

 **DOORDASH** for Merchants

PRODUCT GUIDE FOR RESTAURANTS

Learn how the DoorDash Merchant Suite
helps restaurateurs grow their business

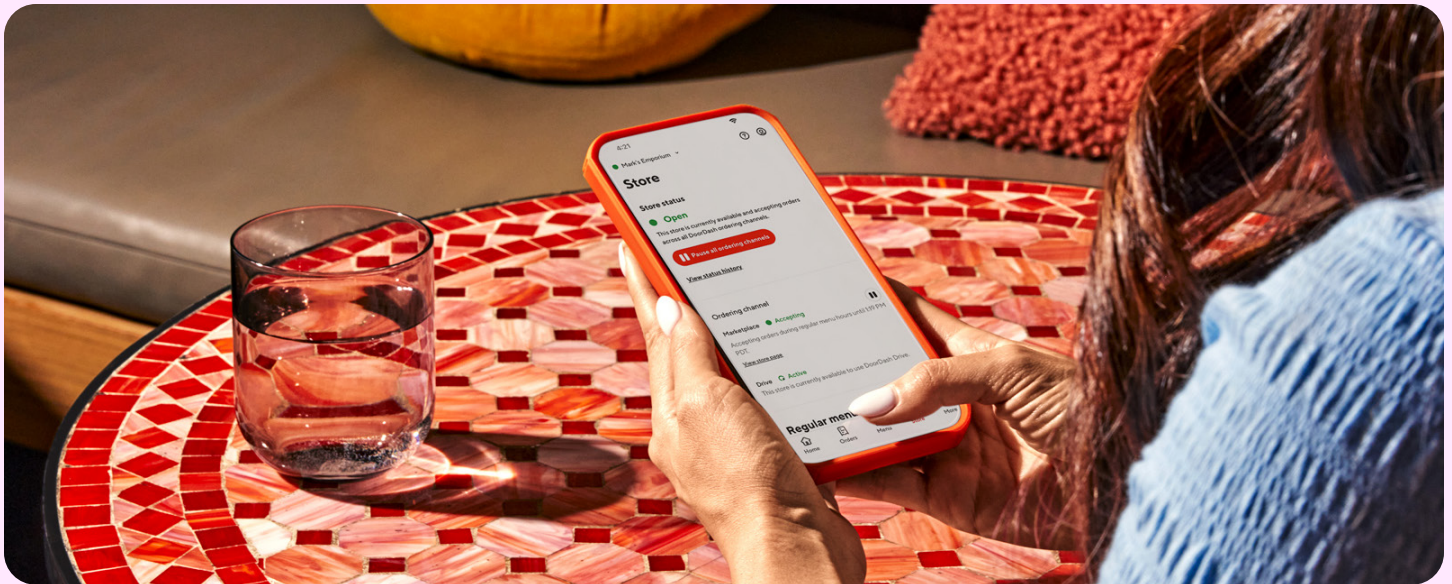


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DELIVERING MORE WAYS TO GROW YOUR BUSINESS

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, increase orders, or optimize your business, 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.

This DoorDash Product Guide 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.



*2.9% + \$0.30 payment processing fee applies

YOUR DOOR TO



PROFITABLE GROWTH



Marketplace

Grow on the app

Get your business on the DoorDash app and introduce your store to active new customers in your area.



Commerce Platform

Grow on your own channels

Explore products designed to help you grow on your own channels — in-store or off-premise.

DOORDASH MERCHANT PRODUCT SUITE

Marketplace

Delivery & Pickup

DashPass

Promotions

Alcohol

Sponsored Listings

Commerce Platform

Online Ordering

Cross-Channel Loyalty

Branded Mobile App

Automated Email Marketing

Customizable Email and Text Marketing

Branded Website

Drive On-Demand

Tools & Technology

Merchant Portal

Business Manager App

Order Manager App

Integrations

Expansion

Capital



In this section

 Marketplace

Delivery & Pickup

DashPass

Promotions

Sponsored Listings

Alcohol

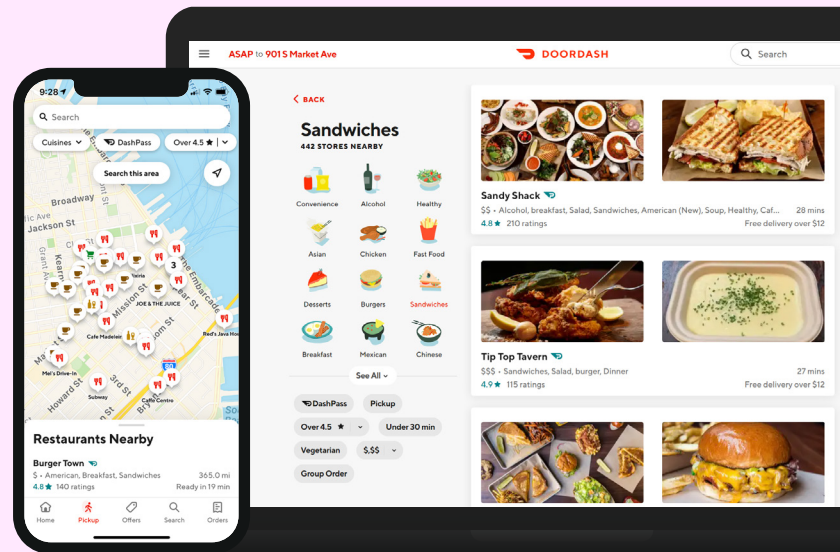
DOORDASH MARKETPLACE

Get your restaurant on the DoorDash app and connect with new customers in your area who are interested in delivery, pickup, and more.

DoorDash Marketplace

DELIVERY & PICKUP

Reach new customers by offering delivery and pickup through DoorDash.



WHAT IS IT?

Delivery on 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.

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 94% of the US 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?

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DoorDash Marketplace

DASHPASS

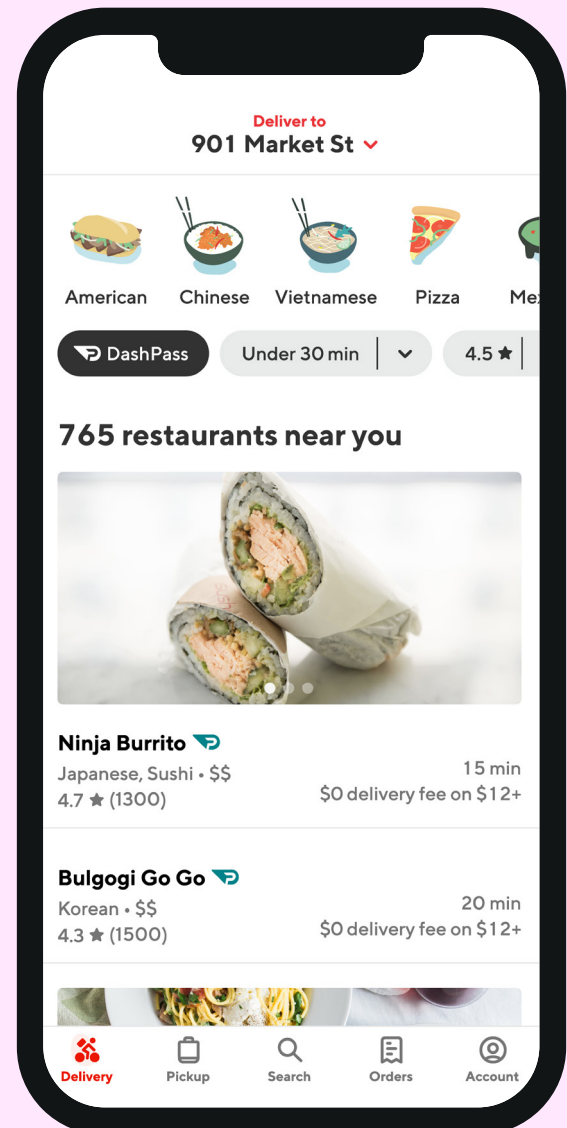
Increase sales by tapping into DashPass subscribers — DoorDash customers who order more frequently and spend more per order.

