the minimum size. Illegible pins negatively impact the perception of your shop and the delivery methods.

| Type | Minimum size | Recommended size |
|--|--------------|------------------|
|  Paczkomat® | 21 x 26 px | 32 x 40 px |
|  PaczkoPunkt | 21 x 26 px | 32 x 40 px |
|  Grupa obiektów | 20x20 px | 32 x 32 px |

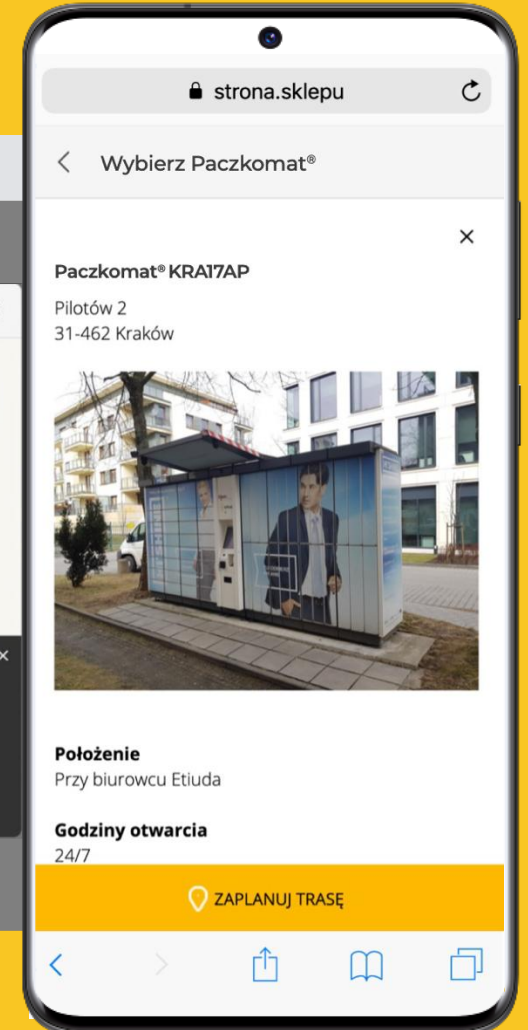
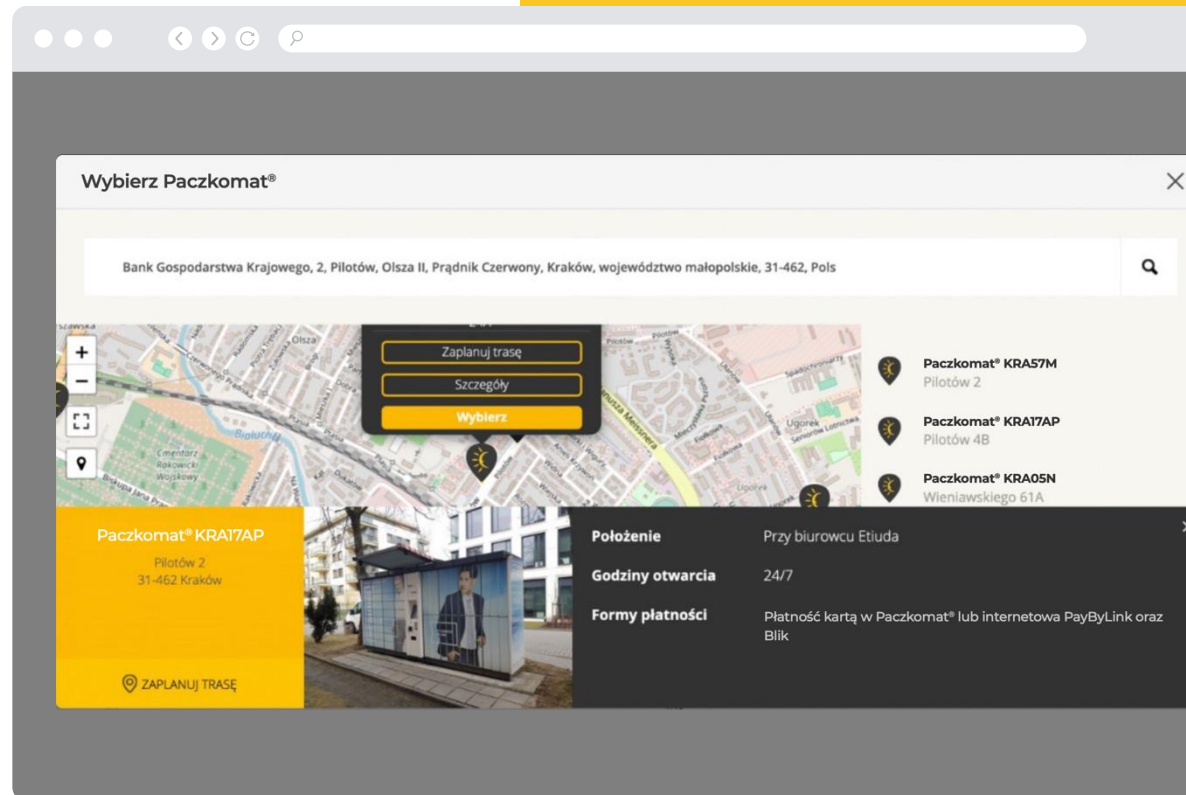


3. GOOD PRACTICES

E. Full information in the description of a particular Parcel Locker or ParcelPoint

Every piece of information may be important.

