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How to Build a Marcone (Any Vendor) Email Tracking Number Extraction Automation in n8n

If you run an appliance service business, you already know this frustration:

Parts ship... but nobody knows where they are.

Tracking numbers get buried in vendor emails. Someone forgets to copy them. Customers call asking for updates, and your team scrambles to dig through inboxes trying to figure out what happened.

This automation fixes that.

It automatically reads Marcone or any vendor shipping emails, extracts tracking numbers and shipment details using AI, ignores counter sales, and logs everything into a Google Sheet — without manual work.

The Real Problem This Solves

In most appliance businesses, parts tracking breaks down because:

- Vendor emails are unstructured and inconsistent
- Tracking numbers live inside long HTML emails
- Counter sales shouldn't be tracked, but still clutter inboxes
- Tracking info isn't centralized
- Updates depend on someone remembering to copy/paste

This leads to:

- Missed delivery updates
- Reactive customer communication
- Office chaos
- Technicians waiting on parts with no visibility

This automation eliminates all of that background noise.

What This Automation Does (Plain English)

Here's what happens automatically:

1. A Marcone shipping email arrives
2. n8n detects it instantly
3. AI reads the email and understands the content
4. Counter sales are ignored completely
5. Shipping orders are extracted and normalized
6. Tracking info is saved to a central spreadsheet

No inbox digging. No manual copying. No missed updates.

Smart Filtering: Counter Sales Are Ignored

One of the most important parts of this automation is what it **doesn't** process.

If the email shows:

- Shipping Method = **COUNTER**

The workflow immediately stops.

Why this matters:

- Counter sales don't need tracking

- They create noise
- They waste time

The AI is explicitly instructed to detect and exit on these cases before doing any further work

Marcone Email Tracking Extractor

What Information Gets Extracted

For shipping orders (non-counter), the AI extracts and standardizes:

- **Tracking number**
- **Carrier** (normalized to FedEx or UPS)
- **Customer name**
- **Purchase order**
- **Shipping address**
- **Line items / contents**, including:
 - Part name
 - Quantity
 - Price (if available)
 - Part number / SKU
 - Description
 - Internal reference (REF)

Even when the email format changes, the AI adapts.

Why Carrier Normalization Matters

Vendor emails often include shipping methods like:

- FEDEX-GND
- UPS GROUND
- Variations in naming

This automation standardizes carriers to:

- **FedEx**
- **UPS**

That may seem small, but it's critical for:

- Reporting
 - Dashboards
 - Downstream automations
 - Carrier tracking APIs later on
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How the Automation Works (High Level)

You don't need to understand the code — just the flow.

1. Gmail Trigger

The workflow watches for:

- Subject: *Marcone Instant Shipping Notification*
- Sender: *no-replies@marcone.com*

This keeps it focused and reliable.

2. AI Email Analysis

An AI agent reads the **HTML email content** and:

- Determines if it's a counter sale
- Extracts shipping and customer data
- Returns clean, structured JSON only

No guessing. No free-form text.

3. Guardrail Check

If the AI returns **COUNTER**, the workflow stops.

If not, it continues.

This prevents bad data from entering your system.

4. Structured Data Normalization

The extracted data is reshaped into a clean package object:

- Consistent fields
 - Predictable structure
 - Ready for storage or future workflows
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5. Google Sheets Logging

The final step appends a row to a Google Sheet with:

- Tracking number
- Carrier
- Customer

This becomes your **central parts tracking log**.

How Appliance Companies Use This

This automation is commonly used for:

- Parts tracking visibility
- Proactive customer updates
- Reducing “where’s my part?” calls
- Supporting dispatch and techs
- Creating exception-based dashboards later

Some companies:

- Track every shipment
- Trigger alerts for delays
- Use this as the foundation for full parts-tracking systems

This is the first brick.