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.

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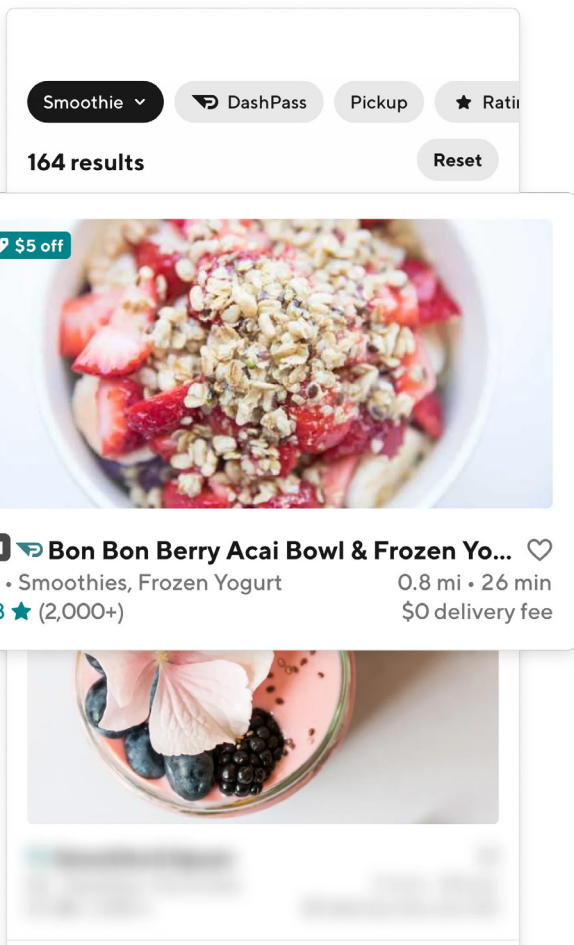
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Restaurant Success Story:

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](#)

PROMOTIONS

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

WHAT IS IT?

Incentivize 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.

“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

KEY BENEFITS

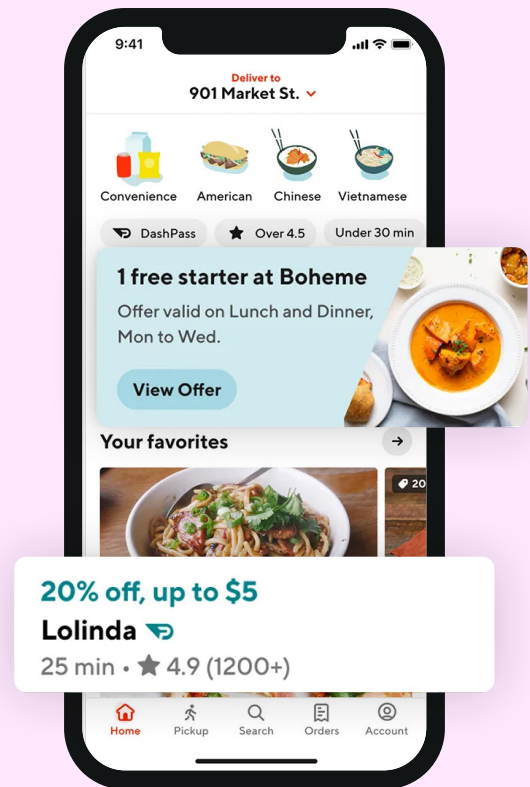
- **Drive more sales:** Stores that run promotions see an average 5X return on every dollar spent.
- **Reach different audiences with customizable offers:** Choose whether to target new, existing, or lapsed customers and select the discount or offer that fits your business.
- **Stand out and get discovered:**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

New to DoorDash?

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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

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

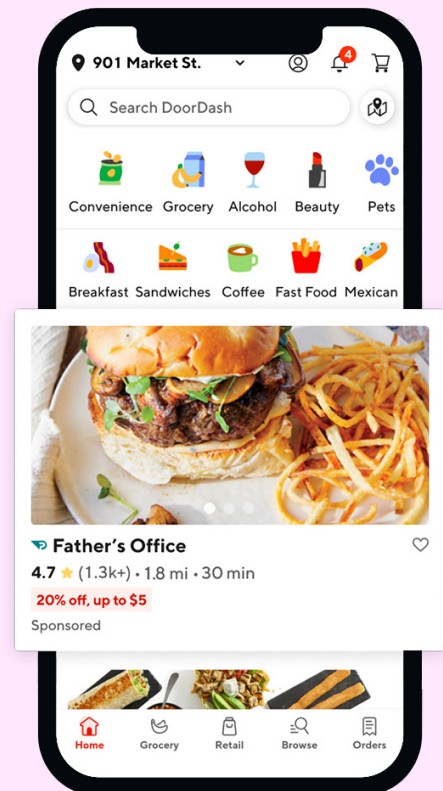
SPONSORED LISTINGS

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.

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



KEY BENEFITS

- **Increase visibility:** Make your store stand out to hungry customers in your area by getting prime real estate in the DoorDash app.
- **Make every dollar count:** Only pay for confirmed orders placed through your ad — not per ad click or ad view.
- **Hassle-free, easy setup:** Designed for any level of marketing experience, you can set up an ad in just a few clicks.

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 customize 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.

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GRILLED. CHEESE. BURGERS.

Restaurant Success Story

THE MELT

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

DoorDash Marketplace

ALCOHOL

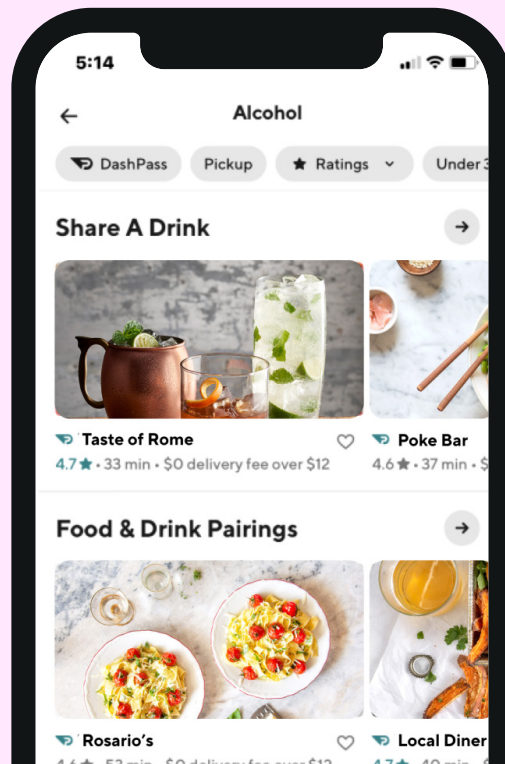
Add alcohol to your menu to help reach new customers and increase subtotals.

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.*
- **Grow sales:** Adding alcohol to your menu can increase your profit margin.
- **Increase customer exposure:** Put your store in DoorDash's dedicated alcohol section, allowing customers looking for alcohol to find you more easily.



40% of consumers are using alcohol delivery more in 2024 than in 2023, according to the **2024 Restaurant & Alcohol Online Ordering Trends 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.

