CLAIMS

1. A computerized system for displaying delivery date estimation in a webpage, comprising:

at least one processor; and

at least one non-transitory storage medium comprising instructions that, when executed by the at least one processor, cause the at least one processor to perform steps comprising:

receiving, from a remote device, a first request for product information, the first request comprising remote device information and product identification;

determining, by consulting a database, whether delivery of a product in the first request will be fulfilled by a third party;

based on determining that the delivery of the product will be fulfilled by the third party, providing a second request for a delivery date estimate to a third party system, the second request comprising the remote device information and product identification;

based on determining that the delivery of the product will not be fulfilled by the third party, providing the second request to a second system that pre-stores a plurality of delivery date estimates in memory;

receiving, from the second system or the third party system, the delivery date estimate and a related expiration time;

generating a first electronic message comprising the product information, the delivery date estimate, and first instructions to modify the webpage comprising:

identifying the webpage's type, and

modifying the webpage based on the webpage's type by including a product type indicator, a specific time delivery indicator, and an in stock indicator based on the product information, the product type indicator indicating a product shelf life;

forwarding, to the remote device, the electronic message and initiating a timer;

determining whether the delivery date estimate expired based on the related expiration time and the timer; and

in response to determining the delivery date estimate expired:

generating a second electronic message specifying second instructions to modify the webpage, the second instructions comprising substituting the delivery date estimate with an updated delivery date estimate,

wherein the delivery date estimate is pre-generated based on: a fulfillment center to fulfill the product; a delivery date estimate associated with the fulfillment center; an order priority; an inbound date for the product; a postal code for delivery; and a quantity associated with the product.

2. The system of claim 1, where the first electronic message further comprises an HTML file comprising the product information, the delivery date estimate, and the first instructions.

3. The system of claim 2, wherein:

identifying the webpage's type comprising identifying at least one of a single detail page, a cart page, or an order page.

4. The system of claim 1, wherein the second system comprises a memory storing multiple delivery dates for different products.

5. The system of claim 1, wherein the remote device information comprises a username, a postal code, and a physical location.

6. The system of claim 1, wherein:

providing the second request comprises:

identifying fulfillment centers based on the remote device information;

requesting available inventory from identified fulfillment centers; and

selecting a fulfillment center from the identified fulfillment centers based on a match between corresponding available inventory and the product identification;

the second request further comprises the selected fulfillment center; and

receiving the delivery date estimate comprises receiving an estimate expiration time, the estimate expiration time comprising an order expiration time after which the delivery date estimate is no longer available.

7. The system of claim 6, wherein selecting the fulfillment center comprises:

determining whether the product identification is associated with a specific product type or a specific time delivery;

when the product identification is associated with the specific product type:

identifying at least one fulfillment center carrying the specific product type serving a region associated with the remote device,

requesting available inventory from the at least one fulfillment center, and

selecting one of the fulfillment centers based on the available inventory; and

when the product identification comprises a specific time delivery:

identifying a closest fulfillment center to the remote device;

determining a cutoff based on the region and a distance between the remote device and the closest fulfillment center; and

selecting the closest fulfillment center when the cutoff has not lapsed.

8. The system of claim 1, wherein the first instructions and the second instructions comprise a text box generation portion, a modification portion, and a timer portion.

9. A computer-implemented method for displaying delivery date estimation in a webpage, the method comprising:

receiving, from a remote device, a first request for product information, the first request comprising remote device information and product identification;

determining, by consulting a database, whether delivery of a product in the first request will be fulfilled by a third party;

based on determining that the delivery of the product will be fulfilled by the third party, providing a second request for a delivery date estimate to a third party system, the second request comprising the remote device information and product identification;

based on determining that the delivery of the product will not be fulfilled by the third party, providing the second request to a second system that pre-stores a plurality of delivery date estimates in memory;

receiving, from the second system or the third party system, the delivery date estimate and a related expiration time;

generating a first electronic message comprising the product information, the delivery date estimate, and first instructions to modify the webpage comprising:

