

 DOORDASH for Merchants

2023 DoorDash Product Guide for Restaurants

Learn how the DoorDash Merchant Suite helps restaurants grow their businesses

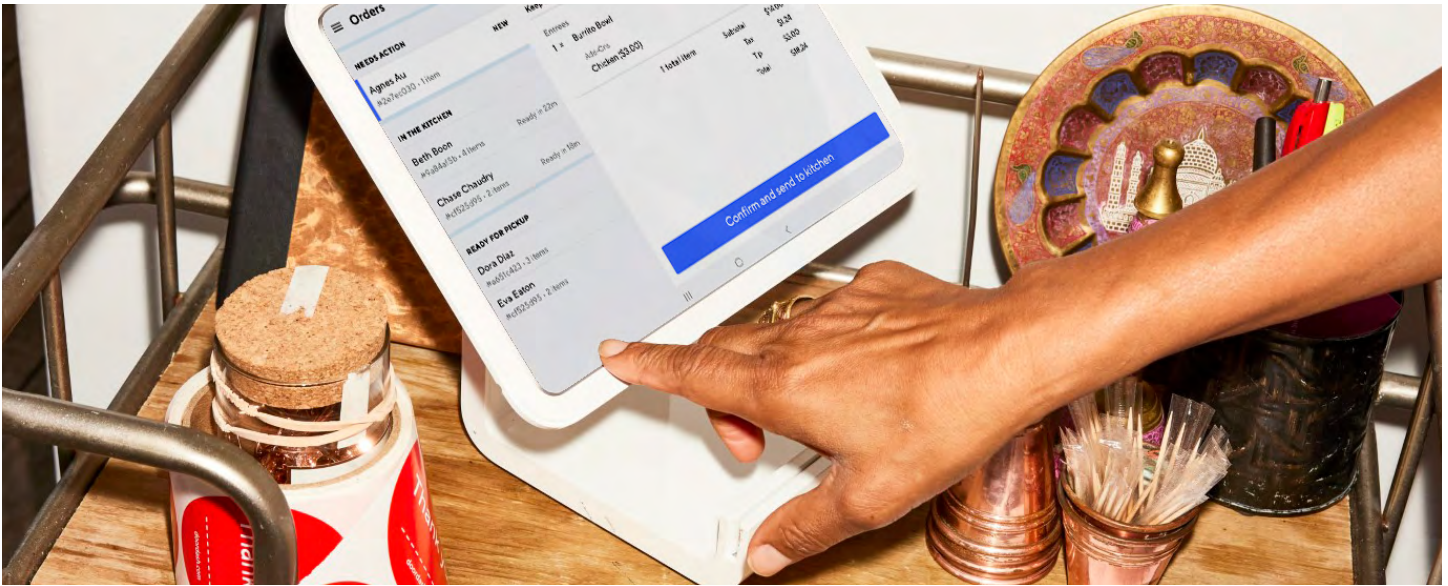


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WHAT IS DOORDASH?

Delivering more ways to grow your business



When you think of DoorDash, you think delivery – but the DoorDash Merchant Suite delivers so much more. Whether you want to grow online sales, attract customers, or increase orders, we deliver more ways to grow.

Delivery is just the beginning. DoorDash also offers commission-free online ordering, new ways to acquire customers, tools to get more orders, and financing to take your business to the next level.

The DoorDash Merchant Suite highlights the many ways that restaurants can grow on the platform, making it easier to choose the DoorDash products that best support your unique goals.

“I like to think of our Merchant Suite as a ‘choose your own adventure’ on DoorDash’s guided experience shaped directly by partners’ feedback and designed with their needs at heart. Our goal is to give restaurants more opportunities to grow, be more profitable, and operate efficiently in today’s online convenience economy. We’re only successful when our partners are successful.”



Tom Pickett
Chief Revenue Officer, DoorDash

Introducing the DoorDash Merchant Suite

Whether your goal is to grow online, attract new customers, or increase order volume and size, the DoorDash Merchant Suite highlights the unique set of DoorDash tools to help you succeed off-premise.



Grow online

Reaching 80% of the Australian population, DoorDash helps you drive more sales – on the app and through your own website. On the DoorDash app, use Delivery, Pickup, and DashPass to unlock the active (and hungry) DoorDash customer base. Grow your business with Storefront, which gets you direct, commission-free orders on your own website. Or let DoorDash handle the logistics for delivery orders placed on your own platforms with On-Demand Delivery.



Attract new customers

Get noticed by new customers and drive more orders with in-app ads and promotions. Ads (or Sponsored Listings) give you prime real estate in the DoorDash app so you get noticed by new customers. Promotions let you offer discounts or free items to encourage customers to place orders, and Storefront promotions use similar incentives to get customers to place commission-free orders directly on your website.



Increase order volume & size

Restaurants can increase order volume and size (and, as a result, profits) with in-app promotions that provide customers with discounts or free items only when they reach a specific minimum order size. And if you already offer alcohol in-store, add it to your DoorDash menu to help increase ticket sizes and reach customers looking to order both food and alcohol.