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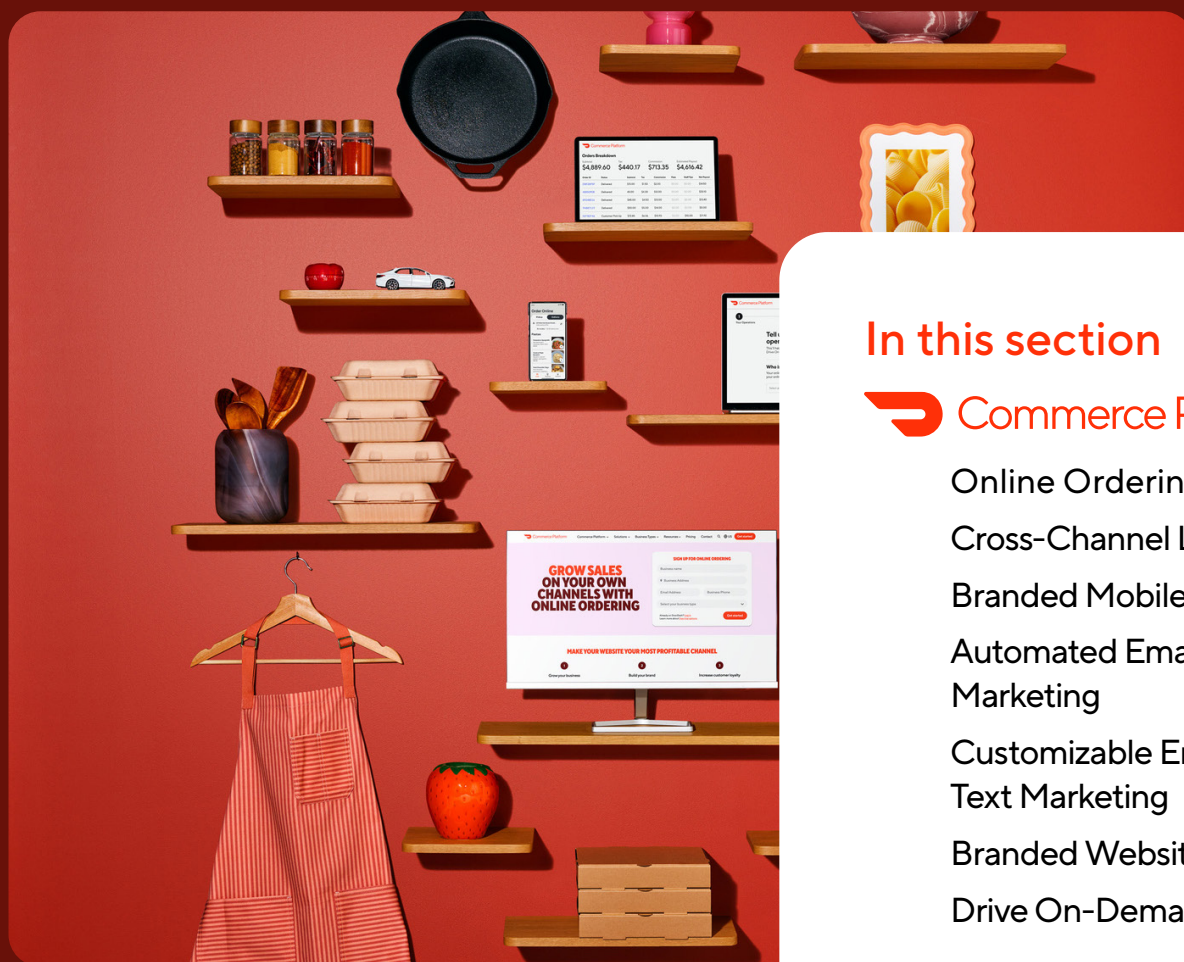
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DOORDASH COMMERCE PLATFORM

Get the power of DoorDash to grow on your channels.

Go beyond delivery and drive direct store sales on your ordering channels using the same technology that powers DoorDash.



In this section ▼

Commerce Platform

- Online Ordering
- Cross-Channel Loyalty
- Branded Mobile App
- Automated Email Marketing
- Customizable Email and Text Marketing
- Branded Website
- Drive On-Demand

GROW SALES AND PROFITS ON YOUR CHANNELS

Explore our suite of products designed to help you grow on your own channels.

STARTER

Start building your brand and receiving orders in no time

\$0/month*

Attract customers and grow direct store sales with a branded website and commission-free* online ordering.

INCLUDES:

- ✓ Commission-free* online ordering
- ✓ Branded website
- ✓ Order with Google integrations
- ✓ Self-serve promotions tool
- ✓ Live order tracking
- ✓ Customer support for deliveries

GET STARTED

BOOST

Re-engage customers automatically

\$54/store/month*

Engage customers and turn them into regulars with automated emails that bring them back.

INCLUDES ALL STARTER PACKAGE FEATURES AND:

- ✓ Automated email marketing
- ✓ Customizable website pop-up
- ✓ Customized ordering pages
- ✓ Loyalty & gift card integrations

GET STARTED

PRO

Build loyal fans with a branded app and cross-channel loyalty

\$249/store/month*

Retain customers and build a loyal fan base with a branded mobile app, customizable marketing tools, and loyalty across all channels.

INCLUDES ALL BOOST PACKAGE FEATURES AND:

- ✓ Custom-branded mobile app
- ✓ Cross-channel loyalty program
- ✓ Customizable email and text marketing tools

GET STARTED

DoorDash Commerce Platform

ONLINE ORDERING

Set up commission-free* online ordering directly through your own channels.

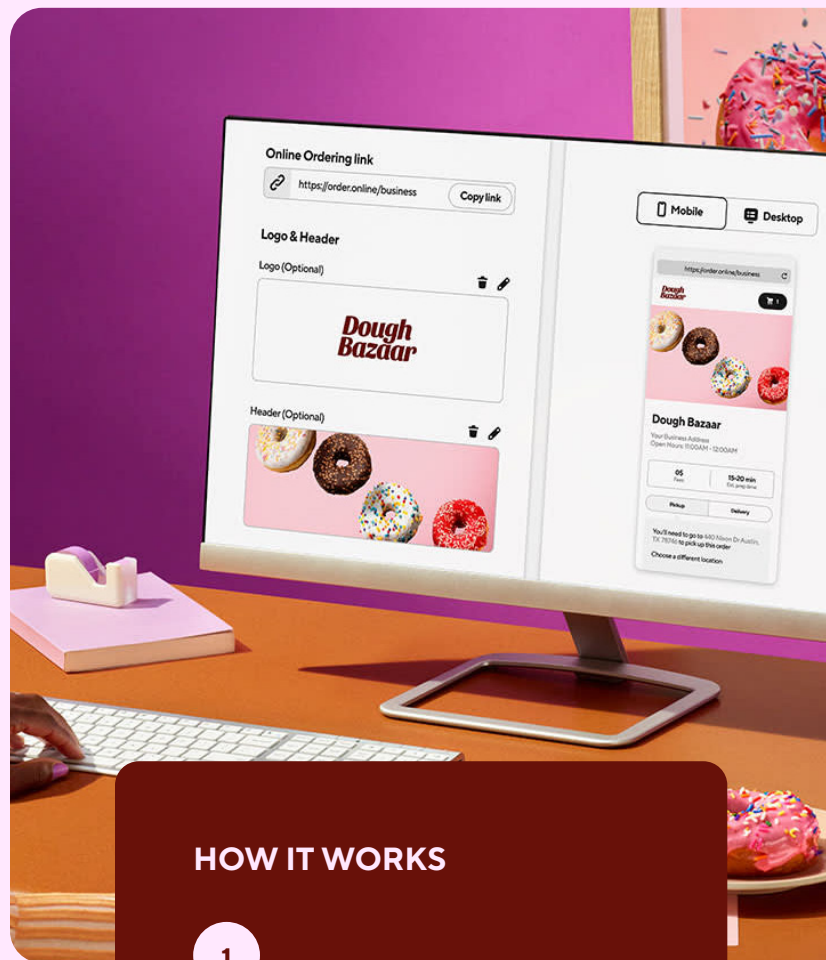
WHAT IS IT?

With Online Ordering you can build your online ordering business with the same technology that powers DoorDash. Use your existing DoorDash Marketplace account to set up Online Ordering, then start taking direct, commission-free* orders instantly.

Add your Online Ordering link to your website, social media, email newsletters, and more – you'll just pay 2.9% of the total transaction amount + \$0.30 per order for payment processing, with no commissions or monthly fees.

KEY BENEFITS

- **Grow your business:** Turn your website visitors into customers and increase sales by up to 8%** of your Marketplace sales when you add Online Ordering to your website and social channels.
- **An easy way to get started:** Build your online ordering business within minutes. All you need is your existing DoorDash Marketplace account to get set up, then after a few clicks, you can start taking direct, commission-free* orders instantly.
- **Faster checkout:** Customers can checkout in record time with fewer clicks to place an order, saved account info, and flexible payment options. This means less abandoned orders and more sales.