identifying the webpage's type, and

modifying the webpage based on the webpage's type by including a product type indicator, a specific time delivery indicator, and an in stock indicator based on the product information, the product type indicator indicating a product shelf life;

forwarding, to the remote system, the electronic message and initiating a timer;

determing whether the delivery date estimate expired based on the related expiration time and the timer; and

in response to determining the delivery date estimate expired:

generating a second electronic message specifying second instructions to modify the webpage, the second instructions comprising substituting the delivery date estimate with an updated delivery date estimate,

wherein the delivery date estimate is pre-generated based on: a fulfillment center to fulfill the product; a delivery date estimate associated with the fulfillment center; an order priority; an inbound date for the product; a postal code for delivery; and a quantity associated with the product.

10. The method of claim 9, wherein the first electronic message further comprises an HTML file comprising the product information, the delivery date estimate, and the first instructions.

11. The method of claim 10, wherein:

identifying the webpage's type comprises identifying at least one of a single detail page, a cart page, or an order page.

12. The method of claim 9, wherein the fulfillment system comprises a memory storing multiple delivery dates for different products.

13. The method of claim 9, wherein the remote device information comprises a username, a postal code, and a physical location.

14. The method of claim 9, wherein:

providing the second request comprises:

identifying fulfillment centers based on the remote device information;

requesting available inventory from identified fulfillment centers; and

selecting a fulfillment center from the identified fulfillment centers based on a match between corresponding available inventory and the product identification;

the second request further comprises the selected fulfillment center; and

receiving the delivery date comprises receiving an estimate expiration time, the estimate expiration time comprising an order expiration time after which the delivery date estimate is no longer available.

15. The method of claim 14, wherein selecting the fulfillment center comprises:

determining whether the product identification is associated with specific product type or a specific time delivery;

when the product identification is associated with the specific product type:

identifying at least one fulfillment center carrying the specific product type serving a region associated with the remote device,

requesting available inventory from the at least one fulfillment center, and

selecting one of the fulfillment centers based on the available inventory; and

when the product identification comprises a specific time delivery:

identifying a closest fulfillment center to the remote device;

determining a cutoff based on the region and a distance between the remote device and the closest fulfillment center; and

selecting the closest fulfillment center when the cutoff has not lapsed.

16. A non-transitory computer-readable medium storing instructions that, when executed by a processor, perform operations for displaying delivery date estimation in a webpage, the operations comprising:

receiving, from a remote device, a first request for product information, the first request comprising remote device information and product identification;

determining, by consulting a database, whether delivery of a product in the first request will be fulfilled by a third party;

based on determining that the delivery of the product will be fulfilled by the third party, providing a second request for a delivery date estimate to a third party system, the second request comprising the remote device information and product identification;

based on determining that the delivery of the product will not be fulfilled by the third party, providing the second request to a fulfillment system, the fulfillment system pre-storing a plurality of delivery date estimates in memory;

receiving, from the fulfillment system or the third party system, the delivery date estimate and a related expiration time;

generating a first electronic message comprising a first HTML file specifying the product information and the delivery date estimate, and first instructions to modify the webpage comprising:

identifying the webpage’s type, the webpage’s type being one of a search result page, a single detail page, a cart page, or an order page; and

modifying the webpage based on the webpage’s type by including a product type indicator, a specific time delivery indicator, and an in stock indicator based on the product information, the product type indicator indicating a product shelf life;

forwarding, to the remote system, the electronic message and initiating a timer;

determining whether the delivery date estimate expired based on the related expiration time and the timer; and

in response to determining the delivery date estimate expired:

generate a second electronic message comprising a second HTML file specifying second instructions to modify the webpage, the second instructions comprising substituting the delivery date estimate with an updated delivery date estimate,

wherein the delivery date estimate is pre-generated based on: a fulfillment center to fulfill the product; a delivery date estimate associated with the fulfillment center; an order priority; an inbound date for the product; a postal code for delivery; and a quantity associated with the product.