WELCOME TO DOORDASH
DRIVE ON-DEMAND

Commerce Platform

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WHAT IS DRIVE ON-DEMAND?

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.

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.

FLEXIBLE USE CASES FOR DRIVE ON-DEMAND

Drive On-Demand allows you to deliver to more customers, fulfilling deliveries for small orders, large catering-sized orders, and an extended delivery radius.*

*Dependent on Middleware Provider

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%.

Source: DoorDash proprietary data and industry research; figures represent 2020 - 2024 CRO + Web Widget Data Testing Result averages

HOW DOES DRIVE ON-DEMAND WORK?

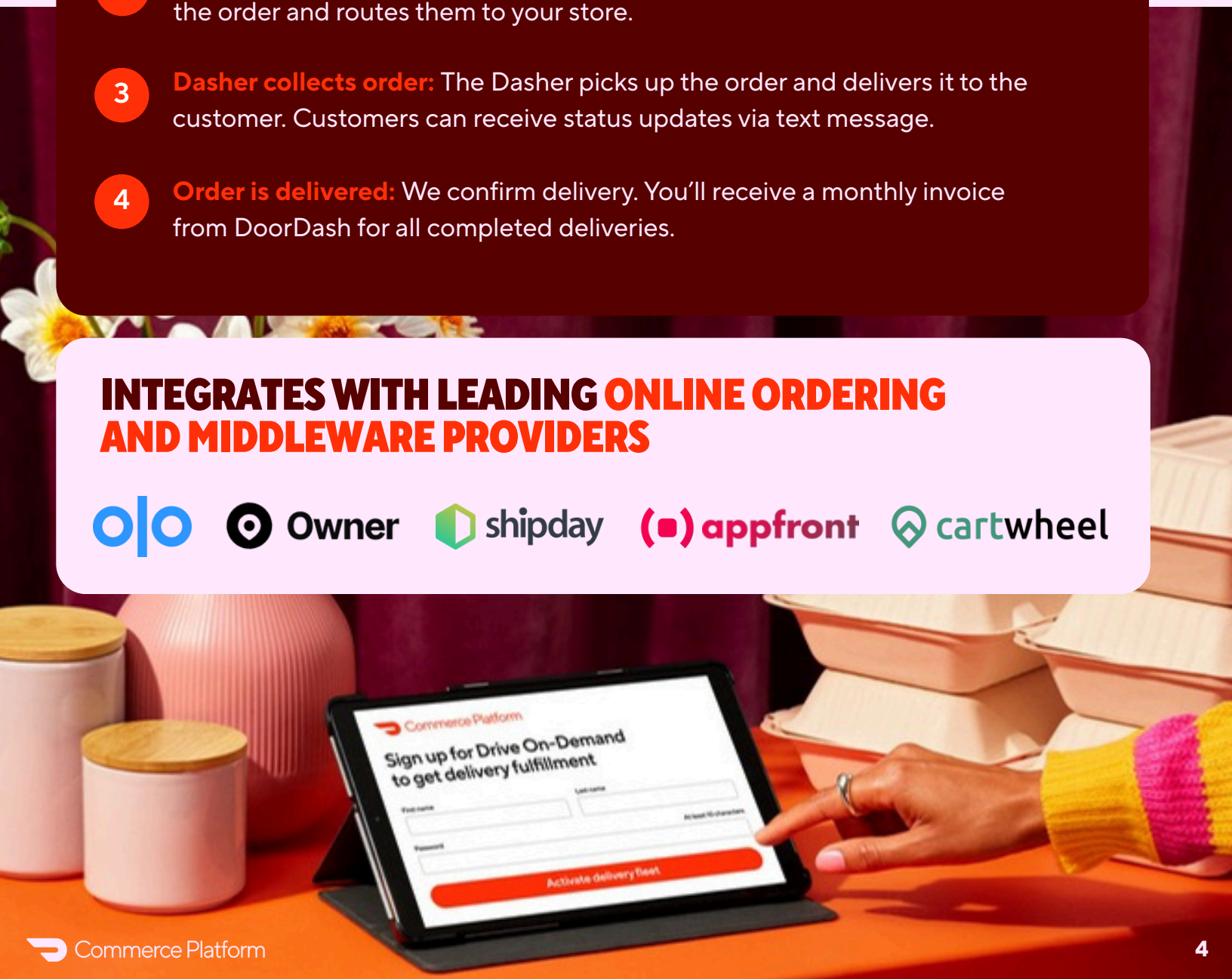
Maximize your profits by offering delivery without managing your own fleet of drivers.

FULFILL DELIVERY ORDERS FROM YOUR OWN WEBSITE, APP, OR OTHER CHANNELS WITH DRIVE ON-DEMAND

1. **Customer places order:** A customer places an order on your website, mobile app or other channel.
2. **We assign Dasher:** Our Drive On-Demand Dispatch assigns a Dasher to the order and routes them to your store.
3. **Dasher collects order:** The Dasher picks up the order and delivers it to the customer. Customers can receive status updates via text message.
4. **Order is delivered:** We confirm delivery. You'll receive a monthly invoice from DoorDash for all completed deliveries.