HOW IT WORKS

1

Orders placed through your own channels (website, native apps, social media, Google page) will show up on your tablet or POS system.

2

Delivery orders will be fulfilled by Dashers, and pickup orders will be collected in your store by customers.

3

You will not be charged a commission for Online Ordering orders, you just pay payment processing (2.9% + \$0.30 per order).

*2.9% + \$0.30 payment processing fee applies

**Based on internal DoorDash data from Jan 2025 through May 2025

CROSS-CHANNEL LOYALTY

Build loyal fans by letting customers earn and redeem loyalty points on every ordering channel.

WHAT IS IT?

Cross-Channel Loyalty is an industry-first loyalty program that allows your customers to earn and redeem loyalty points on every ordering channel: in-store, online, on the DoorDash app, or on your own branded mobile app. No other provider does it all.

KEY BENEFITS

- **Increase your loyal customer base:** We harness the power of the DoorDash platform to seamlessly enroll your most loyal Marketplace customers into your loyalty program, accelerating enrollment and driving meaningful sales growth.
- **Allow customers to earn and redeem across all channels:** Engage new customers and drive repeat orders when you allow customers to earn from anywhere, on any channel.
- **Drive DoorDash customers in store:** Customers can link their DoorDash account to your in-store rewards program, unlocking more in-store foot traffic for your business.

HOW IT WORKS

1

Connect your reward and loyalty programs under a single platform.

2

Build an engaged audience by rewarding customers for ordering through your own channels, in-store, and DoorDash.

3

Customers will receive automated notifications and emails reminding them of their reward progress and encouraging them to come back or reorder sooner.



New to DoorDash?

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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 Online Ordering.



IN JUST 7 MONTHS AFTER LAUNCHING ONLINE ORDERING:

62.5%

increase in
online sales

20%

increase in
overall sales

\$628,533

combined Online Ordering
and DoorDash sales

"The biggest bonanza of Online Ordering is that it's commission-free. I mean, you can't beat it."



Vincent Williams
Co-Owner, Honey's Kettle

[READ THE SUCCESS STORY](#)

BRANDED MOBILE APP

A custom-branded mobile app powered by DoorDash technology that meets customers where they are and helps drive repeat business, with mobile app customers 30% more likely to reorder.*

WHAT IS IT?

Our branded mobile app runs on the same technology that powers DoorDash and uses those customer insights to provide an effortless online ordering experience.

KEY BENEFITS

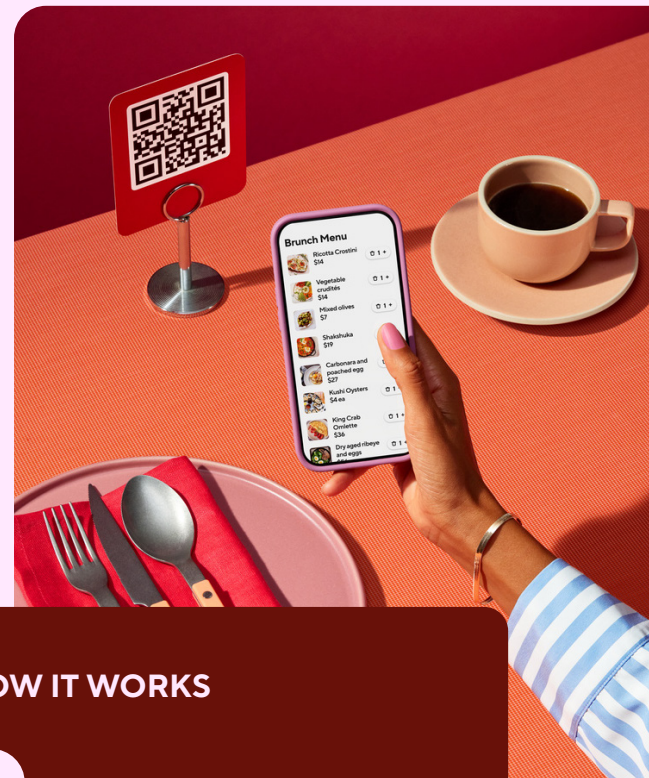
- **Put your brand front and center:** Make your brand top of mind when it's added to every customer's pocket. And with our highly customizable platform, you can select colors, fonts, and images to ensure the app matches your brand's look and feel.
- **Boost customer adoption:** Not only do we build your app, we also help you market it. We have a proven playbook to help you drive more downloads.
- **Drive repeat business:** Users who download the app order 30% more frequently, increasing first-party digital same-store sales by up to 20%*
- **Powered by DoorDash:** Our branded mobile app is built on DoorDash technology and uses customer behavior data to provide a frictionless online ordering experience with features like a quick checkout and targeted menu recommendations.

New to DoorDash?

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HOW IT WORKS

1

DoorDash engineers do the heavy lifting for you: we build your app and add customizations. Your app can be loyalty-free, but if you decide to include it, we will set up your loyalty program.

2

We then build a marketing plan with your team, test it internally, and launch the app when it works best for you.

3

Once it's live, you'll receive dedicated support.

[GET STARTED](#)

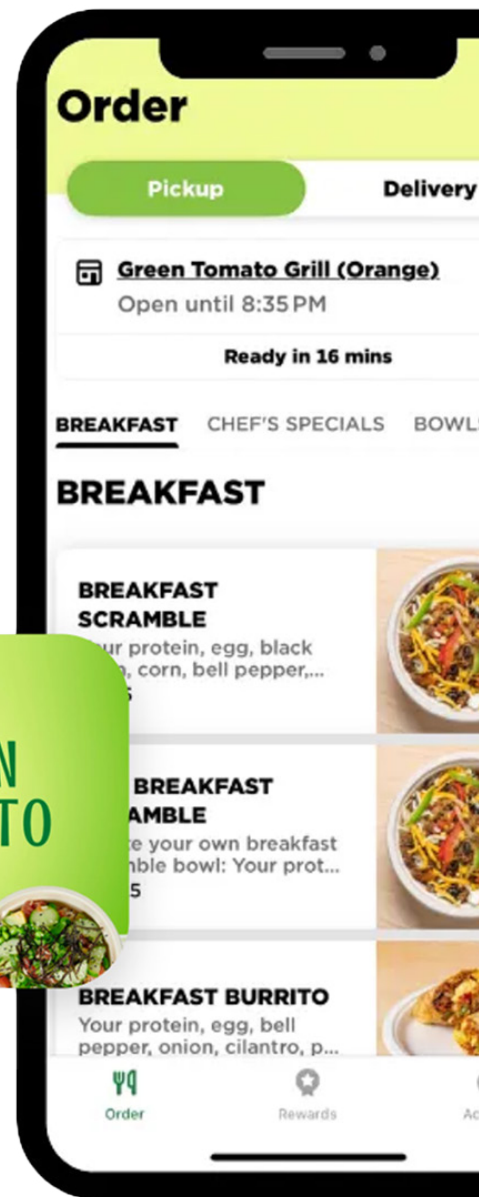
Restaurant Success Story:

GREEN TOMATO GRILL

Learn how this health-conscious restaurant worked with DoorDash to create a custom mobile app that allows them to easily receive and manage more orders while curating a 1:1 customer relationship.

1.4x higher order frequency from app users*

13% increase in digital orders**



“DoorDash has always been a great partner helping us scale our business, and launching the mobile app was a game-changer. The mobile app has boosted order volume and allowed us to connect with customers more efficiently, resulting in higher return rates.”