Especially availability hours of Parcel Lockers and ParcelPoint that are closed in the evening or supplementary texts about the location of machines.



3. GOOD PRACTICES

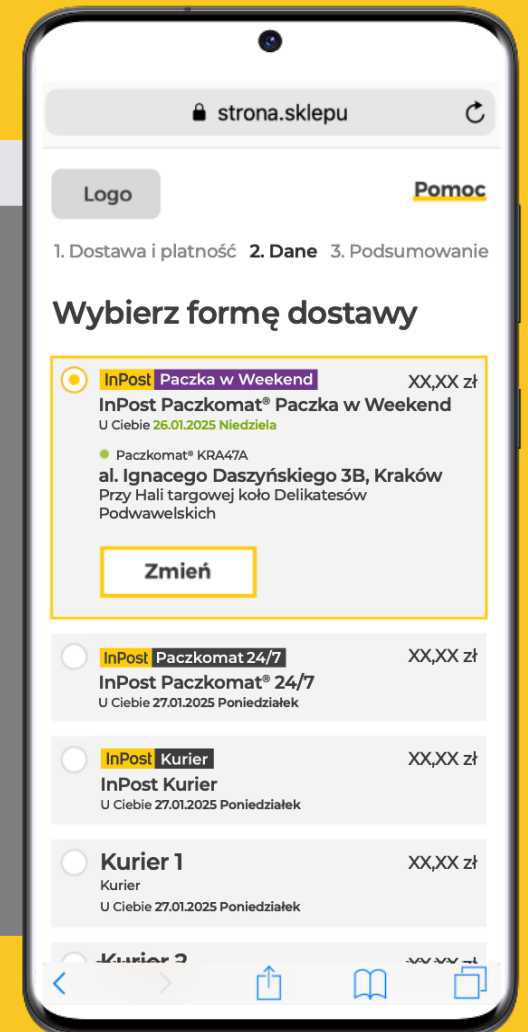
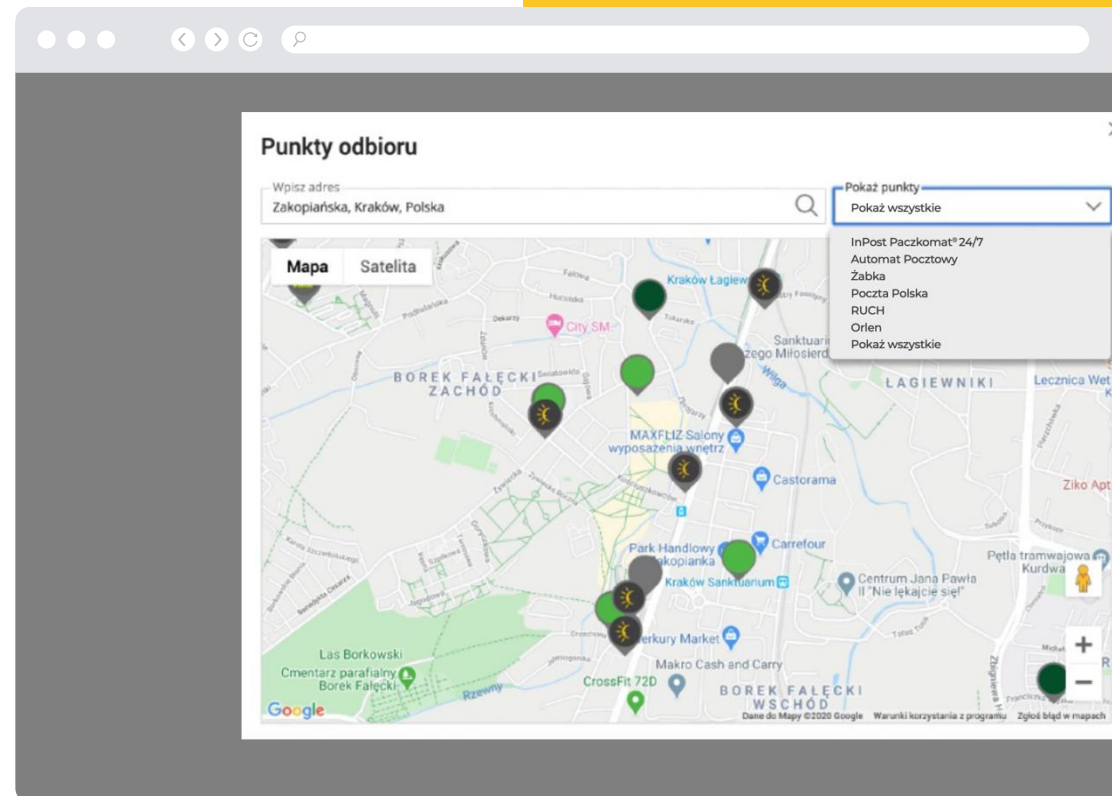
F. Many providers on one map

Provider chosen on a map.

If the online shopper chooses Parcel Lockers from the list of delivery methods, show them only the Parcel Lockers.

Providers filter on the map.

If you're enabling the option to search for other providers on the map, make sure they can be filtered. Online shoppers have different habits and preferences, but the ability to see only the selected type of pick-up point impacts the speed of their decision-making and cart finalization.



4. CONTACT

In case you have any questions:



Visit

[Integration](#)



Downloads' subpage, where you can find the up-to-date logotypes and other materials

[To download](#)



Access to API, configuration

[Instructions for generating API access](#)



Developer documentation

[API documentation](#)



Contact form

[Support](#)





THANK YOU