INTEGRATES WITH LEADING ONLINE ORDERING AND MIDDLEWARE PROVIDERS

olo · Owner · shipday · appfront · cartwheel



GETTING STARTED WITH DRIVE ON-DEMAND

Commerce Platform

HOW TO USE THE MERCHANT PORTAL

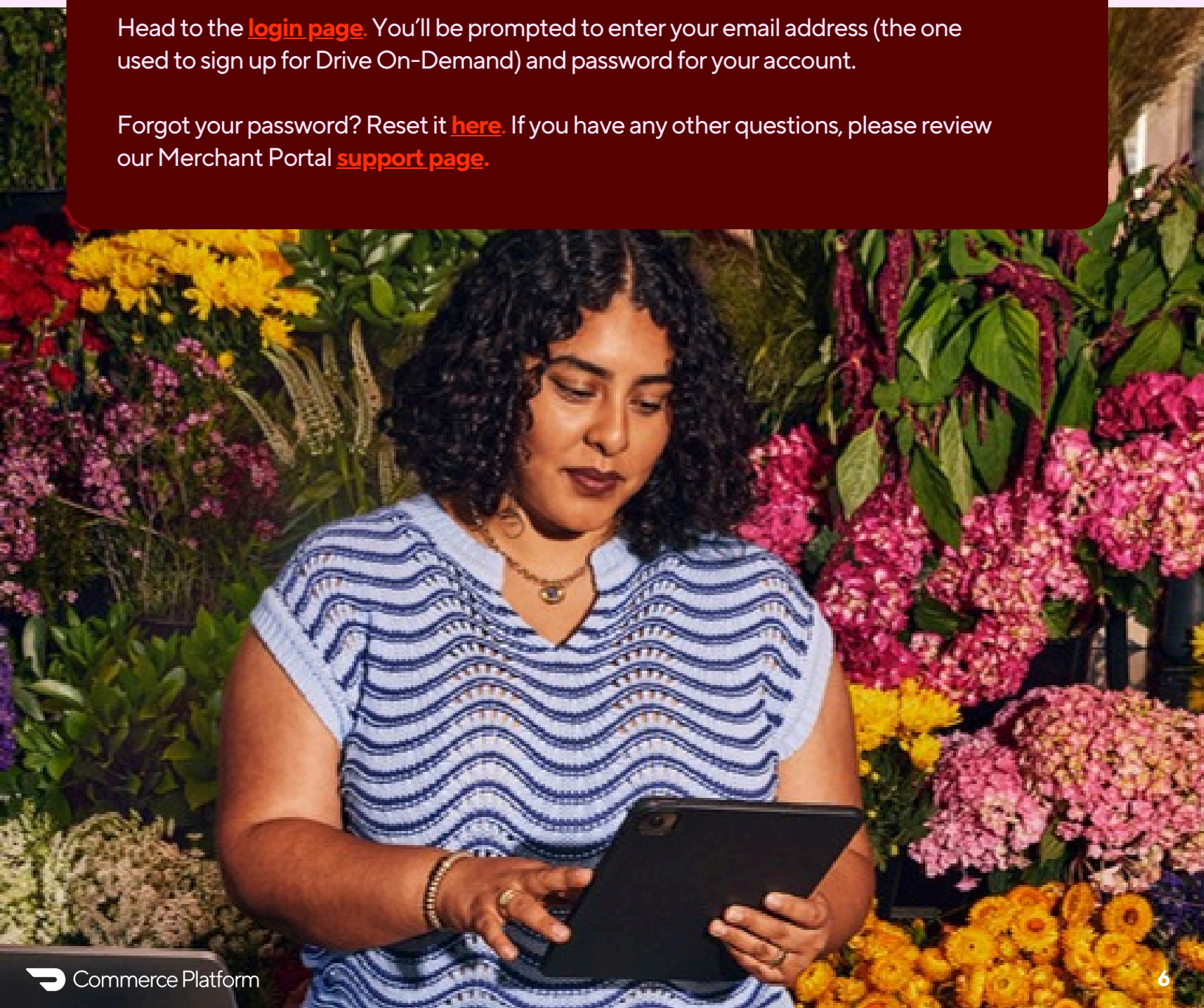
WHAT IS THE MERCHANT PORTAL?

The Merchant Portal is the heart of your DoorDash partnership. It's an online tool that allows you to keep track of orders, submit refunds, provide Dasher feedback, run reports, and view order data — all from one place.

HOW DO I LOG INTO THE MERCHANT PORTAL?

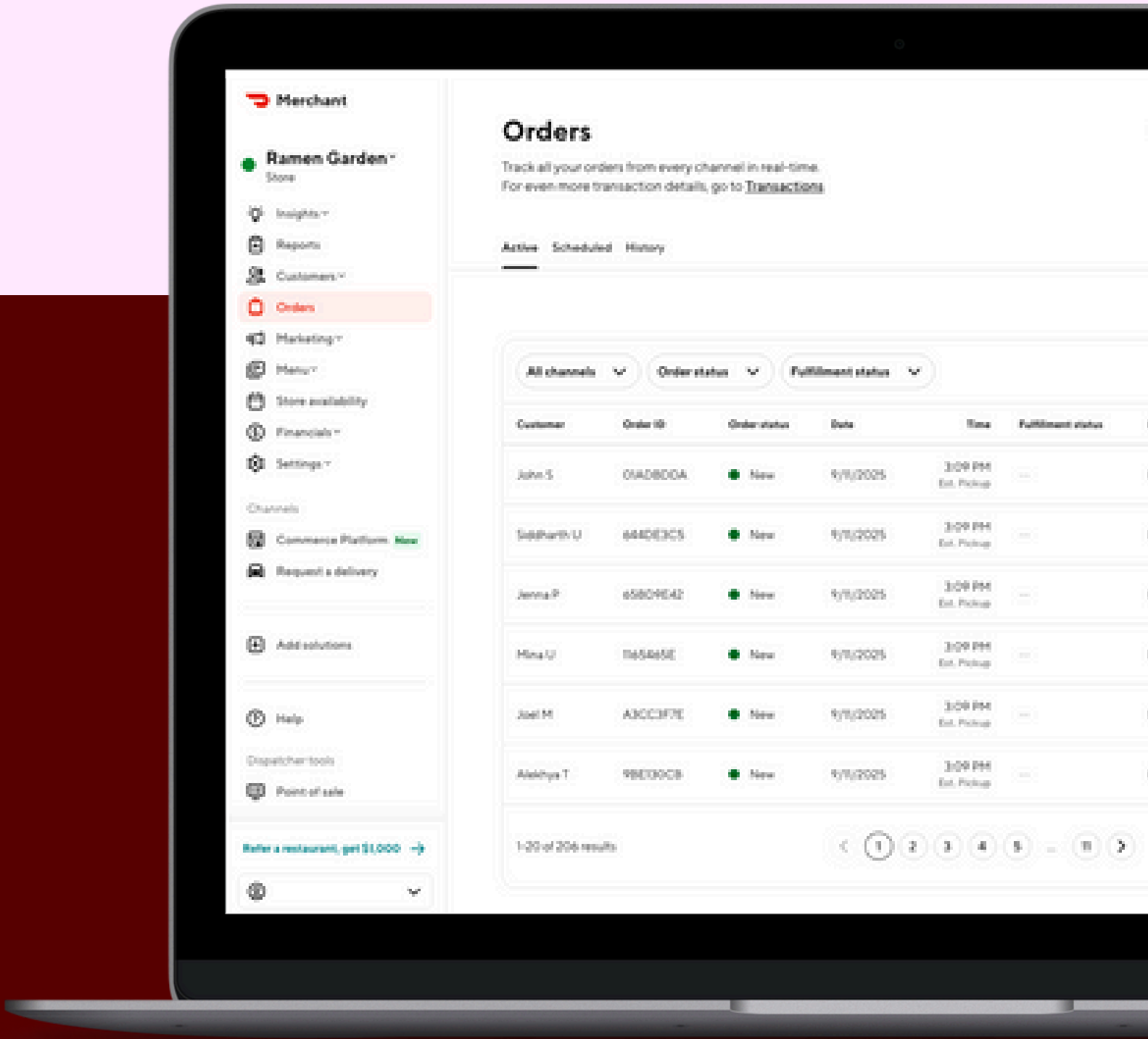
Head to the login page. You'll be prompted to enter your email address (the one used to sign up for Drive On-Demand) and password for your account.

Forgot your password? Reset it here. If you have any other questions, please review our Merchant Portal support page.