DoorDash Merchant Product Suite

Grow online

 Marketplace

 Storefront

 On-Demand Delivery

Attract new customers

 Sponsored Listings

Increase order volume & size

 Promotions

 Alcohol

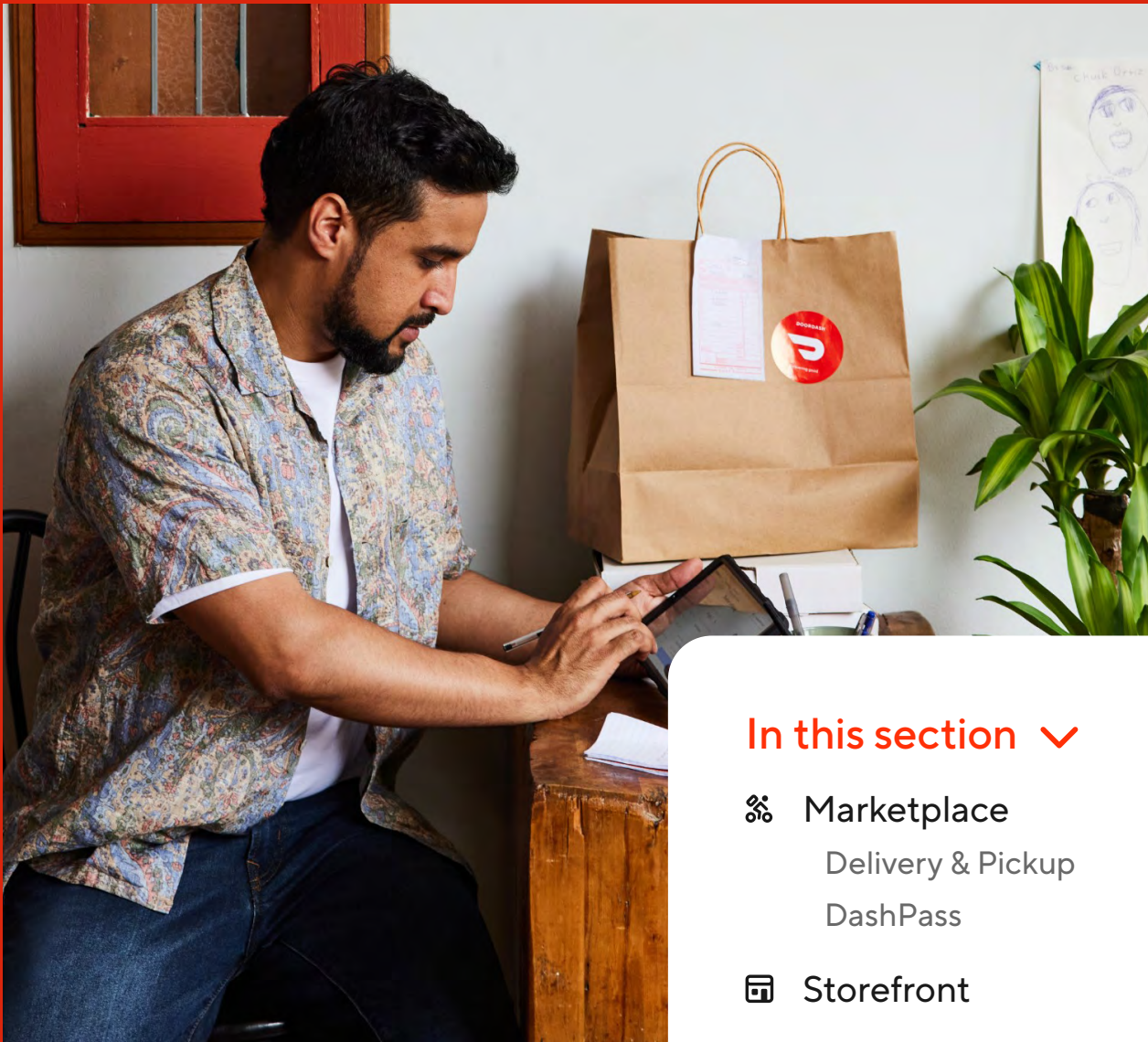
Technology tools

 Merchant Portal




 Business Manager App

 Order Manager App

 POS Integrations



In this section

-  Marketplace
 - Delivery & Pickup
 - DashPass
-  Storefront
-  On-Demand Delivery

Grow online

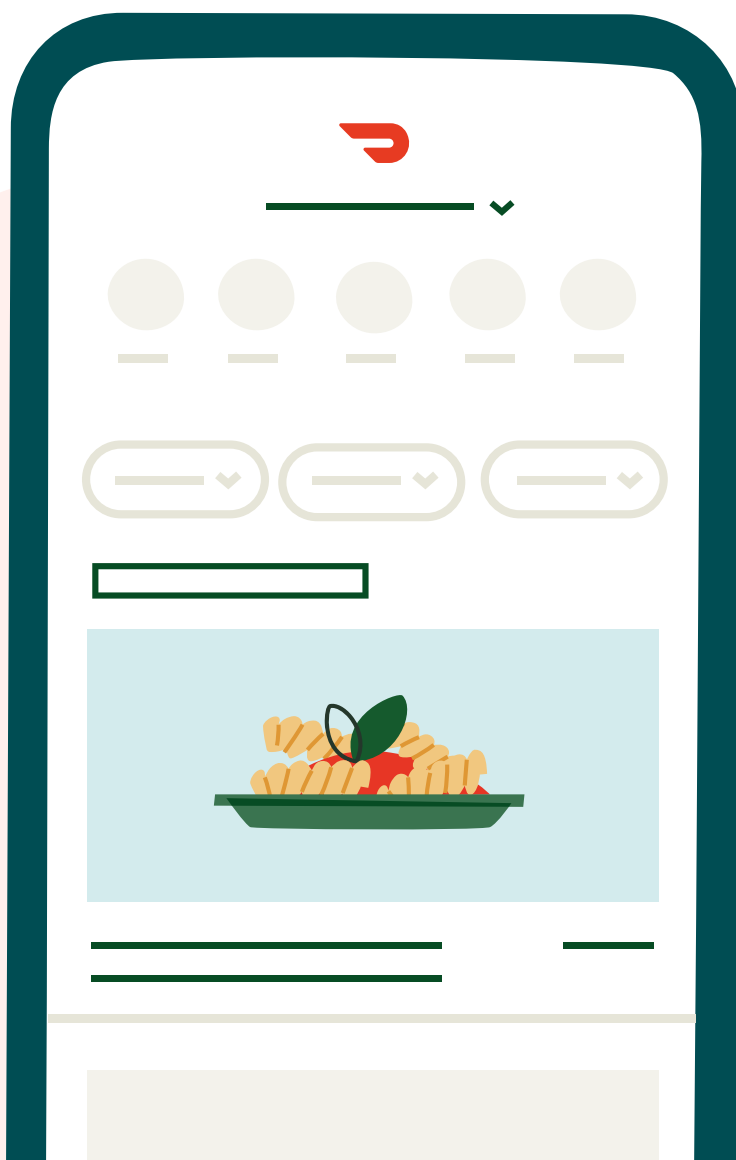
Grow your business with online ordering

DoorDash Marketplace

Get your restaurant on the DoorDash app and introduce your store to new customers in your area interested in delivery, pickup, and more.

Our flagship product, DoorDash Marketplace, facilitates delivery and pickup to help restaurants reach new customers and drive online sales.

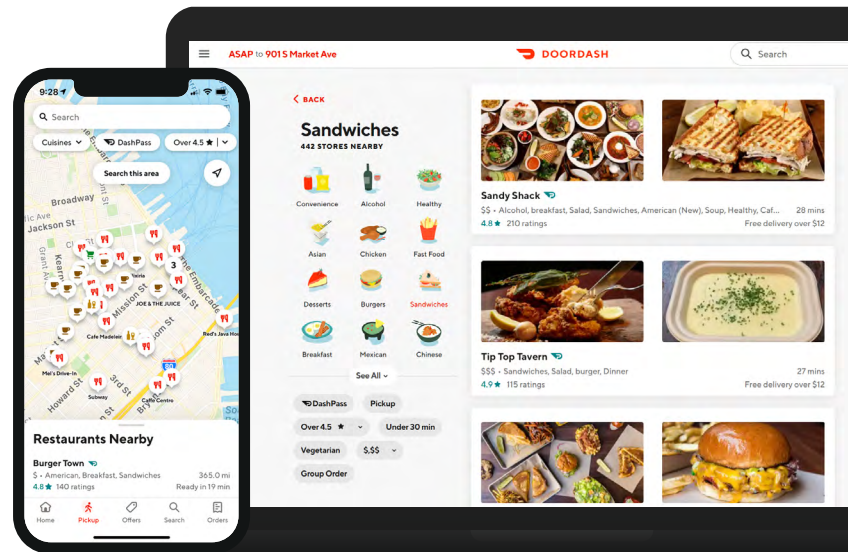
You'll also get access to marketing tools like **DashPass**, **Promotions** and **Sponsored Listings** – as well as the option to add **Alcohol** to your DoorDash menu for delivery and pickup. All Marketplace restaurants also get **24/7 customer support** and **technology tools** to manage your DoorDash business.



DOORDASH MARKETPLACE

Delivery & Pickup

Reach new customers by offering delivery and pickup through DoorDash.



WHAT IS IT?

Delivery on the DoorDash Marketplace will help you reach new customers in your area without having to hire your own delivery drivers. Pickup allows you to get discovered by customers at a reduced commission — and are more efficient for your staff than phone orders.

Plus, with 24/7 support, technology like the Merchant Portal to help you make data-driven decisions, and POS integrations to keep operations running smoothly, you'll be set up for success.

KEY BENEFITS

- **Grow your sales:** Add a new revenue stream by offering pickup and delivery on DoorDash.
- **Reach new customers:** Get access to hungry customers already using DoorDash, which reaches 80% of the Australian population.
- **Access big spenders:** Tap into DashPass subscribers who order more frequently and spend more per order.

HOW IT WORKS

1

Your menu is featured on the DoorDash app and website so customers can discover your restaurant and place orders for delivery or pickup.

2

Once you receive an order, send it to your kitchen to be prepared.

