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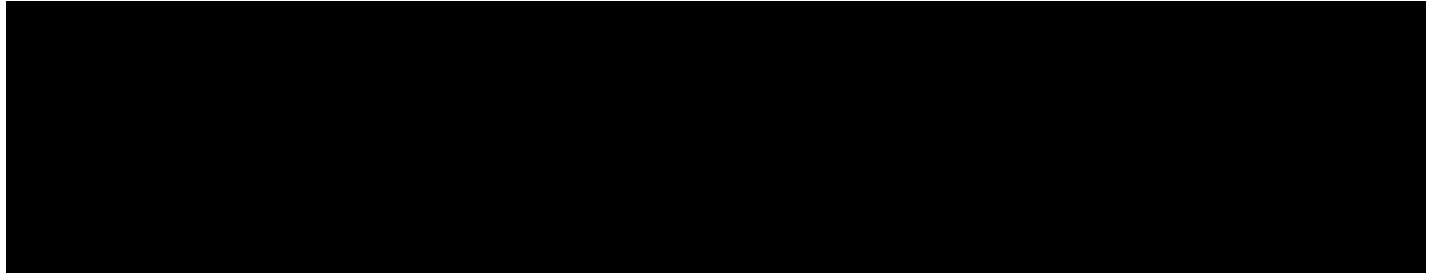


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US Academy › Policy Center › Seller › Fulfillment and Aftersales

Fulfillment Policy

03/27/2026



Key Points:

- Sellers must dispatch and deliver orders within the required Service Level Agreements.
- All orders need valid tracking numbers to meet dispatch requirements and let customers track deliveries.
- Sellers must maintain key fulfillment metrics to ensure consistent performance and compliance.

This policy outlines the requirements you must meet when fulfilling orders on TikTok Shop.

Fulfillment refers to the complete process of receiving, processing, and delivering a customer's order on TikTok Shop. This includes preparing the product for shipment, providing valid tracking information, handing the package to a Logistics Service Provider (LSP), and ensuring delivery within the required timelines.

Requirements for Fulfillment

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A Fulfillment SLA is the maximum number of business days for an order to reach a specific **stage in the fulfillment/shipping process**.

Order type	Dispatch SLA	Auto-Cancellation SLA	Deliver-by SLA
Regular	<p>Within 2 business days of Awaiting Shipment.</p> <p><i>Order status must be marked as In Transit (i.e., scanned by carriers).</i></p>	<p>Unless specified by the customer, TikTok Shop will auto-cancel an order if the order status is not updated to Awaiting Collection (i.e., tracking information has not been added to Seller Center) within 5 business days of Awaiting Shipment.</p>	<p>Within 6 business days of Awaiting Shipment.</p> <p><i>Order status must be marked as Delivered.</i></p> <p><i>*Orders using TikTok Shipping are exempted from late delivery assessment.</i></p>
Made-to-Order Backorder Custom Handling	<p>Within the handling time set by the seller +1 business day.</p> <p><i>Order status must be marked as In Transit (i.e., scanned by carriers).</i></p>	<p>Unless specified by the customer, TikTok Shop will auto-cancel an order if the order status is not updated to Awaiting Collection (i.e., tracking information has not been added to Seller Center) within 4 business days of Awaiting Shipment.</p>	<p>Within the handling time set by the seller + 5 business days.</p> <p><i>Order status must be marked as Delivered.</i></p>
Pre-Order	<p>Within 2 business day after the Pre-Order closure date.</p> <p><i>Order status must be marked as In Transit (i.e., scanned by carriers).</i></p>	<p>Unless specified by the customer, TikTok Shop will auto-cancel an order if the order status is not updated to Awaiting Collection (i.e., tracking information has not been added to Seller Center) within 5 business days of Awaiting Shipment.</p>	<p>Within 6 business days from pre-order closure date.</p> <p><i>Order status must be marked as Delivered.</i></p>
Virtual Goods	-	-	Within 2 business days of Awaiting Shipment

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NOTE: *Business days exclude Saturdays, Sundays, or US federal holidays.*

For pre-owned products requiring post-sale authentication, dispatch times start once TikTok Shop has approved the certificate of authenticity. Please refer to the [Pre-Owned Products Requirements](#) for more details.

TikTok Shop reserves the right to extend the minimally-required order fulfillment windows for specific holidays. TikTok Shop will provide 7 days notice to sellers prior to an extension. All notices are communicated through Seller Center.

Dispatching an Order

For orders to meet the dispatch requirements, sellers must have orders scanned by a carrier within the dispatch SLA. Once an order has been successfully scanned, the order will update to **In Transit** in Seller Center. If an order is not updated to **In Transit** within 2 business days, the order will be considered a late dispatch and recorded in the seller's [Late Dispatch Rate](#).

If more than 10% of orders exceed the dispatch SLA requirements, TikTok Shop may take additional [enforcement actions](#).