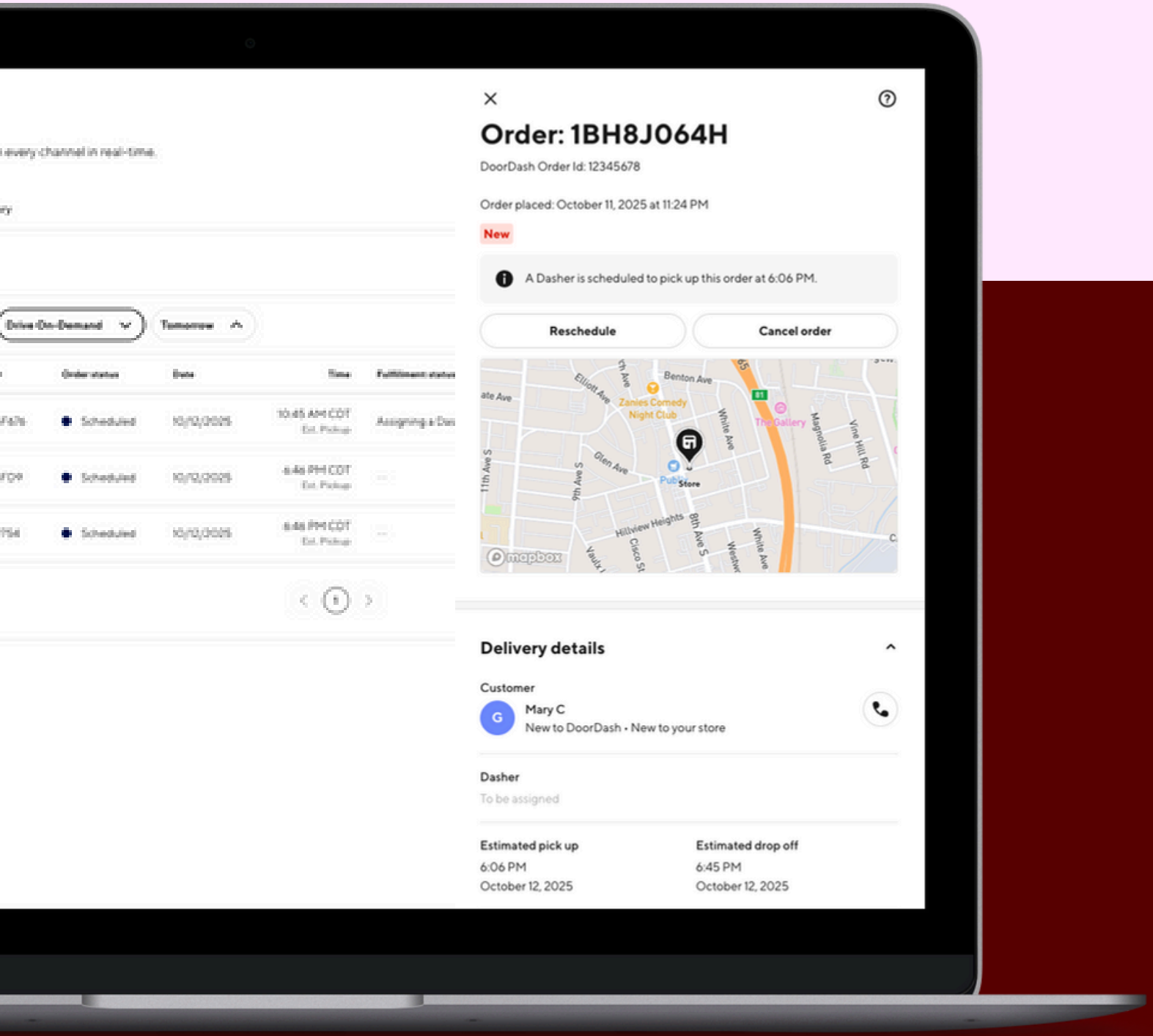
ORDER TAB OVERVIEW

You can view all active and scheduled orders in the Orders tab, complete with live tracking and Dasher information.



RESCHEDULE OR CANCEL DELIVERIES

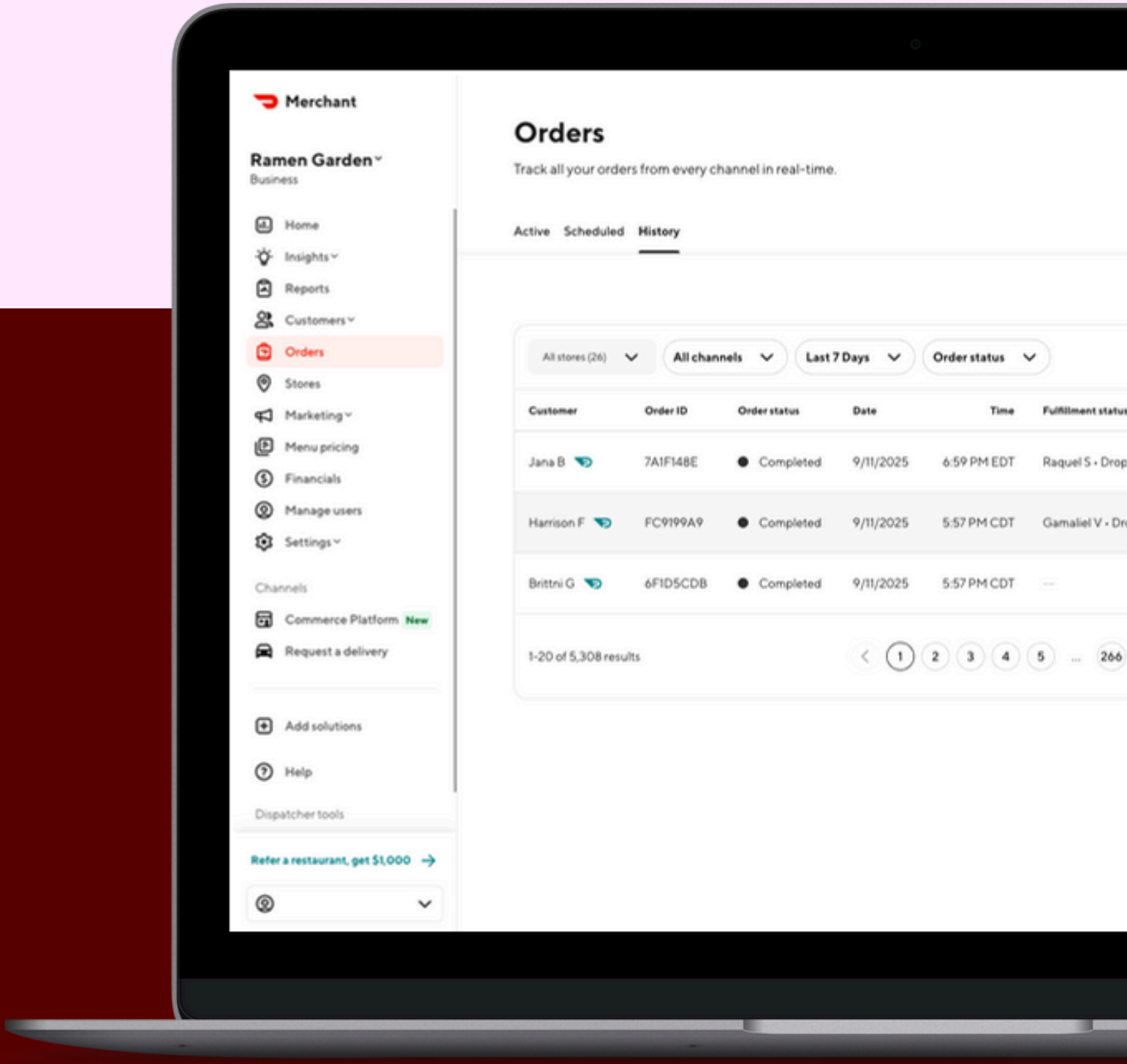
Click the order, and select **Reschedule** or **Cancel**. Reach out to DoorDash support for live orders that need to be canceled or rescheduled.



