

# GOOGLE SHOPPING RANKING FACTOR:

# SHIPPING CONFIDENCE VALUES



**GEORGI ZAYAKOV**

## SHIPPING CONFIDENCE VALUES

### DEFINITION

Shipping Confidence Values (CVs) are scores assessing the accuracy of shipping speeds and costs shown to users.

These scores compare Google's displayed data with your website information, order tracking history, and other sources.



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## RANKING IMPACT

If you make fast delivery promises with high CVs, your products may appear more prominently compared to:

- Products with slower shipping speeds
- Products with lower CVs
- Products without shipping speed info.



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## USER EXPERIENCE TRIGGERING

High CVs can unlock features that improve the shopping experience, such as:

- User-facing annotations like “Free X-day delivery”
- Participation in speed-driven experiences like “Get it fast”
- The Top Quality Store badge



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## DATA SUPPRESSION

Low CVs can result in:

- Removal of shipping speed or cost data from your listings.
- Replacement with higher-CV data to ensure shoppers see consistent information across platforms.



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### HOW IT WORKS - DATA GATHERING

Google collects shipping information by:

- Crawling speeds and costs on your website (checkout, product pages, policies).
- Using order tracking data via API or partners
- Pulling data from additional sources.



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### HOW ARE SHIPPING CVS ASSIGNED?

Google evaluates shipping speeds and costs by comparing your account data, configurations, and estimates to its understanding of your performance.

CVs range from 0% (inconsistent) to 100% (fully consistent).



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## GRANULARITY IN SHIPPING CVS

Google refines CVs by region, shipping cost, and speed as more data is gathered.

Granular CVs ensure a more accurate evaluation of your shipping performance.





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### EXAMPLE

- A product shipped from Irvine, CA to Utah claims 2-day delivery.
- Nationwide data shows only 40% of orders meet this promise → Low CV.
- Regional data (Southwest) shows 90% success → High CV.



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## HOW TO IMPROVE SHIPPING CVS

1. Provide detailed configurations: Include speeds and costs that vary by region.

2. Ensure consistency: Regularly compare Google's shipping data with your site's information.



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### HOW TO IMPROVE SHIPPING CVS

3. Enable StoreBot crawling:  
Allow Google to crawl your site  
and minimize traffic  
restrictions.

4. Share tracking signals:  
Link a supported partner  
account or use the Content API  
for Shopping.



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**FAQ AND SOURCE**

Curious to learn more?

Read the FAQ and the support page here:



<https://support.google.com/merchants/answer/15757595>



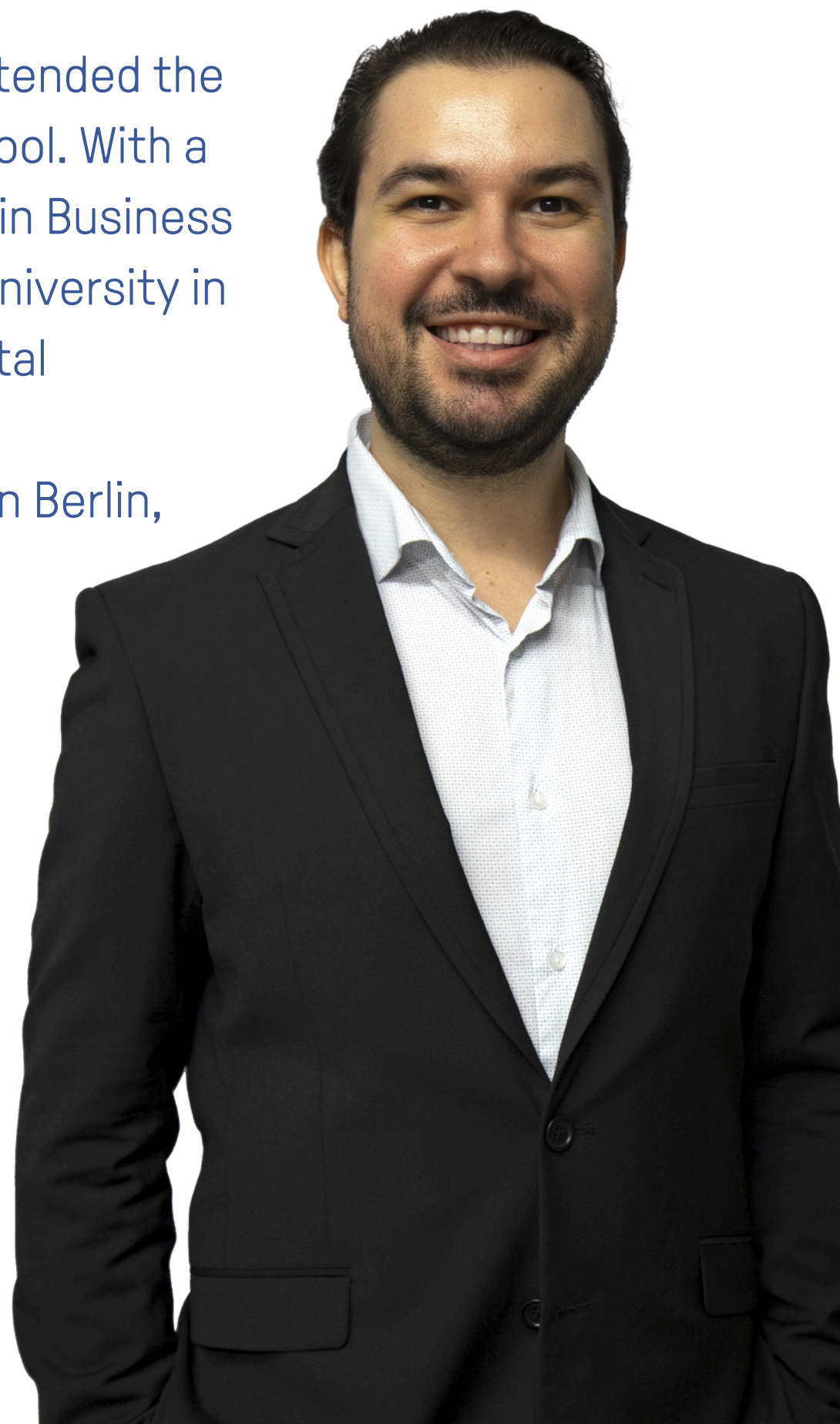
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Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.

Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.



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