- Sellers using the following fulfillment tools will have **1 business day** added to their custom handling time to dispatch the order:
 - [Order Handling Capacity tool](#) (For orders exceeding the daily order capacity set by the seller)
 - [Made-to-Order \(MTO\) feature](#)
 - [Backorder feature](#)
 - [Custom Handling Time feature](#)
- For [pre-orders](#), sellers will have **2 business days** after the pre-order release date to dispatch the order.
- For [virtual goods](#), sellers must ensure orders are prepared for customer redemption within **2**

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Enforcement actions will be taken if the platform detects that over a period of 30 or more days, a seller has a cancellation rate of 90% or over due to seller-fault reasons (with no delivery).

The enforcement action taken for failing to fulfill orders may include, but is not limited to, temporary shop suspension or permanent shop deactivation. Please refer to the [Seller Enforcement Policy](#) to learn more.

Handling Time

- Handling time is set by the seller in business days and indicates the number of days required to update an order status from **Awaiting Shipment** to **Awaiting Collection**. At the shop level, sellers can choose a **handling time** between 1-2 business days, by default, for Regular Orders.
- To better manage order fulfillment—including regular orders, **made-to-order**, **pre-orders**, **backorders**, and **custom handling** shipments—sellers can set product-specific handling times:
 - Backorder handling time: 3 to 15 business days
 - Custom handling time: 3 to 7 business days
 - Made-to-Order handling time: 3 to 14 business days
 - Pre-order handling time: 3 to 60 calendar days

For more details on non-regular orders and seller eligibility, see [Custom Order Requirements](#).

- Regardless of the various order types, if an order remains un-dispatched beyond the seller's set handling time, the seller will receive a notification prompting them to update the new handling time for each order. This ensures buyers have accurate expectations regarding their order delivery.
- Under **Fulfillment Settings** in Seller Center, sellers can either allow TikTok Shop to set their handling time automatically or manually configure it to their default preference.
- For sellers onboarded after September 13, 2023, and have opted for the default handling time,

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Shipping Time

- Shipping time refers to the number of business days a Logistics Service Provider (LSP) takes to deliver an order after the seller hands it over.
- The product display page gives each customer shipping options based on what was set by sellers in the **Shipping Template** section of **Seller Center**. Sellers must ship orders in accordance with the customer's selected shipping-service level.
- In order to qualify for specific shipping options, sellers must uphold certain delivery performance thresholds outlined in the **Shipping Template**. If sellers fall below the threshold, faster shipping options will be removed in Seller Center and on the product display page. For additional information and a screenshot of the **Shipping Template**, please refer to [Seller Shipping Configuration](#).
- For an order to be considered delivered on time, the Logistics Service Provider (LSP) must mark it as **Delivered** on or before the deliver-by SLA. The Seller Center will then update the order status to **Delivered**. Orders not marked as **Delivered** by the deliver-by SLA are classified as "Late Deliveries," while those marked as **Delivered** on or before the deadline are considered "On-Time Deliveries."

Fulfillment Quality

Sellers must ensure that they provide customers with high quality fulfillment, in all shipping methods. Delivery issues which create a poor customer experience may result in enforcement actions taken on the shop or the product. Examples of poor fulfillment quality include, but are not limited to:

- Packages marked as delivered, but never received by customers
- Damaged item(s) or packaging
- Package missing an item
- Wrong item delivered

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Sellers must meet our fulfillment quality and timeliness requirements. If sellers fail to meet these requirements, enforcement actions may include limiting the exposure of products with **high negative feedback**, **point deduction** in Account Health Rating, and order volume limits, up to and including a suspension of new order volume. Please refer to the **Seller Enforcement Policy** to learn more.

Valid Tracking Rate (VTR)

Seller Requirement: Sellers must maintain a VTR of greater than or equal to 95%.

VTR represents the percentage of orders processed within the evaluation period that has accurate and verifiable tracking numbers.

$$\text{Your Valid Tracking Rate} = \frac{\text{Number of shipped orders with valid tracking numbers}}{\text{Total number of orders shipped}} \times 100\%$$

Sellers who have selected **Seller Shipping** must accurately input the tracking IDs, Shipping Provider Name, and Shipping Service to ensure the tracking information provided is valid. Orders through Fulfilled by TikTok (FBT) and TikTok Shipping (including Upgraded TikTok Shipping) are exempt from VTR calculations.

For additional information, please refer to our **Valid Tracking Rate Requirements**.

Appeals

Sellers bear responsibility for providing clear, verifiable, and original evidence. Claims relying solely on documents that cannot be independently verified are less likely to be accepted.

VTR enforcements are appealable, but there are only two scenarios that are accepted by TikTok Shop.

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Late Dispatch Rate (LDR)

Seller Requirement: Sellers are recommended to maintain an LDR of less than or equal to 4%. If sellers' LDR is greater than 10%, enforcement actions may be applied.

LDR is a shop-level metric that reflects a seller's consistency in meeting platform dispatch SLA. It represents the percentage of dispatched orders that were not updated to **In Transit** in Seller Center within the required dispatch SLA.

$$\text{Your Late Dispatch Rate} = \frac{\text{Number of non-FBT orders dispatched late}}{\text{Total number of orders to be dispatched within the SLA (including FBT orders)}} \times 100\%$$

for orders created during the evaluation period

For example:

Shop A has processed 100 orders in the last 30 days.