Kyle Markt
CEO, Green Tomato Grill

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AUTOMATED EMAIL MARKETING

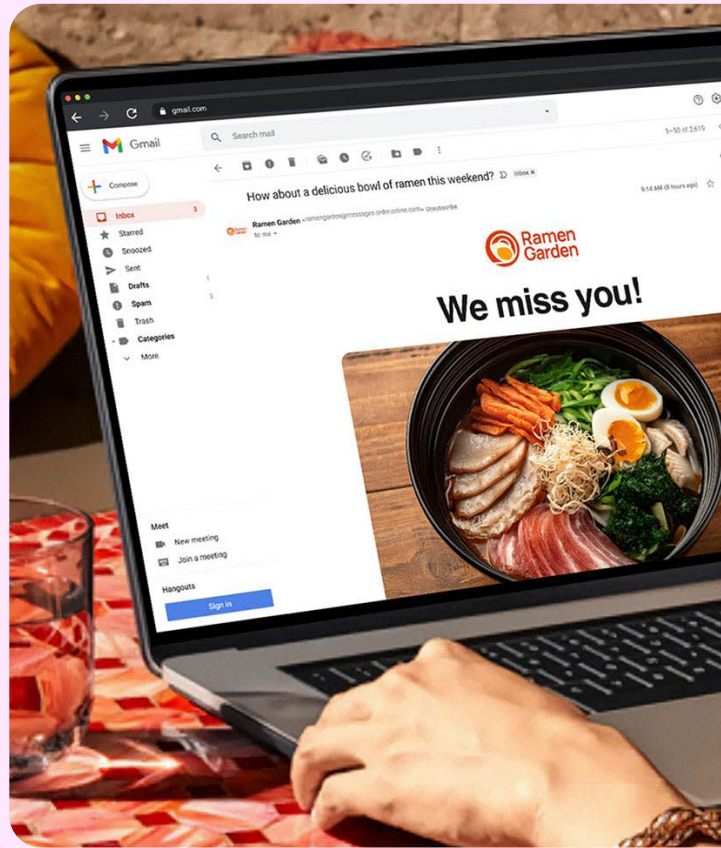
“Set it and forget it” email campaigns that drive more repeat orders and keep your brand top of mind — with no work from you.

WHAT IS IT?

Our powerful automated email marketing can help you stay top of mind with customers and encourage reorders, without the heavy lifting — boosting order frequency by an average of 15%* among new and returning customers.

KEY BENEFITS

- **Set it and forget it:** Our automated email series targets different customer milestones like a reorder series to drive repeat orders and a win-back series to re-engage inactive customers. Once the campaigns are set, you can sit back and relax.
- **Proven sales growth:** Our automated email marketing was designed using DoorDash’s proven marketing playbook, so we know what works when it comes to driving engagement and sales.



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CUSTOMIZABLE EMAIL AND TEXT MARKETING

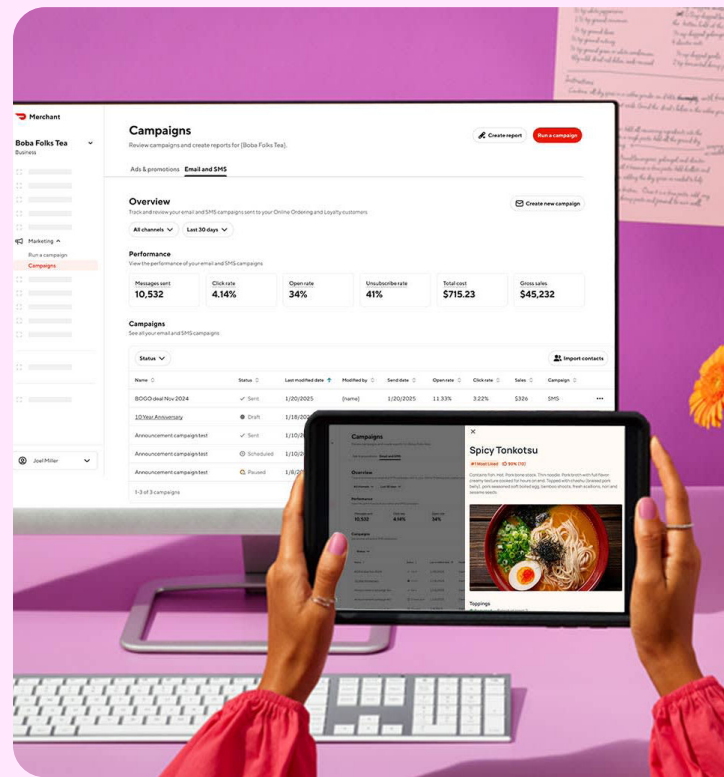
Create tailored marketing campaigns with custom emails and texts that keep customers coming back.

WHAT IS IT?

Build stronger customer relationships and loyalty with advanced email and text marketing tools. Create custom marketing campaigns with tailored messaging and segmented targeting.

KEY BENEFITS

- **Engage with customers on every channel:** Reach more customers on more channels. Double your reach by sending custom email, text, and push notifications to both your branded mobile app customers and DoorDash customers.
- **Target the right customers at the right time with the right message:** Our advanced segmentation allows you to get granular and tailor your marketing messaging to specific audiences.
- **Save time with built-in tools:** Building a custom marketing campaign is now easier than ever. With pre-built templates and AI automation at your fingertips, you can create engaging content within minutes.



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DoorDash Commerce Platform

BRANDED WEBSITE

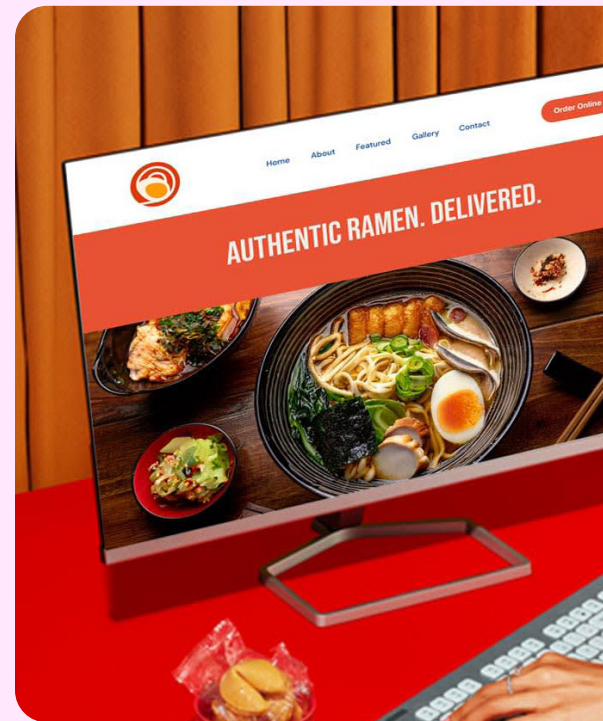
Grow your digital presence with a modern, search engine-optimized website that reflects your brand's unique identity.

WHAT IS IT?

DoorDash handles all the backend work for you — we build the site and host it. It's search engine-optimized so customers can easily find you on Google and direct links to Online Ordering for a seamless, commission-free* customer experience.

KEY BENEFITS

- **Easy to set up:** We do all the heavy lifting and backend work for you. We build the site using your existing DoorDash assets and host it for you.
- **Optimized to get more visitors and orders:** Our websites are search engine-optimized, so potential customers can easily find you on Google. And once they land on your site, we help turn those visitors into orders with a customizable pop-up.



HOW IT WORKS

1

Customers order online:

Orders placed through your mobile app appear on your tablet or POS system.

2

Dashers deliver:

Delivery orders are fulfilled by Dashers, while pickup orders are collected in-store.

3

Commission-free ordering:

You only pay payment processing (2.9% + \$0.30 per order) — not commission fees.

GET STARTED

DRIVE ON-DEMAND

Maximize your profits by offering delivery without managing your own fleet of drivers.

WHAT IS IT?

If you just want to offer delivery from your website, without the power of one of the DoorDash Commerce Platform packages, Drive On-Demand is the perfect solution.

Drive On-Demand is a reliable and easy-to-use delivery fulfillment solution that allows you to offer customers delivery through your own app, website, or other ordering channel.

You pay a flat fee per order, and a Dasher will deliver directly to your customers. You can either automate deliveries through your Middleware Provider or request Dashers when you need them.

“We still partner with DoorDash, but with Drive On-Demand, 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.”