ORDER HISTORY

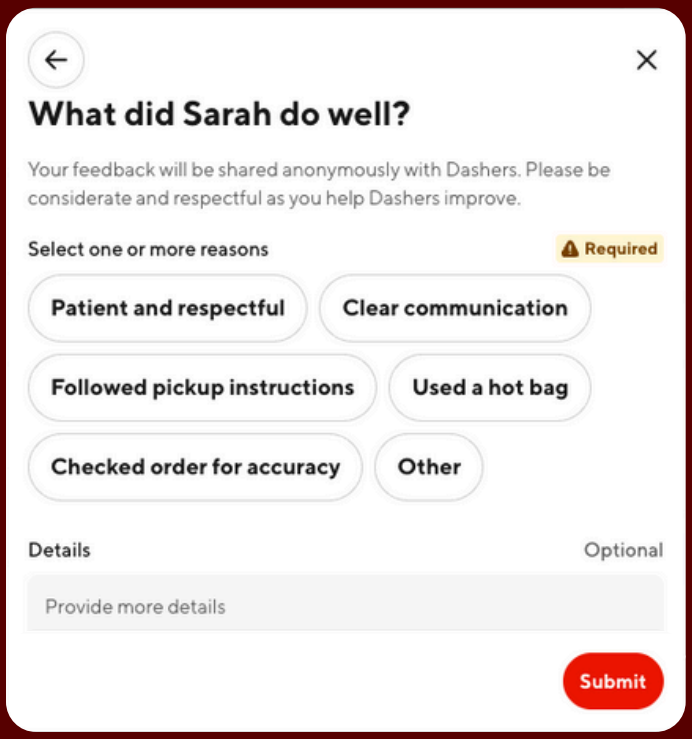
In addition to active and scheduled orders, you can also view all of your completed orders. Each delivery has its own delivery ID, as well as both customer and Dasher information.

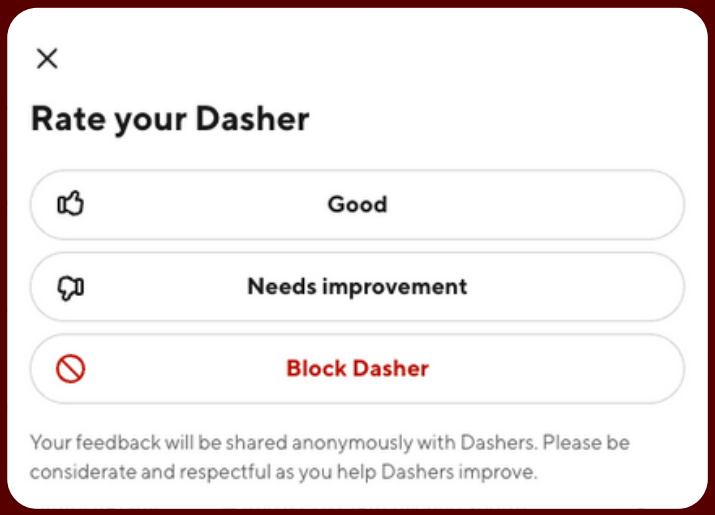
To isolate Drive On-Demand orders, filter **All Channels** to the **Drive On-Demand channel.**

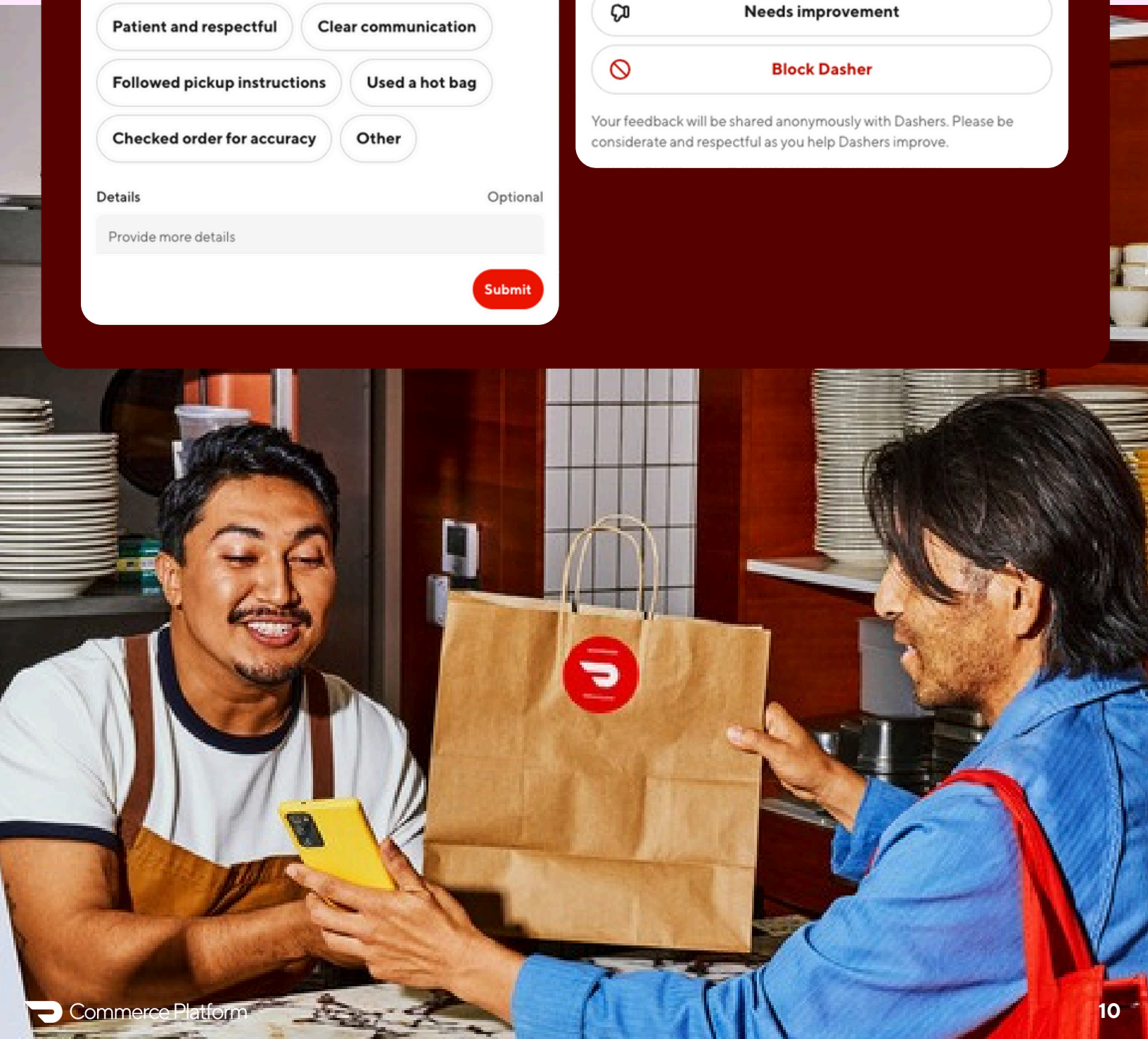


HOW DO I PROVIDE DASHER FEEDBACK?