- 75 of those orders were through FBT, so they are exempt from being considered late.
- The remaining 25 orders were not fulfilled through FBT and did not meet the dispatch SLA requirement.

As a result, Shop A's LDR would be 25%.

Late-to-dispatch orders that have been **canceled by the seller or customer** after the Dispatch SLA will be included in LDR calculations.

Appeals

Sellers bear responsibility for providing clear, verifiable, and original evidence. Claims relying solely on documents that cannot be independently verified are less likely to be accepted.

For LDR violations, the below are the only scenarios that TikTok Shop will consider an appeal:

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3. Local fulfillment warehouse operations disrupted due to events or circumstances beyond seller and warehouse control.
 - a. Labor strikes/disputes, environmental disasters or accidents, power outages or utility failures
4. Seller unable to dispatch orders on time due to system issues with Seller Center.

To learn more about Late Dispatch Rate and appeal requirements, please refer to our [Late Dispatch Rate Requirements](#).

On-Time Delivery Rate (OTDR)

Seller Requirement: Sellers must maintain an OTDR of greater than or equal to 80%.

OTDR is a shop-level metric that reflects how efficiently orders are delivered. It represents the percentage of seller-shipped orders delivered on or before their designated deliver-by date and is calculated weekly (Monday-Sunday) based on all orders expected to be delivered during that period. The deliver-by date is the deadline for a package to be marked **Delivered** to meet OTDR expectations.

$$\text{Your On-Time Delivery Rate} = \frac{\text{Number of dispatched orders delivered on or before deliver-by date}}{\text{Total number of orders expected to be delivered during assessment period}} \times 100\%$$

This metric applies to both Seller Shipping and TikTok Shipping options. Orders through the Fulfilled by TikTok (FBT) program are exempt from OTDR calculations.

For each order, the "deliver-by" date is calculated from the business day after the customer places the order.

NOTE: The SLA may vary depending on the order type (regular, made-to-order, backorder, custom handling, or

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OTDR enforcements can only be appealed in the scenarios listed below:

1. Technical issues within Seller Center prevent a seller from dispatching an order on time.
2. TikTok Shop mistakenly classifies an order as a late delivery when it was delivered within the deliver-by SLA.
3. Carrier operational disruptions caused by events beyond the control of all parties (including but not limited to labor strikes, civil unrest, disputes, environmental disasters, and severe weather conditions).
4. TikTok Shop penalizes the same order ID for OTDR multiple times.
5. Carrier marks order(s) as lost.

To learn more about the On-Time Delivery Rate and appeal requirements, please refer to our [On-Time Delivery Rate Requirements](#).

Seller-Fault Cancellation Rate (SFCR)

Seller Requirement: Sellers must maintain an SFCR of less than or equal to 2.5%.

SFCR represents the percentage of confirmed orders placed within the evaluation period that were cancelled due to the seller's fault. Creator sample orders are NOT included in SFCR calculations.

$$\text{Seller-Fault Cancellation Rate} = \frac{\text{Number of orders canceled due to seller's fault*}}{\text{Number of all confirmed orders in that period}} \times 100\%$$

*excluding FBT orders

NOTE: Creator sample orders are NOT included in SFCR calculations.

Cancellation scenarios that are considered seller-fault include:

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- Cancellations due to unpaid postage orders and counterfeit label issues
- Cancellations due to failure to [Certificate of Authenticity](#) (COA) for [pre-owned luxury products](#)

To learn more about auto-cancellations, please refer to our [Customer Order Cancellation, Return, and Refund Policy](#).

For additional information, please refer to our [Seller-Fault Cancellation Rate Requirements](#).

Appeals

Sellers bear responsibility for providing clear, verifiable, and original evidence. Claims relying solely on documents that cannot be independently verified are less likely to be accepted.

SFCR enforcements can be appealed if they fall under these 2 scenarios:

1. System error within TikTok Shop Platform (multiple enforcements for a single order ID, Seller Center system issue).
2. Uncontrollable LSP disruptions (force majeure, carrier system issues).

To learn more about SFCR and appeal requirements, please refer to our [Seller-Fault Cancellation Rate Requirements](#).

Other Supplementary Performance Metrics

Unshipped Order Rate

The percentage of seller-shipped orders that have not been dispatched by the dispatch SLA. These orders can negatively impact LDR and OTDR metrics. To meet dispatch requirements, sellers must provide a valid tracking number on or before the dispatch SLA.

Out of Stock Cancellation Rate

The percentage of orders canceled by the seller due to out-of-stock reasons. These cancellations can negatively affect SFCR. Sellers should ensure their listed inventory accurately reflects stock

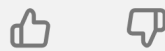
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We regularly review shops for compliance with our policies and will take enforcement action if violations are identified. This may include rejecting your category qualification application, assigning violation points, removing product listings, and revoking your access to offer products for sale. For more information on enforcement actions, refer to our [Seller Enforcement Policy](#).

If you'd like to appeal an enforcement action, visit the [Appeals](#) section of our Seller Enforcement Policy for guidance on how to proceed.

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