3

Drivers, known as “Dashers,” deliver orders to customers, or customers come to your restaurant for pickup orders.

New to DoorDash? [Get started →](#)

Already on DoorDash? [Log in →](#)

GROW ONLINE

DashPass

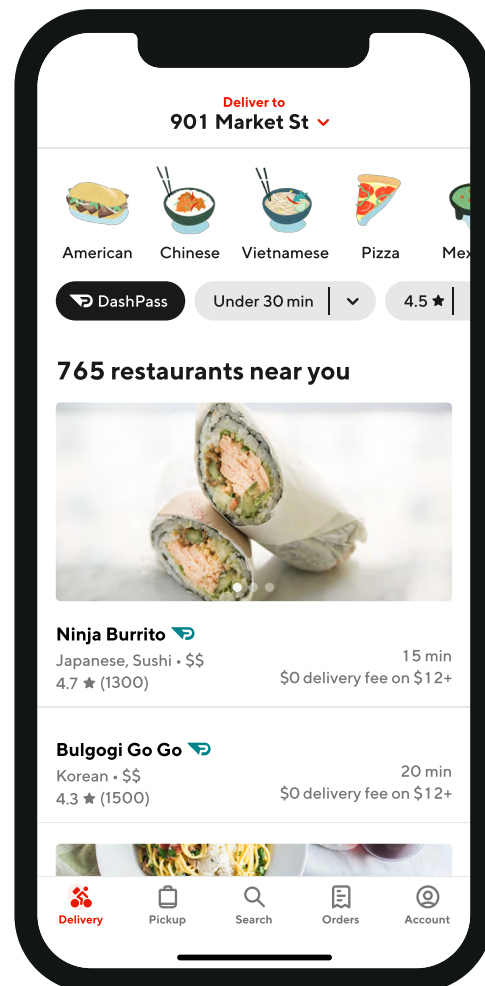
Increase sales by tapping into DashPass subscribers – DoorDash customers who order more frequently and spend more per order.

WHAT IS IT?

With DashPass, included in Plus and Premier plans, high-value customers see your restaurant first and pay lower fees when they order from your restaurant – at no added cost to you. Because DashPass customers order more often, you’ll likely get more orders and repeat customers.

KEY BENEFITS

- **Increase revenue:** On average, businesses see at least a 30% increase in take-home revenue after one year of using DashPass.
- **Get noticed:** DashPass restaurants are highlighted in-app with a special green logo.
- **Reach loyal, frequent customers:** On average, DashPass customers order more frequently (and place larger orders) than non-DashPass customers.



HOW IT WORKS

1

Enroll in the DoorDash Plus or Premier partnership package to automatically become a DashPass restaurant.

2

Your restaurant will be marketed to DashPass customers as having a \$0 delivery fee and reduced service fees.

3

DashPass orders are processed and fulfilled just like regular DoorDash orders.

New to DoorDash? [Get started →](#)

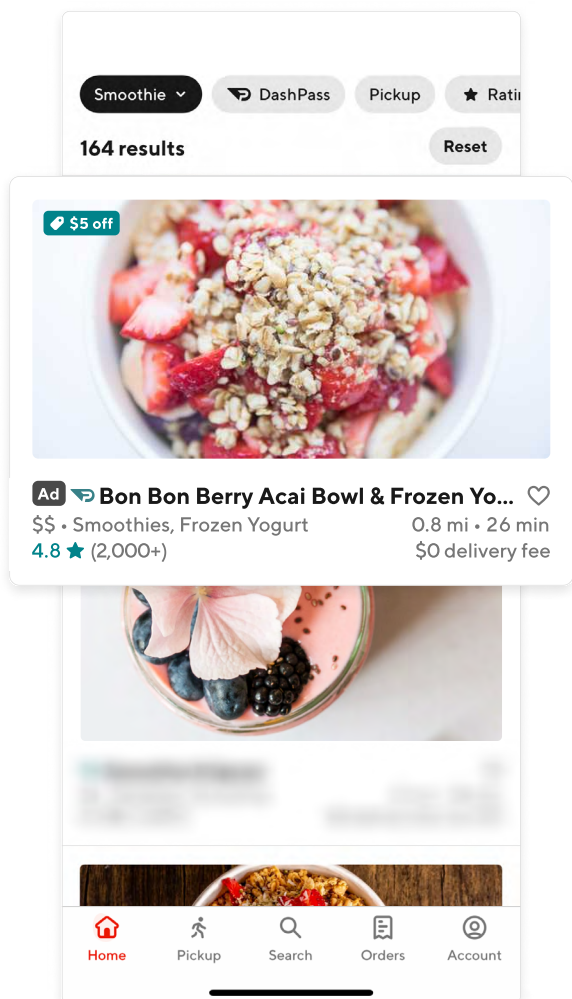
Already on DoorDash? [Log in →](#)

RESTAURANT SUCCESS STORY

Bon Bon Berry



This acai and frozen yogurt establishment fuels its business with DoorDash and brings in repeat customers with DashPass.



“DashPass has helped us to get new and loyal customers that order regularly. Most order 5 out of 7 days a week.”



Michael Lee
Owner, Bon Bon Berry

[Read the success story →](#)

GROW ONLINE

Storefront

Generate commission-free orders directly through your website.

WHAT IS IT?

Easily set up your own online ordering system and turn your website visitors into customers with Storefront. Restaurants using Storefront see an average of 37% more orders per month.

Add your Storefront link to your website and marketing channels to receive direct, commission-free orders with no monthly fees — you'll just pay 1.75% of the total transaction amount + \$0.30 per order for payment processing, plus a \$5.50 delivery fee (includes GST).

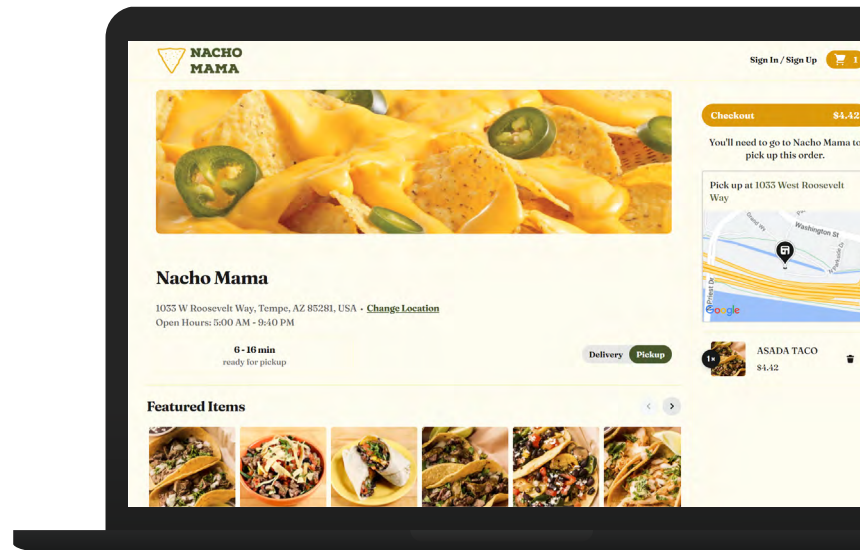
Storefront is included in the Basic, Plus, and Premier DoorDash partnership plans.

KEY BENEFITS

- **Commission-free:** No monthly fees or commissions. Seriously.
- **Branding that's yours:** Easily customise your Storefront with your own logo, branding, color scheme, and more.
- **Easily process orders:** Storefront orders are sent directly to your DoorDash tablet or POS provider.