Click on any order in the Orders List page and then select 'Rate Dasher' to provide positive or constructive feedback to the Dasher. You are also able to prefer or block individual Dashers. For more information on how to use the Merchant Portal, please see our FAQ page







TIPS FOR SUCCESS

DEFAULT TIP PERCENTAGE

Implement a suggested 15% tip in the order checkout screen. Customers can opt out if they wish, but setting default tips improves tipping rates and increases overall delivery quality.

DESIGNATE PICK-UP LOCATION

Define a clear pick-up location for Drive On-Demand orders to eliminate unnecessary Dasher wait time.

CLEAR IN-STORE SIGNAGE

Adding in-store signage can help decrease the amount of time Dashers spend at the store when picking up orders.

IMPLEMENT SERVICE FEES

Consider splitting the delivery fee into a flat headline fee and a service fee that's a percentage of the order total.

TRAIN STAFF ON DRIVE ON-DEMAND

Make sure store operators understand the difference between Marketplace and Drive On-Demand orders to prevent confusion in store.

LABEL ORDERS

Add customer name labels to orders to ensure customers get the right order.

DASHER INSTRUCTIONS

Add clear Dasher instructions in the Portal to improve delivery efficiency.

ENSURE ORDERS ARE READY BY THE QUOTED PICKUP TIME

Make sure to bake in prep time when using Drive On-Demand to prevent late deliveries.

FREQUENTLY ASKED QUESTIONS

Commerce Platform

HOW AM I BILLED FOR DRIVE ON-DEMAND?

If you are using Drive On-Demand through an online ordering partner integration, you will either receive an **invoice at the end of the month with details regarding your DoorDash deliveries** or **an invoice from your online ordering provider.** Whether you are invoiced by your online ordering provider or DoorDash is dependent on the online ordering provider you use. The DoorDash invoice is payable by ACH, wire, or check.

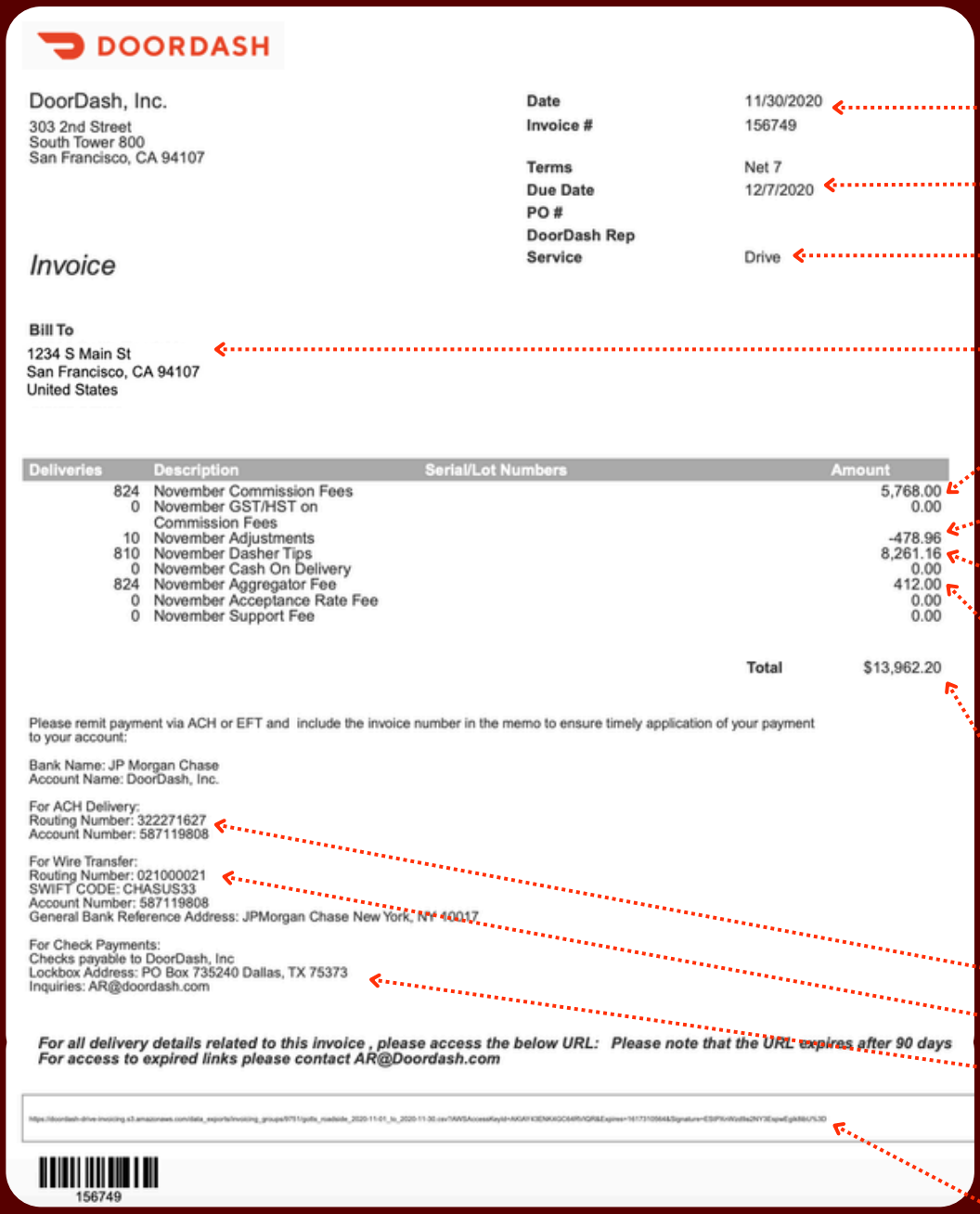
If you are not using Drive On-Demand through an online ordering partner integration — in other words, if you are manually inputting orders into the Drive On-Demand Portal — you can pay for your deliveries by adding a credit card to your account.

Please note that the monthly invoice you receive from Drive On-Demand is limited to charges for deliveries through Drive only, not reflective of the DoorDash app fee.

Please note that you will be able to download the invoice details as a CSV file by clicking on the link at the bottom of the invoice. This CSV file will contain details on each delivery as well as which store location the delivery is tied to.

