LULU STEP-BY-STEP GUIDE

Shipping: buy labels, or connect ShipStation / Shippo

For store owners and QA testers: buy and print a shipping label from an order using the built-in Shippo integration, or connect your own ShipStation or Shippo account — plus which countries and carriers are realistically supported, and who gets charged what.

For: Everyone · About 11 minutes · 7 steps · Updated November 20, 2026

Before you start Shipping lives under Admin → Sales channels → Shipping (`/admin/shipping`), not Settings. ShipStation and Shippo are both free App Store apps — install the one you want before you can use its page; a store without the app sees a one-click install card instead of a 404. There is no platform-wide Shippo account: shipping labels are always bought through the merchant's own connected Shippo account, so install Shippo first if you want to buy a label at all. You need at least one test order to work through this guide.

Steps at a glance

1. Open Admin → Sales channels → Shipping
2. Install Shippo, then connect your account (for buying labels inside Lulu)
3. Place a test order, then buy a label from it
4. Confirm tracking, fulfilled status, and the shipping email
5. Install and connect ShipStation (for pushing orders into your own ShipStation account)
6. Test that orders and tracking sync with ShipStation
7. Countries, carriers, and who gets charged

STEP 1

Open Admin → Sales channels → Shipping

In admin, go to Sales channels → Shipping, or directly to `/admin/shipping`. The page lists Shippo, ShipStation, and a “Shipping labels” summary card. The subtitle is upfront: “Lulu charges nothing for these — you pay the provider directly for postage and products.” Each provider card shows a Connect or Manage button once its app is installed; without the app, opening ShipStation or Shippo's own page shows an install card (“Install ShipStation/Shippo from the App Store (free)”) instead.

STEP 2

Install Shippo, then connect your account (for buying labels inside Lulu)

Open Shippo (`/admin/shipping/shippo`). If the app isn't installed yet, click “Install Shippo” on the install card first — it's free, no payment method needed; there is no platform Shippo account, so this step is required before you can buy any label. Then create a free account at portal.goshippo.com if you don't have one, go to API → create a token there, paste it into the “Shippo API token” field and click “Connect Shippo”. A token starting `shippo_test_` puts the store in Test mode automatically — test labels are watermarked “SAMPLE - DO NOT MAIL” and can't actually be used to ship a parcel, which is exactly what you want for a QA pass.

- Shippo shows the token once — paste it in straight away.
- Under "Carrier accounts", activate carriers (USPS, UPS, FedEx, DHL, and others) in your Shippo dashboard, then click "Refresh carriers" here to pull them in. Carriers created with a test token only exist in test mode.

STEP 3

Place a test order, then buy a label from it

Place or pick a test order and open it in admin. A "Shipping label" card appears above the fulfilment form (only once Shippo is connected). Choose the "Ship from" location, a package size (or Custom size with length/width/height in cm), and total weight in grams, then select which unfulfilled items and quantities to ship. Click "Get rates" to fetch live carrier rates for that exact parcel, pick a rate, optionally tick "Send shipment details to the customer", and click "Buy label".

- Shippo charges this to your own Shippo account — Lulu itself charges nothing for the label.
- If you change the parcel or items after getting rates, you'll be asked to "Refresh rates" — a label always prices exactly what's shown on screen.

STEP 4

Confirm tracking, fulfilled status, and the shipping email

After buying, the label appears on the order with a tracking number (clickable if a tracking URL is available), and you can "Print label" or download the commercial invoice if one was generated. The shipped items move to fulfilled, and — if you left "Send shipment details to the customer" ticked — the customer receives a shipping confirmation email with the tracking number.

- Under Settings → Shipping and delivery → Shipping labels (`/admin/shipping/labels`), the label shows up in the list with its cost, carrier/service, and order — useful for checking label spend across many test orders at once.