New to DoorDash? [Get started →](#)

Already on DoorDash? [Log in →](#)



HOW IT WORKS

1

Sign up for Storefront in the DoorDash Merchant Portal and customise it with your branding.

2

Promote your Storefront by adding the link to your website, social media channels, Yelp page, and Google Business Profile.

3

Receive and manage Storefront orders through your DoorDash tablet, POS system, or however you choose to process DoorDash orders.

RESTAURANT SUCCESS STORY

Honey's Kettle



Learn how this fried chicken restaurant bounced back from a 50% drop in sales during COVID-19 by implementing a new online ordering system with Storefront.



In just 7 months after launching Storefront:

62.5%

increase in
online sales

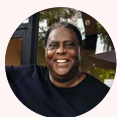
20%

increase in
overall sales

\$628,533

Combined Storefront
and DoorDash sales

“The biggest bonanza of Storefront is that it’s commission-free. I mean, you can’t beat it.”



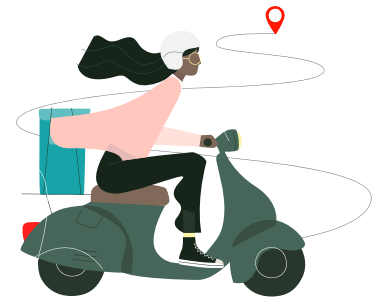
Vincent Williams
Co-Owner, Honey's Kettle

Read the success story →

GROW ONLINE

On-Demand Delivery

Offer delivery from your own app or website by tapping into DoorDash's network of Dashers.



WHAT IS IT?

Offer delivery to your customers while using your own app, website, or online ordering system. You pay a flat fee per order and Dashers will deliver directly to your customers. You can automate deliveries through your POS or request Dashers on demand when you need them. DoorDash partners with dozens of major online ordering and POS providers such as Square, Toast, Olo, and more.

KEY BENEFITS

- **On-demand delivery:** Tap into the extensive Dasher network when you need to provide fast and easy delivery to your customers.
- **Flat fee, no commission:** Eliminate in-house delivery costs and pay a flat fee per delivery with no sign-up, subscription, or hidden fees.
- **Seamless integration:** Easily integrate delivery into your existing online ordering system.

HOW IT WORKS

1

Sign up for On-Demand Delivery by telling us basic information about your restaurant and delivery needs.

2

Use our product recommendation tool to pick the best on-demand delivery experience for your restaurant, depending on your existing technology systems.

3

Receive and fulfill delivery orders with our integrated technology solutions and wide network of drivers.

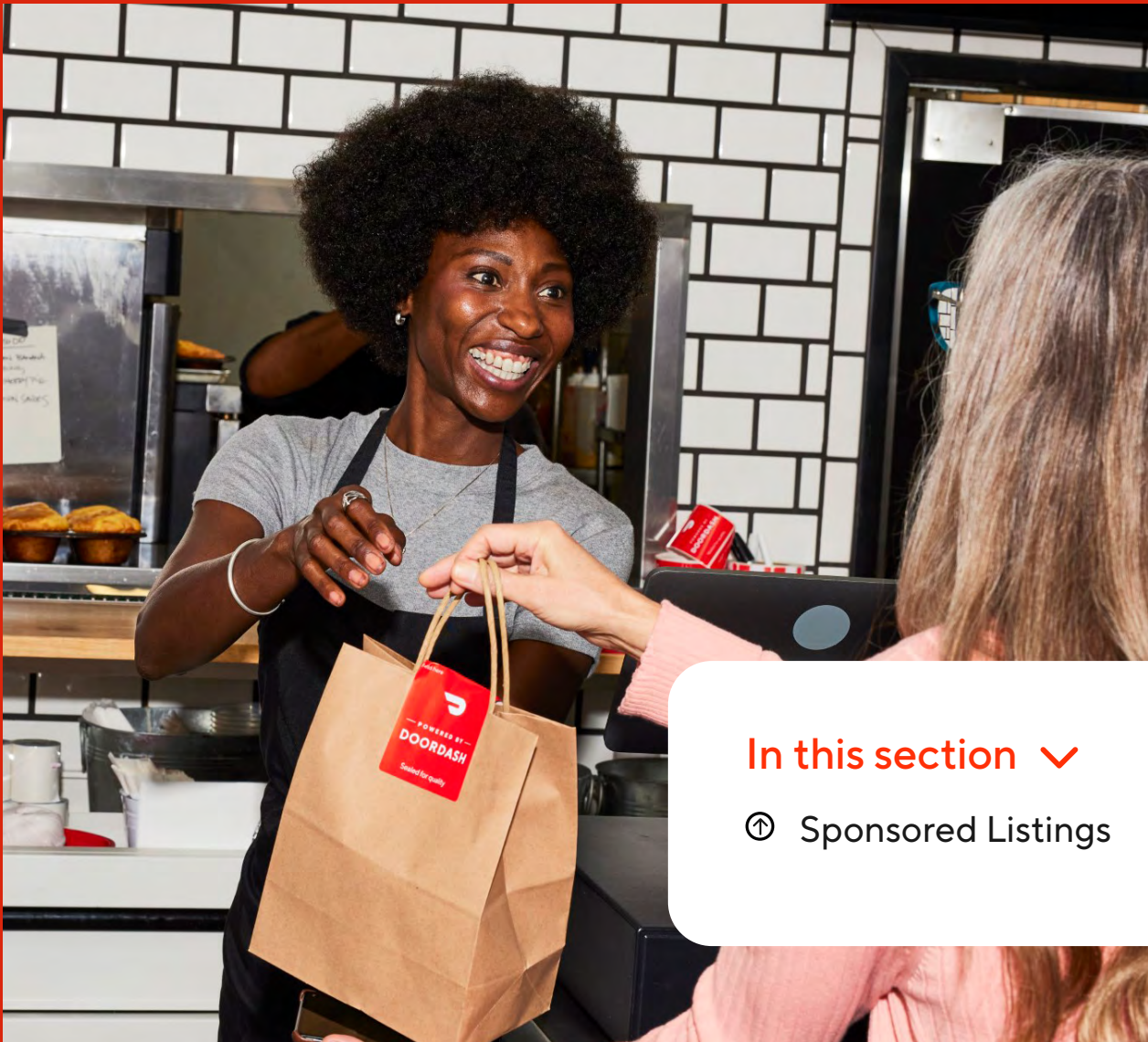
“We still partner with DoorDash, but with On-Demand Delivery, we are able to keep our delivery menu prices the same as in-store and launch promotions on our own website without any lead time.”



Kelly Tracey

National Operations Manager, Roll'd

New to On-Demand Delivery? [Get started →](#)



In this section ▾

🕒 Sponsored Listings

Attract new customers

Reach new customers and get more orders

ATTRACT NEW CUSTOMERS

Sponsored Listings

Get your store seen by new customers with prominent ad placements in the DoorDash app.

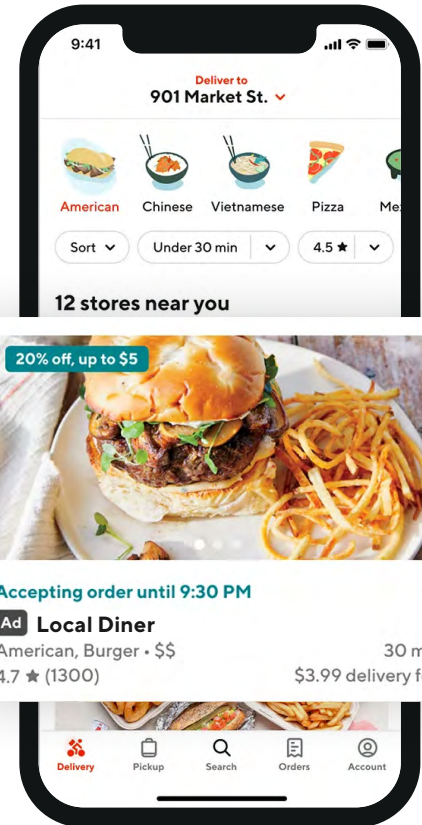
WHAT IS IT?