Reference the image on the next page for a breakdown of your invoice.

DRIVE ON-DEMAND INVOICE GUIDE



DOORDASH

DoorDash, Inc.
303 2nd Street
South Tower 800
San Francisco, CA 94107

Date	11/30/2020
Invoice #	156749
Terms	Net 7
Due Date	12/7/2020
PO #	
DoorDash Rep	
Service	Drive

Invoice

Bill To
1234 S Main St
San Francisco, CA 94107
United States

Deliveries	Description	Serial/Lot Numbers	Amount
824	November Commission Fees		5,768.00
0	November GST/HST on Commission Fees		0.00
10	November Adjustments		-478.96
810	November Dasher Tips		8,261.16
0	November Cash On Delivery		0.00
824	November Aggregator Fee		412.00
0	November Acceptance Rate Fee		0.00
0	November Support Fee		0.00
		Total	$13,962.20

Please remit payment via ACH or EFT and include the invoice number in the memo to ensure timely application of your payment to your account:

Bank Name: JP Morgan Chase
Account Name: DoorDash, Inc.

For ACH Delivery:
Routing Number: 322271627
Account Number: 587119808

For Wire Transfer:
Routing Number: 021000021
SWIFT CODE: CHASUS33
Account Number: 587119808
General Bank Reference Address: JPMorgan Chase New York, NY 10017

For Check Payments:
Checks payable to DoorDash, Inc
Lockbox Address: PO Box 735240 Dallas, TX 75373
Inquiries: AR@doordash.com

For all delivery details related to this invoice , please access the below URL: Please note that the URL expires after 90 days
For access to expired links please contact AR@Doordash.com

156749

INVOICE DATE

INVOICE DUE DATE

DOORDASH SERVICE
e.g. DoorDash Drive

BILLING ADDRESS ON FILE

COMMISSION FEES
Drive delivery fees

ADJUSTMENTS
Refunds (e.g. for cancellations)

DASHER TIPS
Tip amount passed to the Dasher

AGGREGATOR FEE
Fee for online ordering platform only applicable for certain online order providers (e.g. Toast, Square, etc)

TOTAL CHARGE DUE

METHODS TO PAY YOUR INVOICE INCLUDE:

ACH (preferred method)

Wire

Check

Debit, Credit Card and Auto-Pay options are available through the Invoicing Portal.

DELIVERY CSV FILE
Click this link to download a csv showing all deliveries tied to the invoice total charge.

HOW DO I CONTACT DRIVE ON-DEMAND SUPPORT?

For urgent issues where immediate resolution is required, please call DoorDash Support **(855)-222-8111**. Relevant issues listed below:

- Dasher 15+ min late to the store
- Dasher took the wrong food
- Customer calls the store & cancels
- Customer never received the order
- Change to delivery address

For issues where immediate resolution is **not** required, please contact your DoorDash Account Manager or email **drive-support@doordash.com**. Relevant issues listed below:

- If the guest has a complaint and wants a refund
- If a Dasher was rude to the staff or customer
- Billing/refund processing

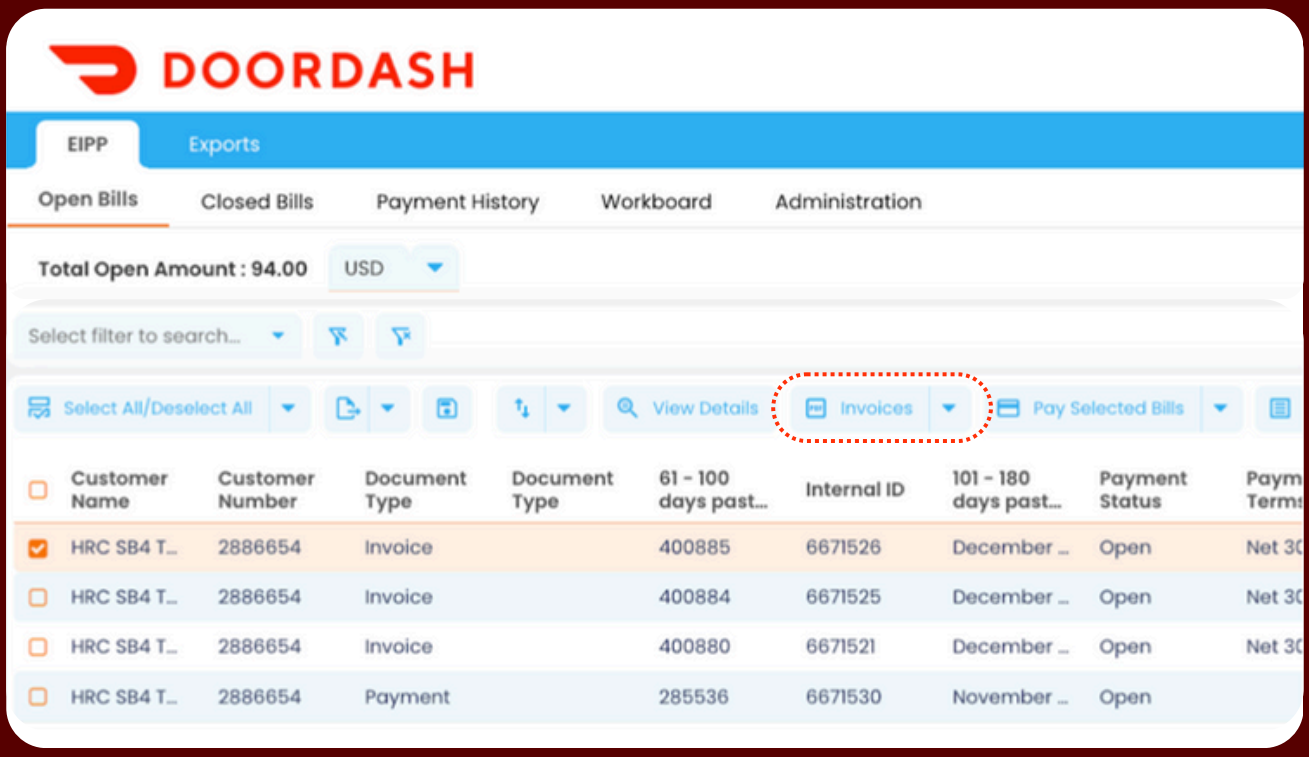
When contacting Drive On-Demand Support, please:

- State that it's a DoorDash Drive On-Demand delivery
- Have store name, customer name, customer phone number, delivery ID ready.

HOW CAN I VIEW OR UPDATE MY INVOICING INFORMATION?

HighRadius is the DoorDash invoicing portal that gives you the ability to easily view and manage DoorDash invoices. The invoicing portal centralizes a database of all past invoices, expands payment options, and gives you the power to update your information at any time. Onboard to HighRadius here and refer to our FAQ page for onboarding instructions.

For more information on invoicing, please visit our Invoicing FAQ Page.