Who This Automation Is For

- Appliance service owners

- Office managers
- Parts coordinators
- Dispatch teams
- Anyone tired of hunting for tracking numbers

You don't need a new parts system.
You just need your data **where you can see it**.

Why This Works So Well with AI

Traditional parsing breaks when emails change.

AI doesn't.

This workflow survives:

- Layout changes
- Extra text
- Missing fields
- Messy HTML

And when something is uncertain, the automation flags it instead of guessing.

That's the difference between a demo and a production workflow.

How to Configure This Automation (Step-by-Step)

This workflow is designed so you **import the template** and only plug in your own credentials + IDs.

What you'll need

- n8n (cloud or self-hosted)
 - A Gmail inbox that receives Marcone shipping emails
 - An OpenAI API key (for the AI steps)
 - A Google Sheet where you want tracking rows logged
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Step 1 — Import the Workflow

1. In n8n, go to **Workflows** → **Import**
 2. Upload the **Marcone Email Tracking Extractor.json** file
 3. Save the workflow (keep it OFF for now)
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Step 2 — Configure the Gmail Trigger (Email Intake)

Open the **Gmail Trigger** node and connect your Gmail credentials.

This workflow is already filtering for:

- **Subject:** **Marcone Instant Shipping Notification**
- **Sender:** **no-replies@marcone.com**
Marcone Email Tracking Extractor

Double-check the sender address in your real emails. If Marcone uses a slightly different sender in your region, update it here.

Recommended:

- Polling every **5 minutes** (every minute is fine, but unnecessary for most shops)
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Step 3 — Connect the OpenAI Credentials (Two Nodes)

This workflow uses OpenAI in **two places**:

1. **OpenAI Chat Model** → used by the **AI Agent**
2. **OpenAI Chat Model1** → used by the **Information Extractor**
Marcone Email Tracking Extractor

Do this:

1. Open each OpenAI node
2. Click **Create new credential**
3. Paste your OpenAI API key
4. Save

Leave the models as-is unless you have a reason to change them.

Step 4 — Understand the COUNTER Guardrail (Important)

The AI Agent is instructed:

- If Shipping Method is **COUNTER**, it returns the word **COUNTER**
- The **IF node** checks for that value and **stops the workflow**
Marcone Email Tracking Extractor

This is intentional:

- Counter pickups don't need tracking
- It prevents clutter and bad data

✓ No action needed here—just don't remove it.

Step 5 — Set Your Google Sheet Destination

Open the **Append row in sheet** node and connect Google Sheets credentials.

Then:

1. Select your **Spreadsheet**
2. Select the **Sheet tab** (Sheet1 or your preferred tab)
3. Confirm the mapping fields match your column headers
Marcone Email Tracking Extractor

Minimum recommended columns

- Tracking
- Customer
- Carrier

(That's what the workflow appends today.)

Step 6 — Confirm Output Format (Quick Check)

This workflow outputs a **packages** array and logs:

- `packages[0].tracking_number`
- `packages[0].customer`
- `packages[0].carrier`
Marcone Email Tracking Extractor

✓ If you later decide to support multiple packages per email, we'll adjust this to loop through all packages instead of only [0].

Step 7 — Test Before Turning It On

1. Click **Test workflow**
2. Forward a real Marcone shipping email into the watched inbox
3. Confirm:
 - Counter orders do **not** append rows
 - Shipping orders **do** append rows with tracking, carrier, customer

If it fails:

- 90% of the time it's **Gmail filter mismatch** or **Sheets column mismatch**
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Step 8 — Turn It On

Once the test passes, toggle the workflow **Active**.

From now on:

- Every Marcone shipping email gets parsed automatically
 - Tracking data logs into your sheet
 - No one has to copy/paste anything
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Final Thoughts

Parts tracking shouldn't depend on someone's memory.

This automation turns vendor emails into structured data automatically, removes noise like counter sales, and gives your team real visibility into what's shipping and when.

AI handles the messy emails.

Your team handles the decisions.

That's how automation should work in a service business.