Sponsored Listings are ads that are featured in highly visible places on the DoorDash app, like the homepage and search results. They'll help your store stand out from the crowd, and unlike ads on other platforms, Sponsored Listings are pay-per-order, not per click. That means you only pay for the ad when an order is placed through it — you aren't charged for clicks or impressions.

Businesses that run ads on DoorDash see more than a 6X return on ad spend over one month, on average.

KEY BENEFITS

- **Make your business easier to find:** Make your restaurant stand out to hungry customers in your area by getting prime real estate in the DoorDash app.
- **Make every dollar count:** Sponsored Listings are offered through a risk-free pricing model, which means that you pay only when the ad leads to an order, not per ad click or ad view.
- **Hassle-free, easy setup:** Easily create your Sponsored Listing with templates designed for busy people with different levels of advertising expertise.



HOW IT WORKS

1

Once you're a DoorDash partner, log into the Merchant Portal and navigate to the Marketing tab.

2

Select "Create Campaign" to customise your campaign details, set a duration, select participating stores, then launch your campaign.

3

Once your ad is live, you'll easily be able to make adjustments and monitor its performance in the Merchant Portal.

New to DoorDash? [Get started →](#)

Already on DoorDash? [Log in →](#)

RESTAURANT SUCCESS STORY

The Melt



GRILLED. CHEESE. BURGERS.

This fast-casual chain partnered with DoorDash to transform into a delivery-focused business and attract new customers.



Incredible results in just two months:

500

New DoorDash
customers
acquired

\$13,000

Sales driven
by DoorDash
Sponsored Listings

50%

of their overall
sales now come
from delivery

“Sponsored Listings is like getting a billboard on the big highway DoorDash has built – but I’m not paying money for everyone that passes by.”





Sean Reiter

Director of Revenue, The Melt

Read the success story →



In this section 

-  Promotions
-  Alcohol

Increase order volume & size

Get more orders and larger orders

INCREASE ORDER VOLUME & SIZE

Promotions

Drive sales by enticing customers to order more and spend more per order with promotions.

WHAT IS IT?

Incentivise new, existing, and/or lapsed customers to order more and spend more with a discount, \$0 delivery fee, or a free item. When you run a promotion, your restaurant will be prominently featured in the Offers tab on the DoorDash app.

On average, restaurants who run promotions see up to a 20% sales increase.

KEY BENEFITS

- **Drive more sales:** Stores that run promotions see an average 5X return on every dollar spent.
- **Reach different audiences with customizable offers:** Choose whether to target new, existing, or lapsed customers and select the discount or offer that fits your business.
- **Stand out and get discovered:** You'll be featured in the Offers tab of the DoorDash app and tagged with a promotion badge.

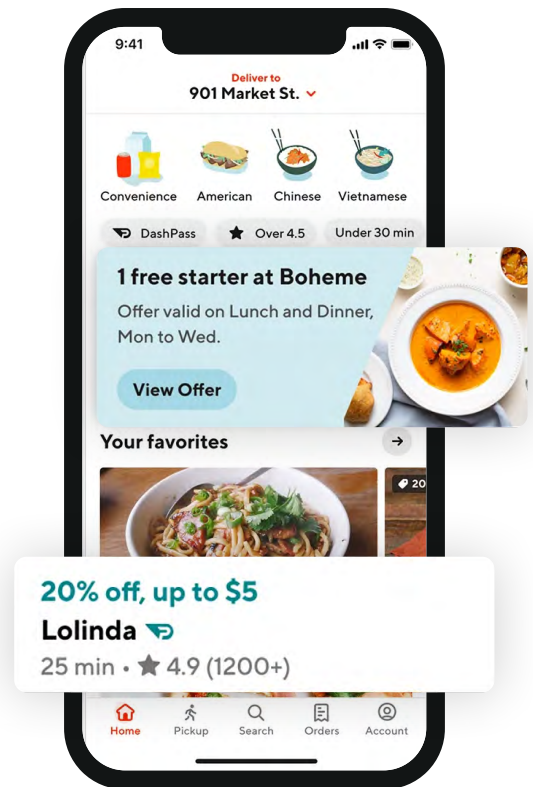
“Our willingness to take advantage of [DoorDash’s] marketing tools contributes to our growth. We’ve seen the delivery and takeout business triple.”



Gianluca Pesce
Director of Marketing &
Communications, Yolk

New to DoorDash? [Get started](#) →

Already on DoorDash? [Log in](#) →



HOW IT WORKS

1

Once you're a DoorDash partner, log into the Merchant Portal and navigate to the Marketing tab.

2

Select "Create Campaign" and choose the campaign type based on your goals.

3

Customise your promotion details, set a duration, select participating stores, then launch your campaign.

INCREASE ORDER VOLUME & SIZE

Alcohol

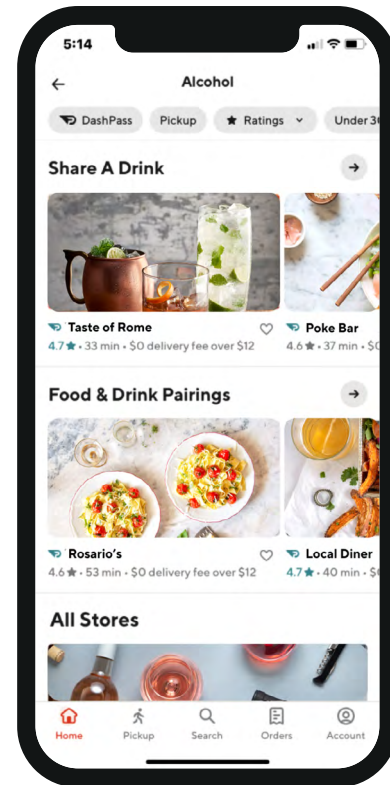
Add alcohol to your menu to help reach new customers and increase subtotals.

WHAT IS IT?

Provide your customers with alcohol delivery and pickup while maintaining compliance with local laws and regulations.

KEY BENEFITS

- **Built-in compliance:** DoorDash holds the required permits for compliant alcohol delivery where applicable.*
- **Sales growth:** Adding alcohol to your menu can increase your profit margin.
- **Increased customer exposure:** Your restaurant will be added to DoorDash's dedicated alcohol section, allowing customers looking for alcohol to find you more easily.



70% of Gen Z adults and 62% of millennials say the option of including alcohol with a takeout or delivery order would make them more likely to choose one restaurant over another.**

*Not available in all locations.

**National Restaurant Association's 2022 State of the Restaurant Industry Report

HOW IT WORKS

1

Sign up for DoorDash and our team of specialists will reach out to verify your retail alcohol permit and get you set up as an alcohol delivery partner on DoorDash.

2

Customers discover your restaurant on DoorDash and place orders. Then, your team packages orders for same-day delivery or pickup.

3



To ensure compliance, customers agree to validate their age when purchasing alcohol. Dashers verify customer IDs through the DoorDash app when delivering.