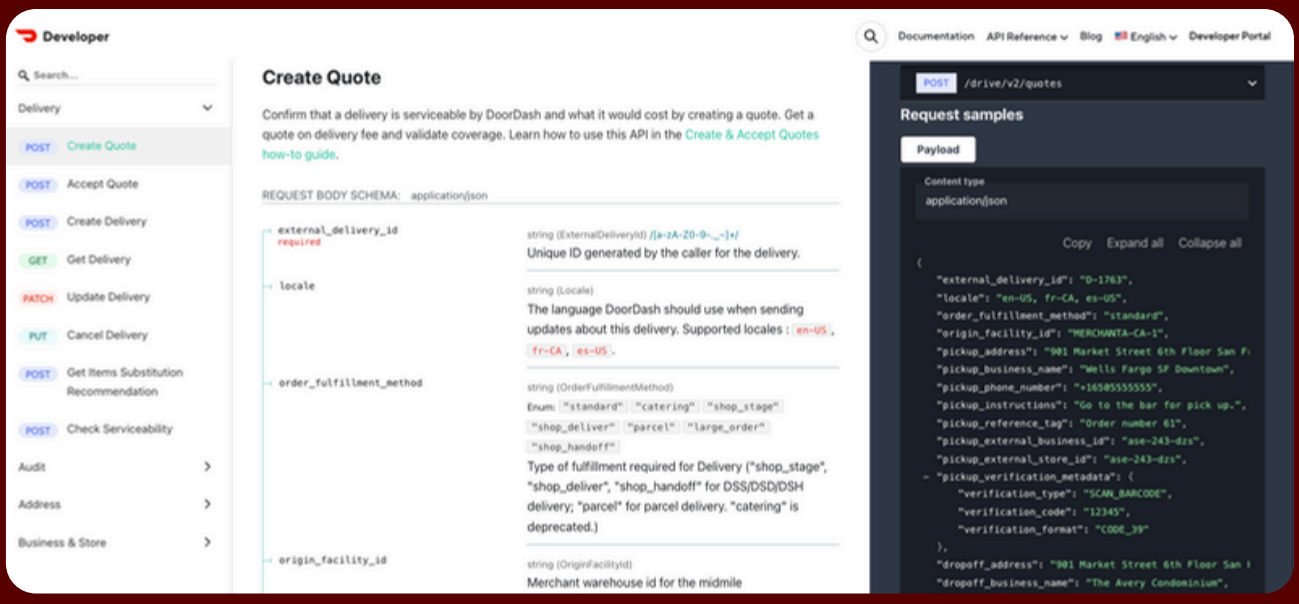
HOW DO I SET MY DEFAULT DELIVERY SETTINGS TO CONTACTLESS OR HAND TO ME?

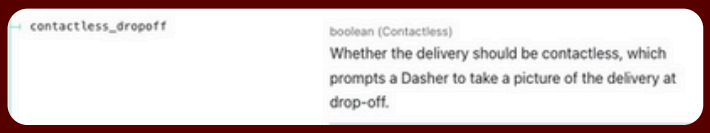
Your default delivery settings (which instructions the Dasher receives when a customer doesn't input any custom instructions) can be set by updating the '**contactless_dropoff=**' line in your Drive On-Demand API requests. '**True**' enables contactless deliveries, and '**false**' requires '**hand to me**' deliveries.

Simply put, the Drive On-Demand API (short for Application Interface Programming) is the code your Middleware Provider uses to integrate your website with DoorDash, request deliveries, and communicate relevant delivery information.

Leveraging your integration with the Drive On-Demand API, it is possible to update a variety of different specifications regarding your deliveries.

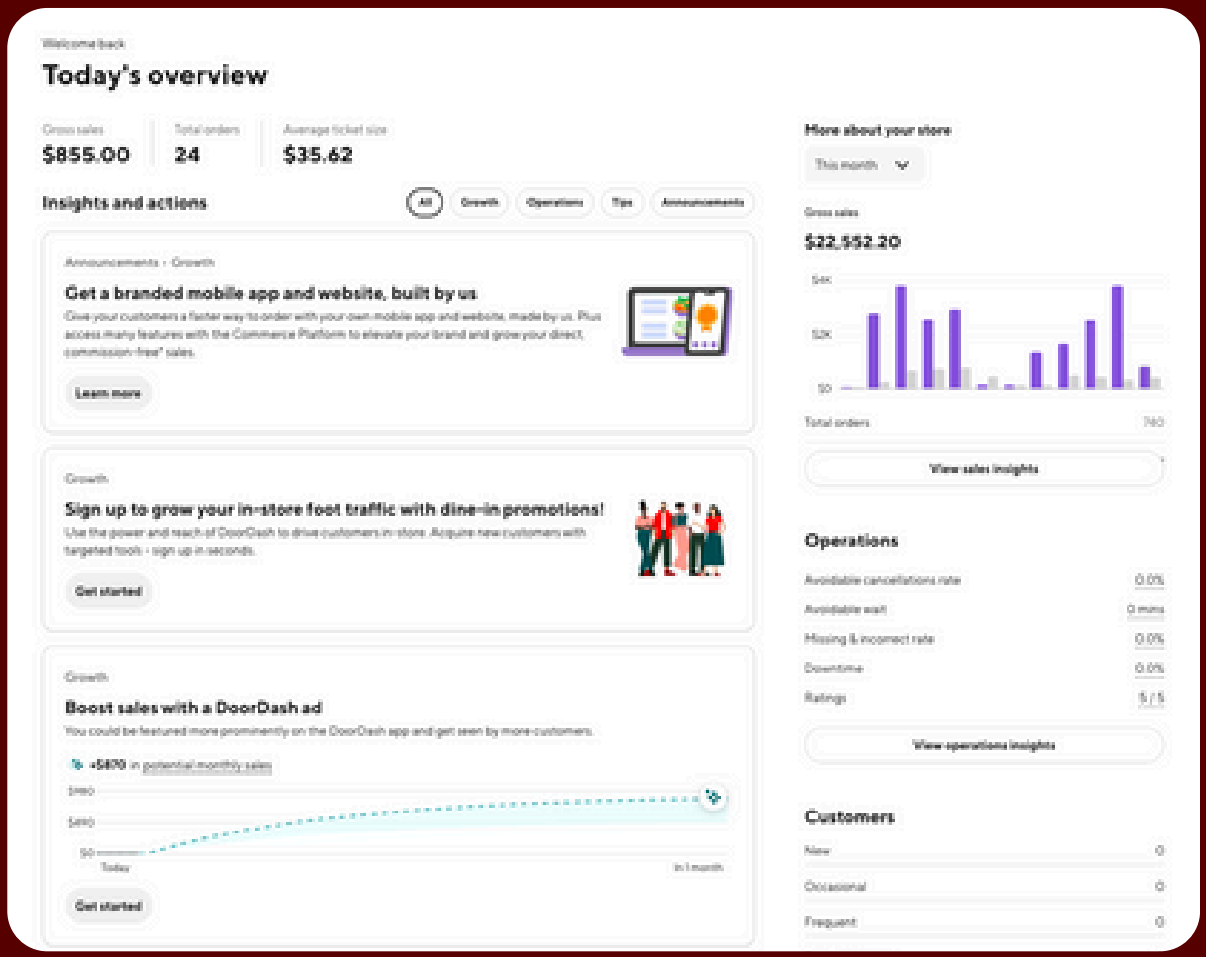
If you or your Middleware Provider want to learn more about the Drive On-Demand API, you can explore the Developer Portal and its features here or reach out to our API team directly at **drive-api-support@doordash.com**



