



ECOM NOW SET-UP GUIDE

Order today. Delivered today.

How to configure Ecom Now for eligible products in your Shopify store. One simple merchant setup.

1 ENABLE ECOM NOW

Enable Ecom NOW and choose products

Ecom NOW connects same-day fulfillment and delivery into one order-to-door experience from your Shopify store. Eligible orders can be fulfilled by Ecom, your own operation, or your existing 3PL, provided they can be prepared in time for same-day handoff to Ecom for delivery.

Shop-wide on/off

Use the Ecom NOW control to enable or disable the same-day experience for your Shopify store.

Select eligible products

Choose the SKUs or products you want to make eligible for Ecom NOW.

You select the products. Ecom manages the NOW badge, delivery-area eligibility and cut-off logic. No badge artwork is required. The standardized NOW badge should not be restyled, repositioned or renamed.

2 CUSTOMER EXPERIENCE

Show the promise before purchase

When an order qualifies, the NOW badge, expected delivery date and live countdown appear within the Shopify shopping experience on mobile and desktop. Customers see the same-day promise before checkout, including the time remaining to order for delivery that day.

 Today

\$29.99 ~~\$34.99~~

Want it today?

Order within 2h 14m and get it by 9 PM

Order before NOON

Delivered today by 9 PM

Ecom NOW only displays when the configured product, delivery area, order time, basket eligibility and same-day fulfillment readiness support the complete order-to-door promise.

Once an eligible order is fulfilled and ready for same-day handoff, Ecom manages delivery and tracking through to delivery by 9 PM.

2 CUSTOMER EXPERIENCE

The promise appears only when the order qualifies

Ecom NOW evaluates the configured eligibility before displaying the same-day promise.

- The product is enabled for Ecom NOW.
- The delivery postal code is within an eligible same-day area.
- The order is placed before NOON.
- The full basket is eligible.
- The order can be fulfilled in time for same-day handoff to Ecom.

LIVE COUNTDOWN

Under an hour, the countdown shows seconds.

The countdown updates automatically as the NOON cut-off approaches.

11:59 AM

SAME-DAY
AVAILABLE

12:01 PM

SAME-DAY
UNAVAILABLE

Outside the delivery area, the message says so.

3 NOON CUT-OFF

When the NOON cut-off passes, same-day disappears

At NOON, the Ecom NOW same-day option is automatically removed from product pages, collection pages and checkout. It does not roll forward or appear as tomorrow's same-day delivery.

Cut-off passed. Continue with the available delivery options.

• ORDER RULES & SETUP NOTES

Full-basket eligibility

Ecom NOW appears only when the full basket qualifies. If one product is not eligible, customers can continue using the standard delivery options available in your store.

Same-day fulfillment readiness

Inventory can be fulfilled by Ecom, your operation, or another 3PL. Eligible orders must be ready for Ecom's same-day delivery handoff within the required window.

Keep eligible inventory available

Products enabled for Ecom NOW should be ready to fulfill when the promise displays. The merchant or fulfillment partner must keep availability current.

Confirm capacity and delivery eligibility

Availability depends on products, area, order time, basket eligibility and delivery capacity. Your Ecom team will confirm operating requirements.

BEFORE YOU GO LIVE

- Ecom NOW is enabled.
- Delivery areas are confirmed.
- Ecom NOW appears at checkout.
- Fulfillment and handoff are ready.
- Eligible products are selected.
- The NOW badge displays correctly.
- An eligible test order is complete.