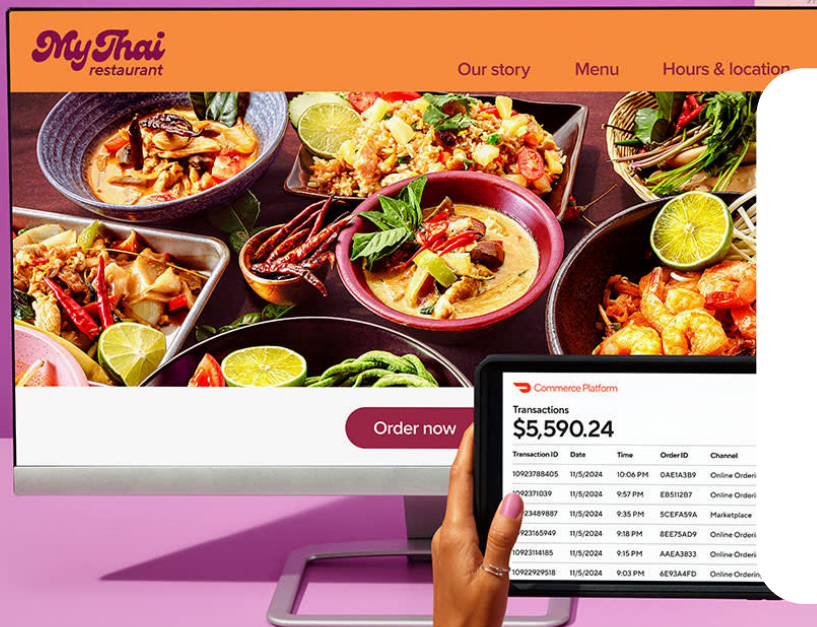
Kelly Tracey
National Operations
Manager, Roll'd

KEY BENEFITS

- **Unmatched delivery quality:** Drive On-Demand leverages the scale of DoorDash to ensure delivery speed and consistency. DoorDash uses a single network of Dashers for all platforms (the DoorDash App and Drive), which leads to faster operations and more dependability.
- **Easy integration:** With over 1,000 integrations, you can seamlessly join Drive On-Demand and operate without managing the back-end tech.
- **Multiple delivery types supported:** Drive On-Demand allows you to deliver to more customers, fulfilling deliveries for small orders, large catering-sized orders, or cash orders.*
- **Lower costs:** With Drive On-Demand, you only pay a flat fee per delivery — no signup, subscription, or hidden fees. There's also no need to worry about costs associated with in-house delivery like labor, insurance, or gas.
- **Unique marketing levers to drive order volume:** Drive On-Demand offers a self-service tool that allows you to create a branded widget on your website. Adding highly visible ways for customers to order, like a pop-up modal or Smart “Order Now” Button, can help increase sales by 15-30%.**

*Dependent on Middleware Provider

**Based off a Storefront Smart Button data test in Q1 2022 and Drive Widgets data test in Q4 2023



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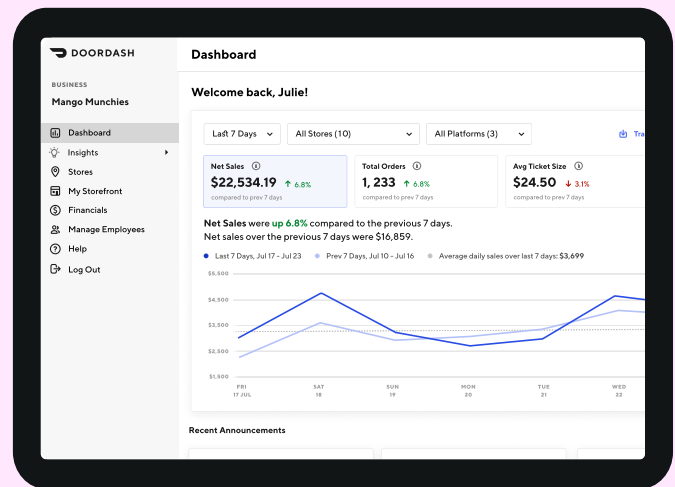
Merchant Portal
Business Manager App
Order Manager App
Point of Sale (POS)
Integrations

TECHNOLOGY TOOLS FOR RESTAURANTS

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

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, analyze 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.

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BUSINESS MANAGER APP

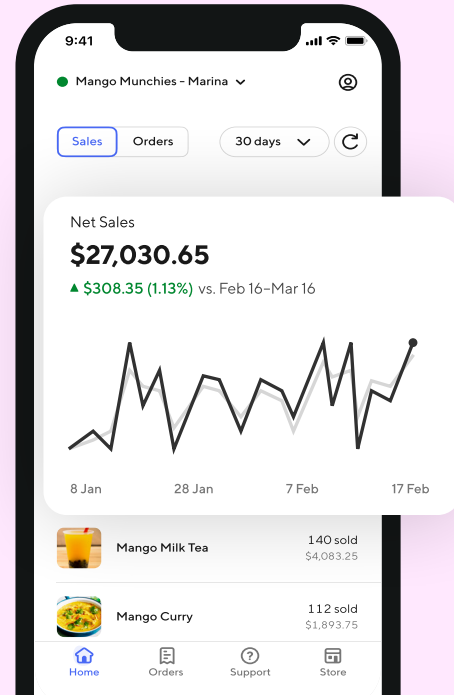
Easily manage your DoorDash business from anywhere.

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

Make Strategic Business Decisions Using DoorDash Reporting

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

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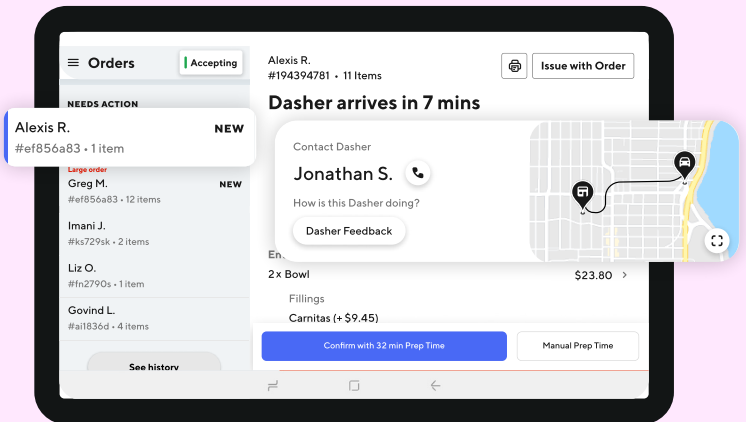


ORDER MANAGER APP

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.

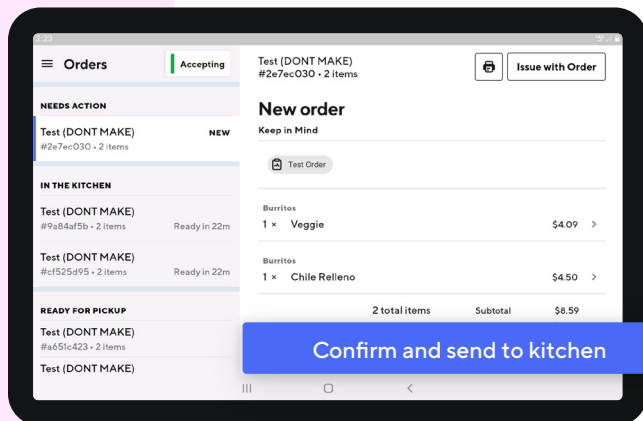
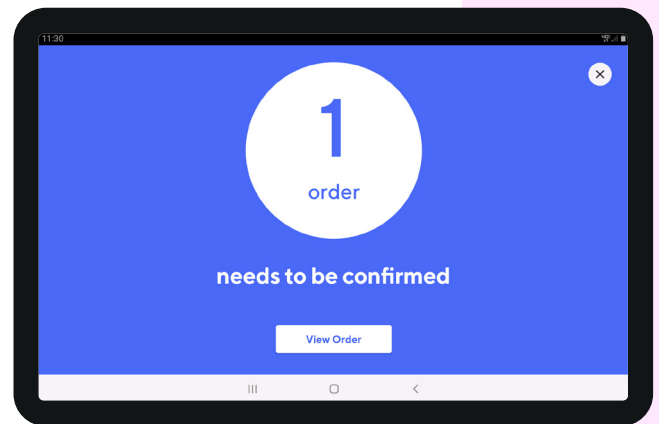
[VISIT THE LEARNING CENTER](#)