New to DoorDash? [Get started →](#)

Already on DoorDash? [Log in →](#)



In this section

-  Merchant Portal
-  Business Manager App
-  Order Manager App
-  Point of Sale (POS) Integrations

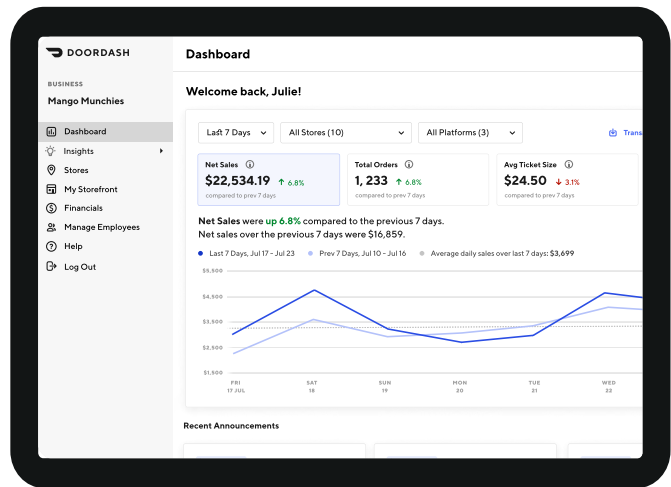
Technology tools for restaurants

Manage your business on DoorDash with tools to analyse sales performance, process orders, and improve the customer experience

TECHNOLOGY TOOLS

Merchant Portal

The digital hub to manage your store and operations on DoorDash.



WHAT IS IT?

Use the Merchant Portal to track business performance and payments, manage your DoorDash store page and menu, and get actionable insights about your customers.

When you sign up for any DoorDash product, you'll automatically get access to the Merchant Portal. It's where you add and edit your menu, track payments, update menus, change your hours, review customer feedback, manage promotions, analyse business performance, and much more.

KEY BENEFITS

- **Get useful data:** View key data points like net sales, average order size, unique customers, and most popular items across any period of time.
- **Review customer feedback:** View customer ratings and reviews and respond directly to customers.
- **View customer insights:** Get a breakdown of new, occasional, and frequent customers, plus a heatmap of locations and zip codes where customers are placing orders.

How to Navigate the Merchant Portal

Learn the basics of navigating the Merchant Portal and where to find the different sections you'll need to manage your store using the dashboard.

[Visit the Learning Center →](#)



TECHNOLOGY TOOLS

Business Manager App

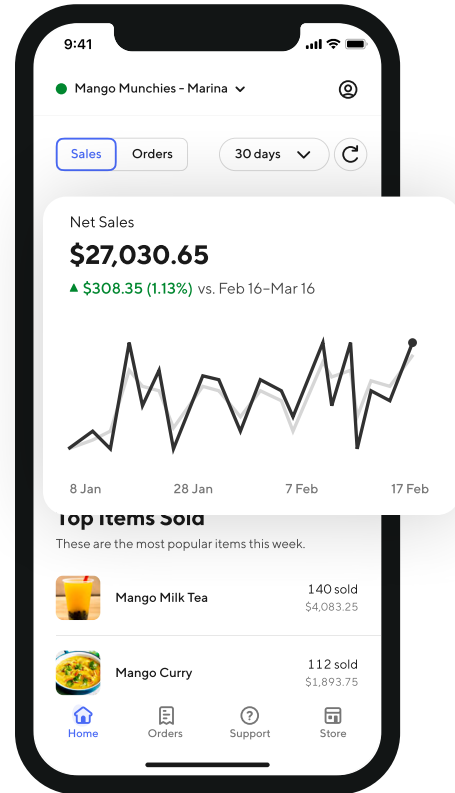
Easily manage your DoorDash business from anywhere.

WHAT IS IT?

The Business Manager App lets you manage your DoorDash business on the go. You can track orders in real-time, resolve issues, access Support, and get important notifications. If you have multiple stores, it's easy to toggle between stores, businesses, and group IDs.

KEY BENEFITS

- **Manage live orders:** Connect with Support via chat or phone, cancel orders, mark items out of stock, or get in touch with a customer or Dasher.
- **Address urgent issues:** Quickly adjust hours, pause your store, or let us know about closures.
- **Get useful data:** Stay up-to-date on your daily and weekly sales and top-selling menu items.



“The Business Manager App has made my life easier. Before I was able to only see the data on the computer and tablet. Now I can see the data I want to see on the go. To be able to know what’s going on in the store without being there is amazing.”



Michael Lee

Owner, Bon Bon Berry Acai Bowl

How to Utilise DoorDash Reporting

Learn how to leverage data in the Merchant Portal to increase sales and provide a better customer experience.

[Visit the Learning Center →](#)

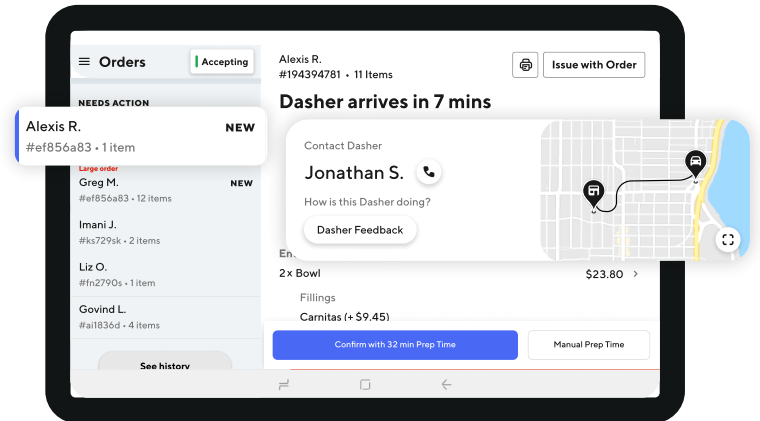


Order Manager App

Easily manage your DoorDash orders on a tablet.

WHAT IS IT?

Whether you use a DoorDash-provided tablet or download the Order Manager App on your own Android tablet, DoorDash Order Manager helps you manage orders in real time, mark items out of stock, communicate with Dashers, and resolve issues with 24/7 access to Support.



KEY BENEFITS

- **Track live orders:** Get instant notifications about new and in-progress orders.
- **Easy communication:** Communicate with Dashers and customers, leave Dasher feedback, and access DoorDash Support 24/7.
- **Simple store management:** Make changes to your store hours or mark an item out of stock.

“I never expected the volume we were getting. The tablet started ringing around 3:00 p.m., usually a slow time, and never stopped ringing. We quickly fell in love with third-party delivery.”

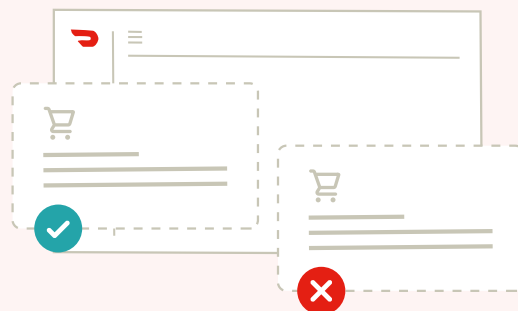


Frankie DiCarlantonio
Director, Scaffidi Restaurant Group

How to Avoid Missing or Incorrect Items

Not every order is perfect. Here's how to avoid orders with missing or incorrect items.

