ToolGPA

NOVEMBER 2026

parcelLab

The Insider's Guide

Post-purchase tracking, messages and returns for retailers



Every plan, grade, refund rule and rival among shipping software, read from parcelLab's own pages.

Made by parcelLab · checked Nov 12, 2026 · toolgpa.com

1.8
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from parcelLab's own pages, its app-store listings and our grades. Every fact in it is on parcelLab's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 12 of the 80 other shipping software we grade

parcelLab is a post-purchase platform for online retailers. Its documentation describes shipment tracking across carriers, branded order status pages, delivery date predictions shown before checkout, delivery messages and a returns portal. Pricing is not published on any page we could read.

To get you started, here are **7 things to know about parcelLab**, taken from its own pages and our grades.

> **No price is published, and setup needs your order and carrier data sent through an integration.**
>
> From our report card of parcelLab

1 **Best for order tracking and returns for retailers**

parcelLab sends tracking updates, promised delivery dates, order status pages and a returns portal for online retailers.

2 **It runs on Web**

Web.

3 Carrier tracking

The documentation says parcelLab connects directly with more than 280 carriers, covering parcel, two-person handling and freight shipments, using carrier credentials the retailer supplies.

4 Promise delivery dates

Promise shows a predicted delivery date on product pages, at checkout and in post-purchase messages. The docs say a machine learning model uses carrier, warehouse, holiday and weather data.

5 Messages and order status page

Retailers set up message journeys with A/B testing, on-demand messages and campaigns, and embed a branded order status page on their own site.

6 A 1.8 GPA, above 12 of 80

That is against the other shipping software we grade, on value, the free plan, features, ease of use and platforms.

7 Keep it

The plain part of parcelLab you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

parcelLab at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY parcelLab	CATEGORY Shipping Software
OUR GRADE 1.8 GPA, weak	

The report card

Best for order tracking and returns for retailers

parcelLab sends tracking updates, promised delivery dates, order status pages and a returns portal for online retailers. No price is published, and setup needs your order and carrier data sent through an integration.

TOOLGPA REPORT CARD	parcelLab	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No price is published on any page we could read, so it sits in the middle by default.
Free plan and trial	F	No free plan and no trial on record, so you pay before you use it.
Features	C	Carrier tracking, delivery promises, messages and status pages, a returns portal and an assistant. The returns portal's order link affects cases beyond a 90-day retention window.
Ease of use	C	No store rating on record. Order and tracking data and carrier credentials have to be connected first.
Platforms and integrations	B	Web, with eight integrations listed. No phone or desktop app.
Grade point average		Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who parcelLab is for

- ✓ Fits if you are a retailer that wants one place for tracking messages and returns
- ✓ Works for a team with a developer or partner to connect order data

Who it is not for

- ✕ Skip it if you want a price, as none is published
- ✕ Not for you if you cannot connect order data, as setup needs a feed and carrier credentials
- ✕ Watch out: we could read only its documentation, because its marketing site refused our reader
- ✕ Watch out: the returns portal's 90-day data window limits older cases unless the live order link is set up

Good to know

Good for

- ✓ Retailers that ship with many carriers and want one tracking layer
- ✓ Teams that want delivery dates, messages and returns from one vendor

Worth knowing

- ⓘ No prices are published on any page we could read, so the cost is unknown.
- ⓘ The marketing site returned an access-denied error to our reader, so this entry rests on the product documentation only.
- ⓘ Setup needs order and tracking data sent through an integration, and carrier credentials for carrier connections.
- ⓘ The returns portal's real-time order connection is described as what lets it handle cases beyond a standard 90-day data retention period.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

parcelLab's current pricing could not be confirmed from its own site.

> **No price is published on any page we could read, so it sits in the middle by default.**
>
> From our grade for value for money

We could not confirm parcelLab's current prices from its own site, so this guide lists no plans. parcellab.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Post-purchase tracking, messages and returns for retailers. Here is what it does, as its own site describes it, and what it covers: AI features, reports.

> **Carrier tracking, delivery promises, messages and status pages, a returns portal and an assistant.**
>
> From our grade for features

Carrier tracking

The documentation says parcelLab connects directly with more than 280 carriers, covering parcel, two-person handling and freight shipments, using carrier credentials the retailer supplies.

Promise delivery dates

Promise shows a predicted delivery date on product pages, at checkout and in post-purchase messages. The docs say a machine learning model uses carrier, warehouse, holiday and weather data.

Messages and order status page

Retailers set up message journeys with A/B testing, on-demand messages and campaigns, and embed a branded order status page on their own site.

Returns portal

A web interface where customers pick the items to return, generate return labels and schedule pick-ups, connected to the retailer's order system and carriers.

WISMO/R agent and Copilot

An AI customer service assistant answers where-is-my-order and where-is-my-return questions, and a separate Copilot assistant helps design the customer experience.

Where it runs

Web

What it works with

Shopify
Magento
Shopware
Klaviyo
Postscript
Gorgias
Zendesk
Salesforce Service Cloud

parcelLab is made by parcelLab.