Technology Tools

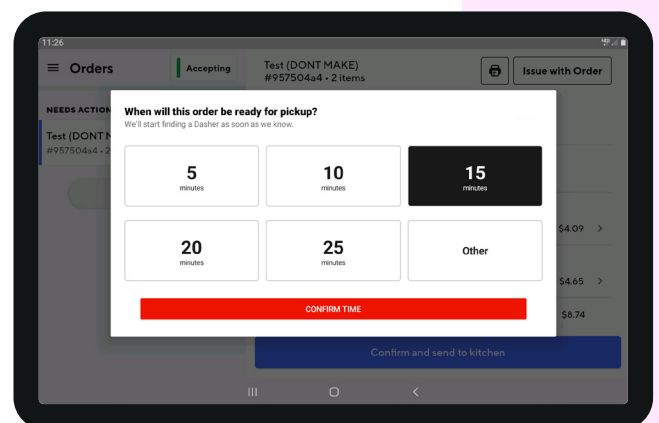
How the DoorDash Order Manager App works:

- 1 First, place your tablet somewhere that is easily accessible by your staff and make sure the volume is turned on loud.
- 2 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.



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

- 4 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."
- 5 Finally, send the order to the kitchen to be prepared.



INTEGRATE YOUR POS OR MIDDLEWARE

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

WHAT IS IT?

Our integrations create 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:** Have your dine-in, takeout, and delivery orders appear in the same place — no extra tablet or printer needed.
- **Simple menu & store management:** Menu and store changes made on your POS or MWP will automatically sync to your DoorDash menu.
- **Increase order accuracy:** DoorDash orders are automatically sent to your POS, eliminating room for error.



[SEE ALL INTEGRATION PARTNERS](#)

Integrate Your Point-of-Sale System with DoorDash

DoorDash can be integrated with several leading POS and MWP providers, so that everything — menu data, ordering channels, and sales — is in one place, no matter where the order came from. Learn how you can benefit from this technology integration.

[VISIT THE LEARNING CENTER](#)



EXPANSION

Find new growth opportunities and expand your brand with merchant financing.



In this section ▼

DoorDash Capital

Expansion

DOORDASH CAPITAL

Manage your business with fair and convenient financing.

WHAT IS IT?

Whether you need to cover unexpected expenses, open a new location, or invest in new equipment, DoorDash Capital provides fair and convenient financing to grow your business.

Get easy access to capital (typically \$5,000 to \$15,000 or more) through a partnership between DoorDash and Parafin*, a business financing provider. There are no hidden charges, no recurring interest, and no prepayment penalty. The proposed financing is a cash advance, not a loan.

KEY BENEFITS

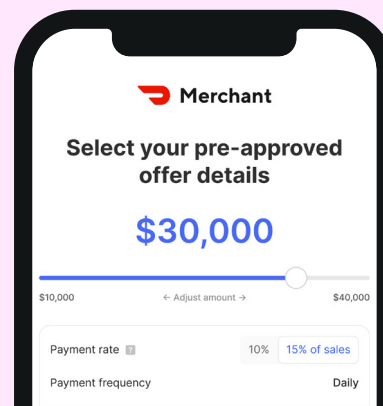
- **Fast & convenient funding:** Eligible restaurants** can see a pre-approved amount in the Merchant Portal. View, customize, and accept the offer, then receive funds in as little as 1-2 business days.
- **Transparent pricing:** Pay a one-time flat fee, and then repayment will be automatically deducted from your payout based on a percentage of your DoorDash sales.
- **Cover business expenses:** How you use this funding on your business is up to you — you can pay employees, cover unexpected expenses, upgrade equipment, and more.

New to DoorDash?

[GET STARTED](#)

Already on DoorDash?

[CHECK ELIGIBILITY](#)



HOW IT WORKS

1

Check eligibility: Opt in to data sharing in order to see if you have a pre-approved offer from Parafin in the Merchant Portal and verify your business information.

2

Customize terms: Choose your advance amount and payment rate.

3

Accept your offer: Agree to the terms of service to accept your amount. Then, you can monitor your payment progress.

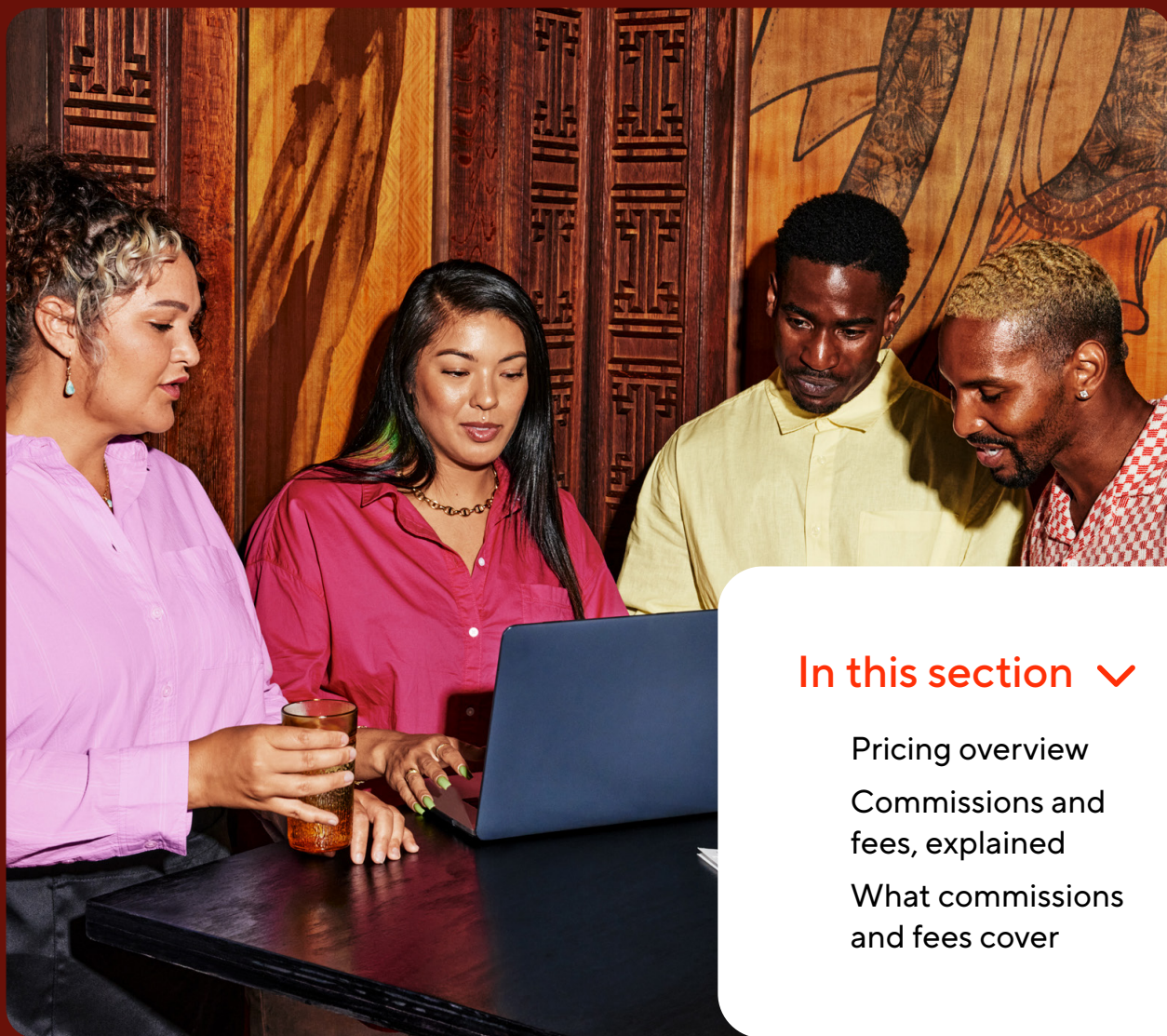
“DoorDash Capital allowed us to renovate, install an air conditioning system, and pay for deep cleaning services in our restaurant. We are so thankful to have access to this financing to help grow our business.”