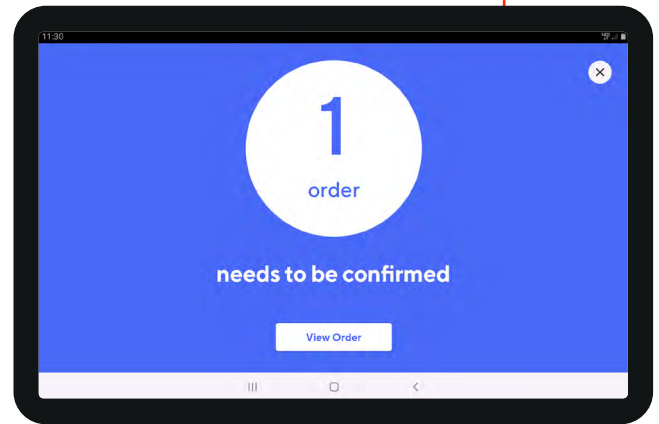
[Visit the Learning Center →](#)



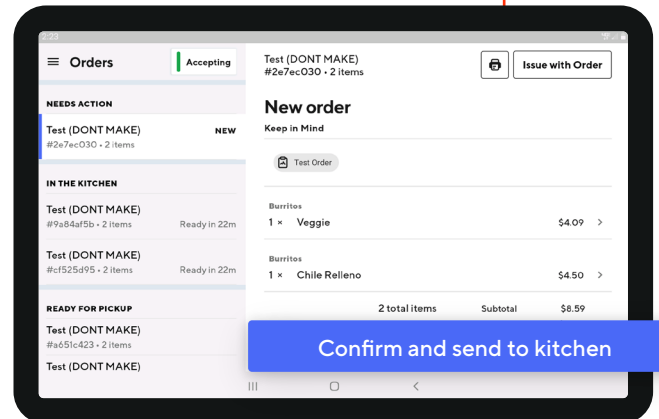
TECHNOLOGY TOOLS

How the DoorDash Order Manager App works:

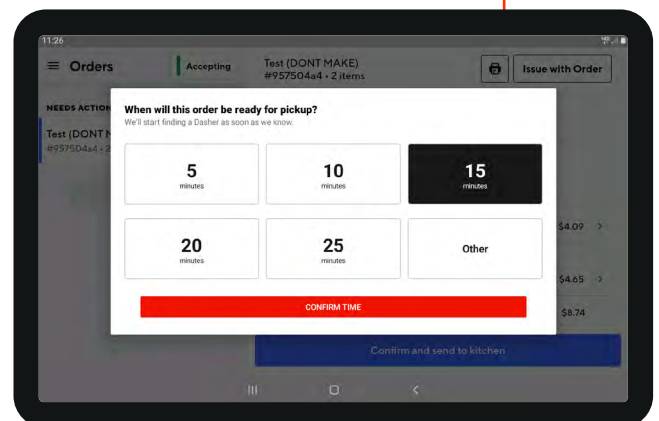
- First, place your tablet somewhere that is easily accessible by your staff and make sure the volume is turned on loud.
- When a new order arrives, a blue screen will appear letting you know how many orders need attention. Touch the screen to view the order.



- To confirm the order, click “Confirm” at the bottom of the screen. DoorDash will prompt a suggested prep time to save time, prompt a suggested prep time, or you can manually enter a prep time instead.



- If you choose to enter a manual prep time, which determines when we send a Dasher and updates the customer’s delivery ETA in the app, you can do so here and click “Confirm Order.”
- Finally, send the order to the kitchen to be prepared.



TECHNOLOGY TOOLS

Point of Sale & Technology Integrations

Streamline operations, easily manage your menu, and increase order accuracy by integrating your point of sale (POS) system with DoorDash.

WHAT IS IT?

A POS integration creates a bridge for DoorDash to send and retrieve data from your POS system so you can manage incoming orders and menu updates in one place.

“The integration of DoorDash and Deliverect saves us time and labor.”



Oussama Ben Tanfous
Chef and Owner, Roch Le Coq

KEY BENEFITS

- **Smoother operations:** Receive DoorDash orders directly on your POS. No need for extra hardware or software.
- **Simple menu & store management:** Menu and store changes made on your POS will automatically sync to your DoorDash menu and store page.
- **Increase order accuracy:** Eliminates the need for manually entering orders on your POS, reducing the chance for human error.



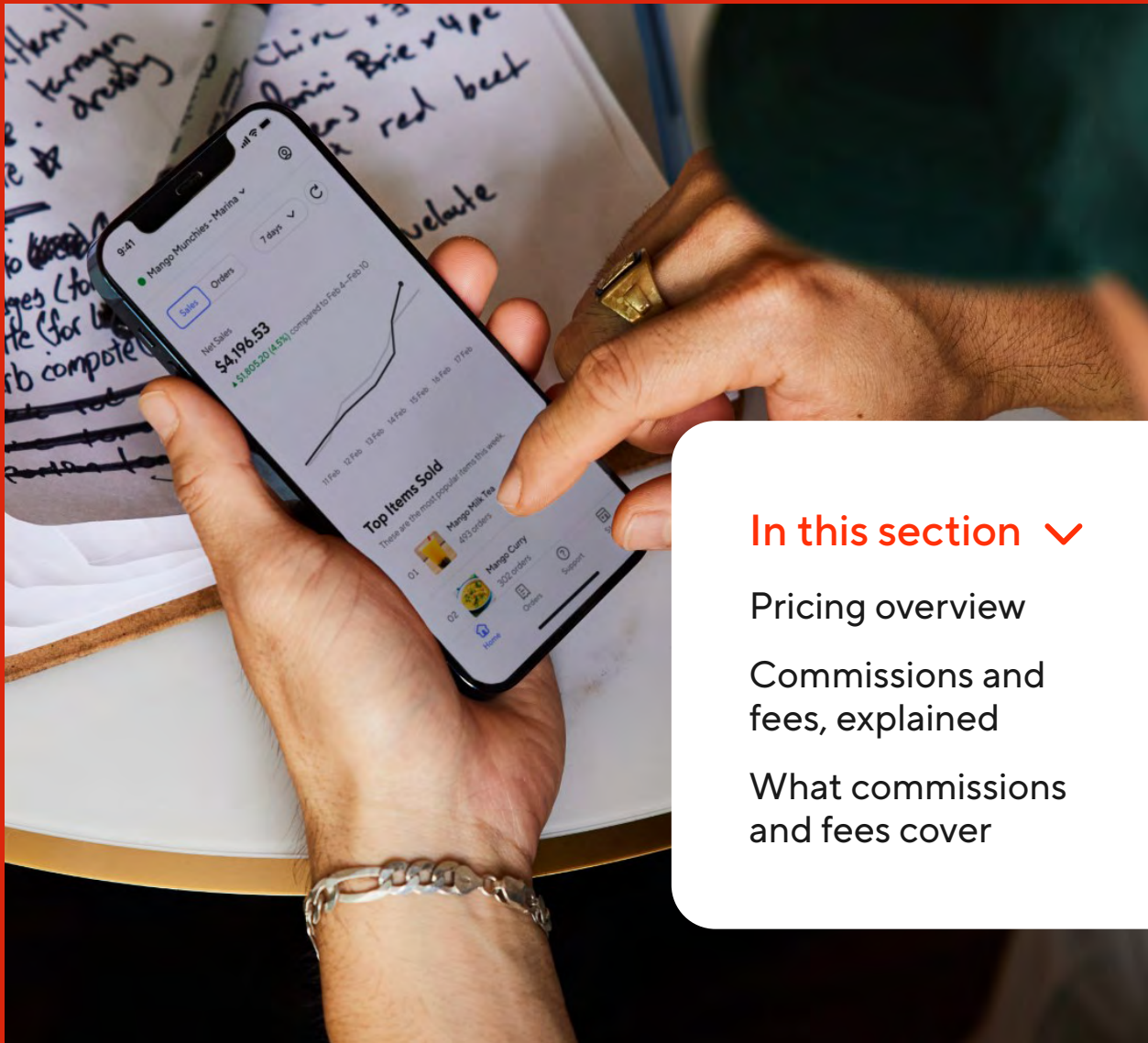
[See all integration partners →](#)

Integrate Your Point-of-Sale System with DoorDash

Running a business involves many different moving parts and partnerships. As one of those partners, we want to help ensure running your business is as smooth as it can be. One of the ways we do that is by integrating with your POS system.