Where it stands

Its grades against its category, and whether to keep it or make your own

12/80

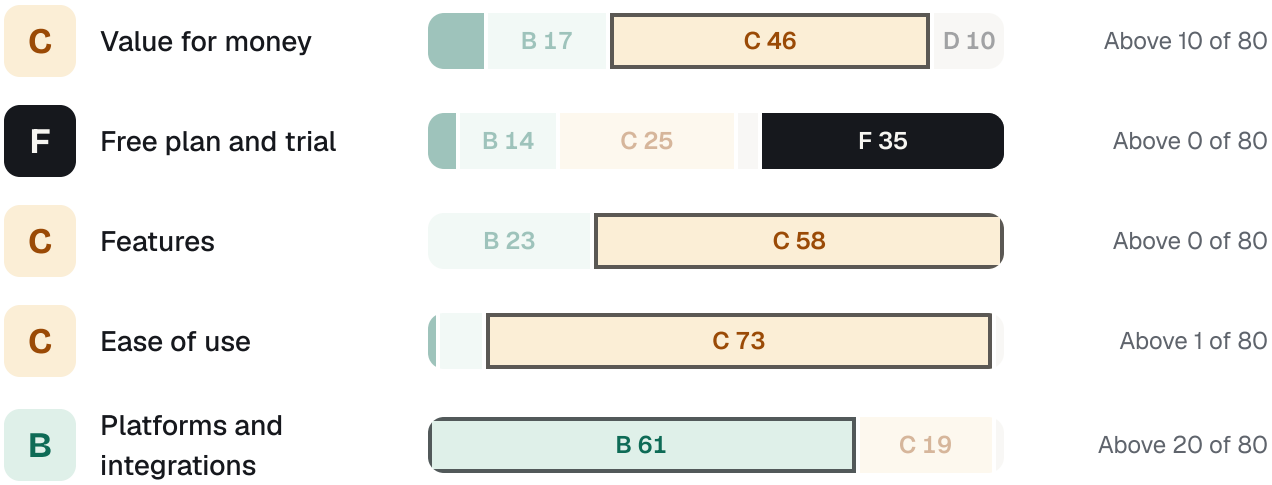
Other shipping software it is graded above

parcelLab's GPA of 1.8 is higher than 12 of the 80 other shipping software we grade, and level with 18.

It stands best on platforms and integrations (B, above 20 of 80) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 81 shipping software we grade, cut by the letter each got. parcelLab's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

The plain part of parcelLab you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 50 of the 80 other shipping software grade higher.

What you could make

- Reports: an app builder makes this well.

What you could not

- It plugs into other products, Shopify, Magento and Shopware among them.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. parcelLab's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Narvar, AfterShip, Loop Returns, ReturnGO and Sendcloud

The 5 tools parcelLab is most often weighed against, with where each one differs from it.

1.8 GPA

Narvar

Paid

Post-purchase platform: tracking, returns and delivery dates.

parcelLab and Narvar compared in full

2.2 GPA

AfterShip

Free plan · from $11/mo

Branded order tracking pages and delivery emails for online stores.

- AfterShip has a free plan. parcelLab does not.
- AfterShip also covers dashboards.

parcelLab and AfterShip compared in full

1.4 GPA

Loop Returns

From $340/mo

Returns and exchanges software for Shopify brands.

- Loop Returns also covers workflow automation.

parcelLab and Loop Returns compared in full



1.6
GPA

ReturnGO

From $147/mo

Returns, exchanges and warranty portal for online stores.

- ReturnGO also covers workflow automation.

parcelLab and ReturnGO compared in full



2.2
GPA

Sendcloud

Free plan · from €28/mo

European shipping platform for labels, tracking and returns.

- Sendcloud has a free plan. parcelLab does not.
- Sendcloud also covers workflow automation, whatsApp messaging, shipping labels and review collection.

parcelLab and Sendcloud compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

10

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is parcelLab free?

No. parcelLab is a paid product.

What platforms does parcelLab work on?

parcelLab is available on Web.

Does parcelLab have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. parcelLab is listed for Web.

Does parcelLab have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. parcelLab is listed for Web.

Is parcelLab open source?

parcelLab is not described as open source on its own site, as read on Nov 12, 2026.

What does parcelLab integrate with?

parcelLab's listing names Shopify, Magento, Shopware, Klaviyo, Postscript, Gorgias, Zendesk and Salesforce Service Cloud.

Who makes parcelLab?

parcelLab is made by a company of the same name.

What are the alternatives to parcelLab?

The closest alternatives to parcelLab in our directory are Narvar, AfterShip, Loop Returns, ReturnGO and Sendcloud.

How does parcelLab compare with other shipping software?

parcelLab's GPA of 1.8 is higher than 12 of the 80 other shipping software we grade, and level with 18.

Could I make my own version of parcelLab?

The plain part of parcelLab you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from parcelLab's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from parcelLab's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by parcelLab. Prices change, so check parcellab.com before you buy.

docs.parcellab.com/docs
docs.parcellab.com/docs/platform/carrier-integrat…
docs.parcellab.com/docs/retain/returns-portal.md
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docs.parcellab.com/docs/convert/promise.md
docs.parcellab.com/docs/platform/app-store/sho…

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

parcelLab, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/parcellab

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "parcelLab: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/parcellab
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Know someone choosing between shipping software?

Send them this guide:
toolgpa.com/tools/parcellab/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded shipping software after parcelLab, each with an Insider's Guide of its own.

Shipping Software Insider's Guide

Every one of the 81 shipping software we grade, compared

Packlink PRO Insider's Guide

Free multi-carrier shipping dashboard for online sellers

3.0 GPA

Parcel2Go Insider's Guide

UK parcel courier comparison and booking, paid per parcel

3.0 GPA

Pirate Ship Insider's Guide

Free web app for discounted USPS and UPS labels, with no monthly fee

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what parcelLab's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. parcelLab is a trademark of its owner, and this guide is not made, paid for or approved by parcelLab. Prices and plans change: check parcellab.com before you buy.