STEP 5

Install and connect ShipStation (for pushing orders into your own ShipStation account)

Open ShipStation (`/admin/shipping/shipstation`). If the app isn't installed yet, click “Install ShipStation” on the install card first — it's free. The recommended mode is “Custom Store” — ShipStation pulls your orders on its own schedule and posts tracking back, with no ShipStation API key needed, and it works on every ShipStation plan. Choose Custom Store and click “Connect”; Lulu then shows your Custom Store credentials: the “URL to custom XML page” (copy this), a Username, and a one-time Password shown once (copy it immediately — it can't be retrieved later, only regenerated). In ShipStation, go to Settings → Selling Channels → Store Setup → Connect a Custom Store, and paste the URL, username and password there.

- An "API key" mode is also offered for stores on a ShipStation Standard plan or higher, if you'd rather send orders to ShipStation yourself from the orders list instead of letting it pull on a schedule.

STEP 6

Test that orders and tracking sync with ShipStation

In ShipStation, trigger a refresh of your Custom Store connection (or wait for its next scheduled pull) and confirm your test order appears there. Create a label for it inside ShipStation. Back in Lulu, use "Test connection" on the ShipStation page to confirm the link is healthy, and check that the order picks up the tracking number and moves to fulfilled once ShipStation posts it back.

STEP 7

Countries, carriers, and who gets charged

Shippo's labels (USPS, UPS, FedEx, DHL, and others depending on what you activate in Shippo) are mainly built around US-origin and international shipments; coverage for a non-US origin depends entirely on which carriers Shippo and ShipStation support shipping from that country. A Sri Lankan store can connect a Shippo or ShipStation account the same way any store does, but whether any carrier actually offers labels from a Sri Lankan origin address depends on the carriers you activate inside Shippo/ShipStation themselves — check your Shippo dashboard's available carrier accounts for your specific origin before relying on this for a non-US store. In every case: Lulu charges nothing for shipping labels or for connecting ShipStation/Shippo — Shippo bills your own Shippo account directly for postage, and ShipStation is billed on whatever ShipStation plan you're subscribed to there.

Check your work

- Shipping is opened from Sales channels → Shipping (`/admin/shipping`), and ShipStation/Shippo show installed before you try to connect an account.
- A Shippo account is connected (test or live token) and at least one carrier account is active.
- A label was bought from a real test order, with a chosen rate and parcel details.
- The order shows a tracking number, is marked fulfilled, and (if opted in) the customer received a shipping email.
- ShipStation's Custom Store connection shows the test order, and a label made there syncs tracking + fulfilled status back to Lulu.
- You've confirmed in your own Shippo/ShipStation dashboard which carriers actually serve your store's origin country.

Troubleshooting

ShipStation or Shippo's page just shows an install card.

That app isn't installed on this store yet. Click “Install ShipStation” or “Install Shippo” on the card — both are free, no payment method needed — and the connect form appears. Shipping labels specifically always need Shippo installed and connected, since there's no platform-wide Shippo account.

"Get rates" returns no rates.

No carrier accounts may be active in your Shippo account yet — activate at least one (USPS/UPS/FedEx/DHL) in the Shippo dashboard, then click "Refresh carriers" on the Shippo settings page and try again. Unusual parcel dimensions or weight can also return zero rates for some carriers.

I'm in Sri Lanka (or another non-US country) — can I use this at all?

You can connect a Shippo or ShipStation account the same as any store, but whether a carrier will actually generate a label from your origin address depends on what Shippo/ShipStation support for that country. Check your Shippo dashboard's carrier accounts for your specific origin before assuming it will work — these services are mainly built around US and major international carriers.

ShipStation never shows my test order.

Double-check the Custom Store URL, username and password were entered in ShipStation exactly as shown on the Lulu page (the password is shown only once — regenerate it if lost), and that ShipStation's Custom Store connection is active, not paused.

A label shows "needs a look before buying again".

Lulu couldn't match that label to a specific Shippo transaction automatically. Check the Shippo dashboard directly for the matching transaction before buying another label for the same order to avoid a duplicate purchase.

Does Lulu take a cut of shipping costs?

No. Lulu charges nothing for Shipping labels, ShipStation, or Shippo. Shippo bills your own Shippo account for postage directly, and ShipStation bills whatever plan you have with them.

Need a hand? Contact support at https://lulu.us.com/contact. Screenshots use demonstration accounts; personal details were replaced.