[Visit the Learning Center →](#)





In this section

Pricing overview

Commissions and fees, explained

What commissions and fees cover

DoorDash pricing and partnership plans

Learn more about pricing plans for DoorDash Marketplace, Storefront, and On-Demand Delivery as well as what commissions and fees cover

PRICING OVERVIEW

Delivery and pickup on the DoorDash Marketplace

Attract new customers and increase sales when you list your business on DoorDash.

DoorDash Marketplace

- ✓ No monthly software fees
- ✓ No commission rate on orders
- ✓ No contracts; cancel anytime

Pricing

30%

Delivery commission

15%

Pickup commission

[Learn more](#)



PRICING OVERVIEW

Delivery and pickup on your website

Enjoy commission-free online ordering on your own channels, powered by DoorDash's technology and logistics platform.



Storefront

Grow your business with Storefront, which helps you generate commission-free orders directly through your website.

- ✓ No monthly software fees
- ✓ No commission rate on orders
- ✓ No contracts; cancel anytime

Pricing

1.75% + AU\$0.30

Credit card processing fee

[Learn more](#)

AU\$5.50

Delivery fee, includes GST

On-Demand Delivery

Let Dashers fulfill your direct delivery orders. Pay a flat fee per order, and we'll handle all the logistics of delivery.

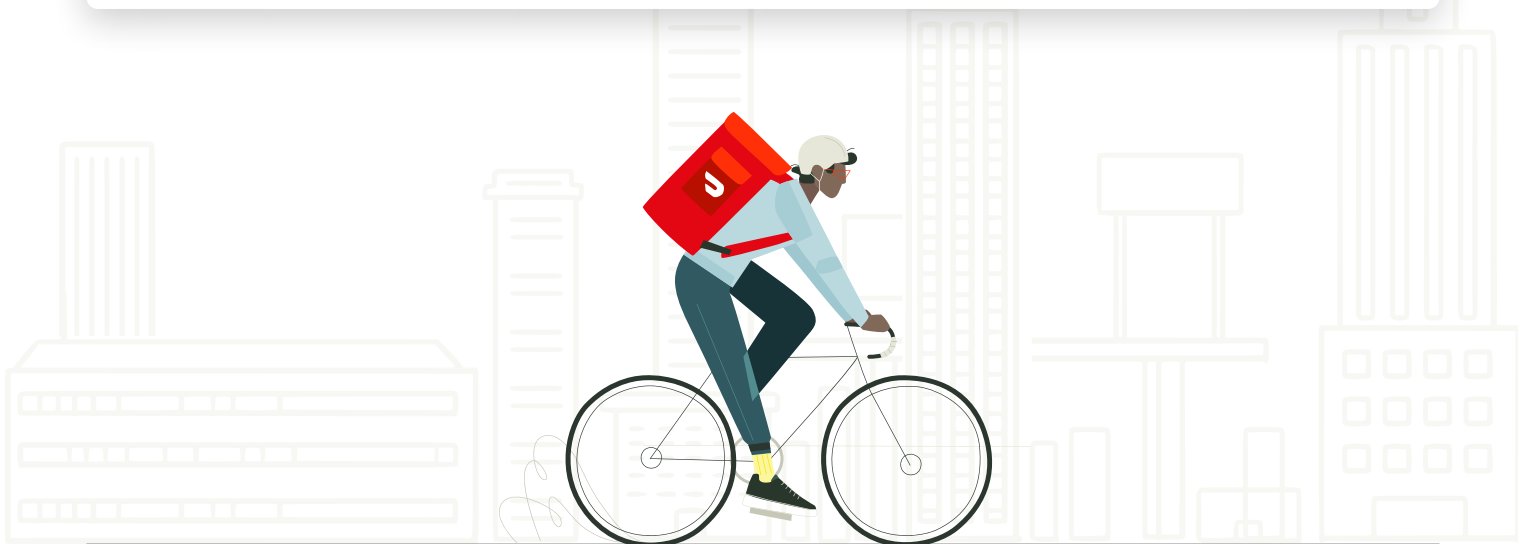
- ✓ On-demand delivery from your ordering platforms
- ✓ No signup fees, subscription fees, or service termination fees
- ✓ Flat delivery fee per order, no commission rates

Pricing

Varies

Flat fee for delivery orders

[Learn more](#)



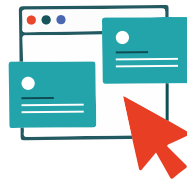
Commissions and fees, explained

With DoorDash, you'll never pay startup fees. Plus, most of our offerings cover credit card processing at no extra charge.



Marketplace

Commission rates



Storefront

Credit card processing costs only



On-Demand Delivery

Flat dollar fees

When customers order from you through DoorDash, we take a commission, which is a percentage of an order subtotal, to cover our costs.

For website orders through Storefront, the online credit card processing fee is 1.75% of the total transaction amount + \$0.30 per order for payment processing, plus a \$5.50 delivery fee (includes GST).

When customers order through your website with On-Demand Delivery, we charge a flat per-order fee.

A delivery with our Basic Partnership Plan

Order subtotal:	\$30.00
Tax:	\$3.00
Commission (30%):	-\$9.00

You keep: \$18.00

A delivery order through your website with Storefront

Order subtotal:	\$30.00
Tax:	\$3.00
Credit card processing + \$0.30:	-\$0.83
Delivery fee:	\$5.50

You keep: \$20.67

An order through your app or website with On-Demand Delivery

Order subtotal:	\$30.00
Tax:	\$3.00
Flat fee:	-\$9.99

You keep: \$17.01

What commissions and fees cover

In order to serve your business with everything we do, we take per-order commissions or fees for orders processed with us. Here are some of the things these costs cover.

Advertising and marketing

Being on DoorDash puts your restaurant in front of new customers every day.

Delivery driver costs

We empower our community of Dashers, who make every delivery possible, by providing them flexible earning opportunities with competitive local pay, promotional pay, 24/7 support, third party insurance, and meaningful discounts.

Customer service and support for customers, restaurants, and Dashers

Customers, restaurant owners, and Dashers all have unique needs that often need prompt responses. If something goes wrong, we have a 24/7/365 team of people ready to help solve customer issues, so they'll continue to order from you.

Technology platform costs

It takes a worldwide, world-class logistics, engineering, coding, marketing, and operations team to keep the DoorDash app, website, and Merchant Portal – plus the Order Manager, Business Manager, and Dasher apps – running. We hire the best and expect the best from our teams.

Credit card processing

With the exception of Storefront (where you pay only for credit card processing with no additional commissions or monthly fees), all DoorDash offerings include credit card processing so you have less to worry about when it comes to overhead expenses.





Ready to grow with DoorDash?

1. **Sign up for DoorDash.** Visit get.doordash.com and tell us about your restaurant.
2. **Receive orders.** Once your account is activated, your team prepares orders.
3. **Dashers deliver.** Dashers pick up orders and deliver them to customers!

[Get Started Free](#)

Want to speak with a sales representative? [Contact us](#)

Or call **1-855-554-5779** (Monday-Friday)



About DoorDash

DoorDash is a global technology company that connects consumers with their favorite local and national businesses. Founded in 2013, DoorDash enables local businesses to address consumers' expectations of ease and immediacy and thrive in today's convenience economy. By building the last-mile logistics infrastructure for local commerce, DoorDash is bringing communities closer, one doorstep at a time. Get started at get.doordash.com.