Noree Tyler
Owner, Chada Thai

*Merchant cash offers and advances are provided by Parafin and governed by Parafin's [Terms of Service](#). Merchant cash offers and advances and bank transfers are subject to review and may be rescinded. Merchant cash offers and advances are not extensions of credit or loans and they may not be used for personal, family, or household purposes.

**If you are eligible, you will see a pre-approved offer on the [Capital](#) tab in the Financials section.



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 the DoorDash Marketplace, Online Ordering, and Drive On-Demand, as well as what commissions and fees cover.

Pricing Overview

MARKETPLACE PARTNERSHIP PLANS MADE TO WORK FOR YOU

Enjoy all our partnership plans* with zero payment processing fees. Change or cancel your plan at any time.



Basic

DoorDash at the lowest cost

Let customers order from you on DoorDash and add marketing programs when you need them.

Your Cost

15%

Delivery
Commission

6%

Pickup
Commission

Key Benefits

- ✓ Reach customers nearby
- ✓ Highest customer delivery fee
- ✓ Online Ordering

- ✗ DashPass
- ✗ Growth Guarantee

GET STARTED

Plus

More sales with Drive On-Demand

Increase sales and reach our most loyal and frequent customers with DashPass.

Your Cost

25%

Delivery
Commission

6%

Pickup
Commission

Key Benefits

- ✓ Reach customers farther away on DoorDash
- ✓ Lower customer delivery fee**
- ✓ Online Ordering

- ✓ **DashPass:** Increase your sales by accessing DashPass customers, who pay no delivery fees and reduced service fees.

- ✗ Growth Guarantee

GET STARTED

Premium

The most orders and new customers

Maximize sales with the biggest delivery area, DashPass, and more. Backed by our Growth Guarantee.

Your Cost

30%

Delivery
Commission

6%

Pickup
Commission

Key Benefits

- ✓ Reach customers farther away on DoorDash
- ✓ Lower customer delivery fee**
- ✓ Online Ordering

- ✓ **DashPass:** Increase your sales by accessing DashPass customers, who pay no delivery fees and reduced service fees.

- ✓ **Growth Guarantee:** Accept at least 20 orders per month or we'll refund your commission costs for that month.***

GET STARTED

*Partnership Plans (Basic, Plus, Premier) are available for restaurants with 75 or fewer locations in the U.S. 6% Pickup is available to all partners in the U.S. who comply with the [DoorDash Merchant Terms of Service](#), including having DoorDash Pickup menu prices match in-store prices.

**For Non-DashPass orders only.

***For the Merchant Location's first 6 months on the Marketplace platform as a Premier merchant partner, they are eligible for this rebate if (1) they cancel fewer than 5 orders that month and (2) maintain "open hours" on DoorDash for 90% of the Store Hours that they have set in the Merchant Portal.

Pricing Overview

COMMERCE PLATFORM PRICING THAT'S SIMPLE

Explore pricing for our à la carte suite of products designed to help you grow on your own channels.

STARTER

\$0/month*

Start building your brand and receiving orders in no time

- ✓ Commission-free* online ordering
- ✓ Custom branded website
- ✓ Order with Google integration
- ✓ Easy-to-use promotions tool
- ✓ Live order tracking
- ✓ Customer support for deliveries

GET STARTED

BOOST

\$54/store/month*

Re-engage customers automatically

- ✓ Commission-free* online ordering
- ✓ Custom branded website
- ✓ Order with Google integration
- ✓ Easy-to-use promotions tool
- ✓ Live order tracking
- ✓ Customer support for deliveries

- + Automated email marketing
- + Customizable website pop-up
- + Customized ordering pages
- + Loyalty & gift card integrations

GET STARTED

PRO

\$249/store/month*

Build loyalty with a branded app and cross-channel loyalty

- ✓ Commission-free* online ordering
- ✓ Custom branded website
- ✓ Order with Google integration
- ✓ Easy-to-use promotions tool
- ✓ Live order tracking
- ✓ Customer support for deliveries

- + Automated email marketing
- + Customizable website pop-up
- + Customized ordering pages
- + Loyalty & gift card integrations
- + Custom-branded mobile app
- + Cross-channel loyalty program
- + Customizable email and text marketing tools

GET STARTED

*2.9% + \$0.30 payment processing fee applies

Drive On-Demand

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 subscription fees or service termination fees
- ✓ Flat delivery fee per order, no commission rates

Your cost

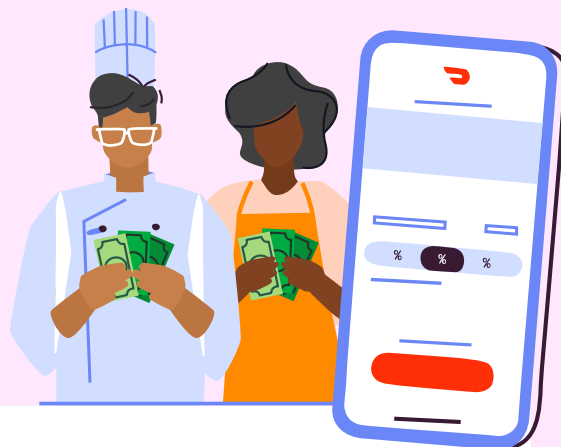
\$6.99 - \$10.99

Flat fee for delivery orders

GET STARTED

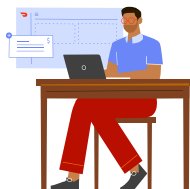
COMMISSIONS AND FEES, EXPLAINED

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



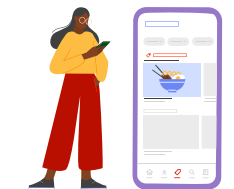
DoorDash Marketplace

Commission rates



Online Ordering

Credit card processing costs only



Drive On-Demand

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 Online Ordering, the online credit card processing fee is 2.9% of the total transaction amount +\$0.30 per order.

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

A delivery with our Basic Partnership Plan

Order subtotal: \$30.00
Tax: \$3.00
Commission (15%): -\$4.50

You keep: \$22.50

An order through your website with Online Ordering

Order subtotal: \$30.00
Tax: \$3.00
Credit card processing
+ \$.30: -\$1.17

You keep: \$25.83

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

Order subtotal: \$30.00
Tax: \$3.00
Flat fee: -\$6.99

You keep: \$20.01

WHAT COMMISSIONS AND FEES COVER

DoorDash charges fees and commission rates to bring value to your business and community. Here are some of the items they cover:

- ✔ **Advertising and marketing**

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

- ✔ **Delivery driver costs**

We empower the 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 exclusive discounts. Learn more about the Dasher Community at [Dasher Central](#).

- ✔ **Customer service and support for customers, restaurants, and Dashers**

Customers, business owners, and Dashers all have unique needs that often need addressing immediately. When something goes wrong with an order, we have a 24/7/365 team of people ready to help solve customer issues, so they'll continue to order from your business.

- ✔ **Technology platform costs**

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

- ✔ **Credit card processing**

With the exception of Online Ordering (where you only pay a credit card processing fee with no additional commissions, monthly fees, or per-order 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 merchants.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 to a sales representative?

CONTACT US

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



About DoorDash

DoorDash (NASDAQ: DASH) is a technology company that connects consumers with their favorite local businesses in more than 30 countries across the globe. Founded in 2013, DoorDash builds products and services to help businesses innovate, grow, and reach more customers. DoorDash is your door to more: the local commerce platform dedicated to enabling merchants to thrive in the convenience economy, giving consumers access to more of their communities, and providing work that empowers.