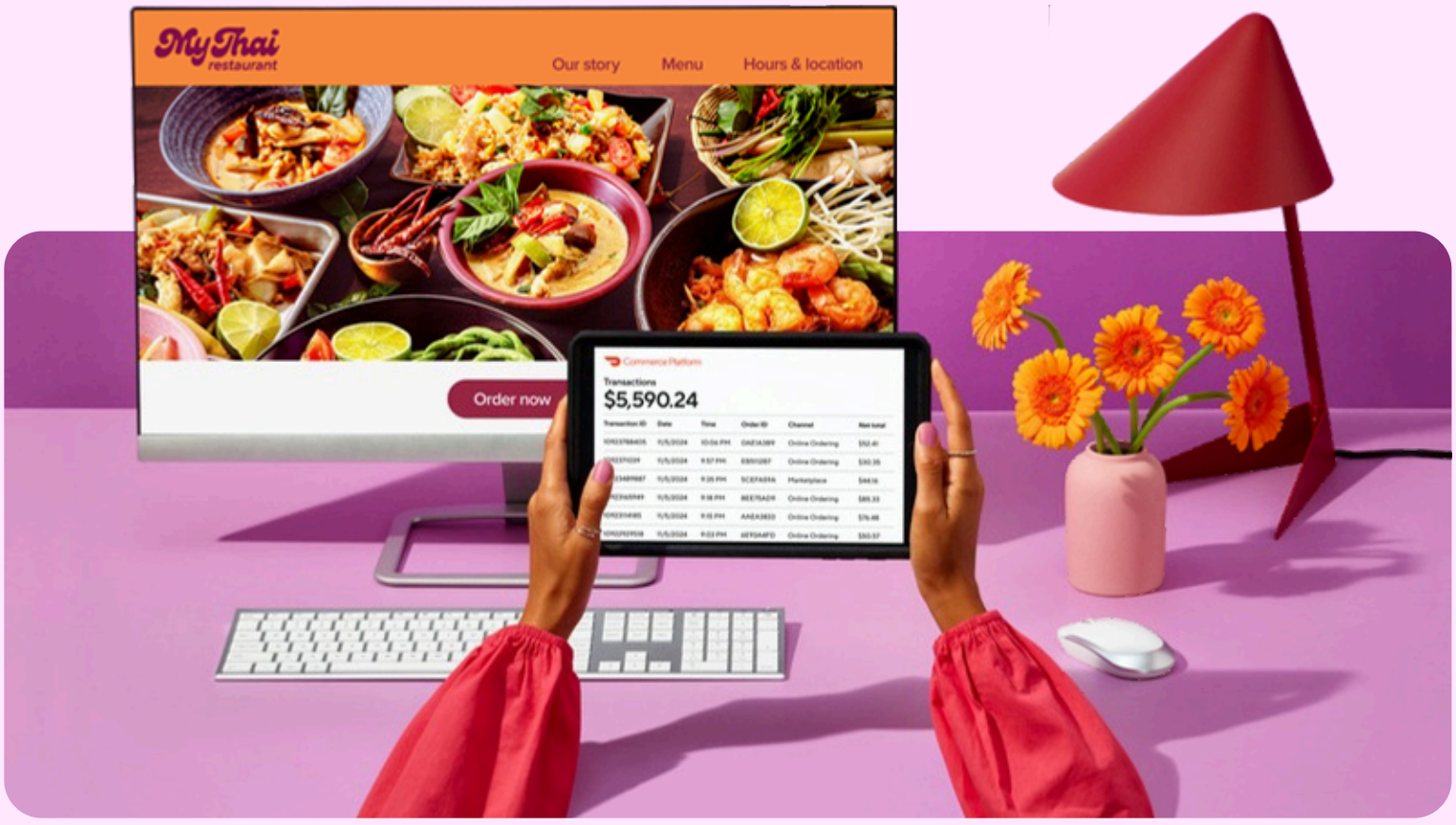


HOW CAN I ACCESS MY PERFORMANCE METRICS AND QUALITY STATISTICS?

When you log into your DoorDash Merchant Portal, the first thing you'll see is your dashboard. The dashboard shows daily sales, delivery order counts, avoidable cancellation rate, avoidable wait time, missing and incorrect rate, downtime rate, and average customer ratings.



HOW TO USE GROWTH LEVERS & PROMOTIONAL CAMPAIGNS



Commerce Platform

GROWING YOUR FIRST-PARTY BUSINESS WITH DOORDASH DRIVE ON-DEMAND

DELIVERY RADIUS EXPANSION

The standard radius on Drive On-Demand averages between 3-5 miles. Delivery Radius Extension allows you to reach customers up to 10 miles from your store location with an incremental per-mile fee.

EXPECTED SALES LIFT: ~5%+ [1]

FEE OPTIMIZATION

Update your website's checkout settings through price optimization, removing order minimums, leveraging service fees, and enabling automatic pre-selected tips to optimize your order conversion, gross profitability, and order quality.

FOR EVERY $1 REDUCTION IN DELIVERY FEE, MERCHANTS SAW A ~6% VOLUME LIFT [2]

WEB WIDGETS

Web Widgets are a pop-up you can add to any or all pages of your website to boost conversion. Using this functionality, you can increase awareness about limited time offers and promotions, driving additional engagement.

EXPECTED VOLUME LIFT: ~15% TO ~30% [3]

PROMOTIONAL CAMPAIGNS

Offering discounted or free items or delivery to customers can drive increased order volume when paired with marketing efforts. Free Delivery campaigns are a proven type of promotional campaign, and can drive significant volume lift.

ON AVERAGE, FREE DELIVERY CAMPAIGNS CAN DRIVE 1.5X - 4X VOLUME LIFT [4]

Source: DoorDash proprietary data and industry research; (1) figures represent April 2024 - March 2025 Distance-Based Pricing Data across 150+ SMB Users, (2) DD Marketplace Misconfigured Fee Analysis Figures as of February 2025, (3) 2020 - 2024 CRO + Web Widget Data Testing Result averages, (4) 2024 "Drive Me Free" Free Delivery campaign Promotional Averages and Mellow Mushroom Promotional Data

DELIVERY RADIUS EXPANSION

The standard radius on Drive On-Demand averages between 3-5 miles. Implementing Delivery Radius Expansion allows you to reach customers up to 10 miles away from your restaurant.

HOW DOES DELIVERY RADIUS EXPANSION WORK?

Delivery Radius Expansion costs an additional $1/mile after 5 miles.

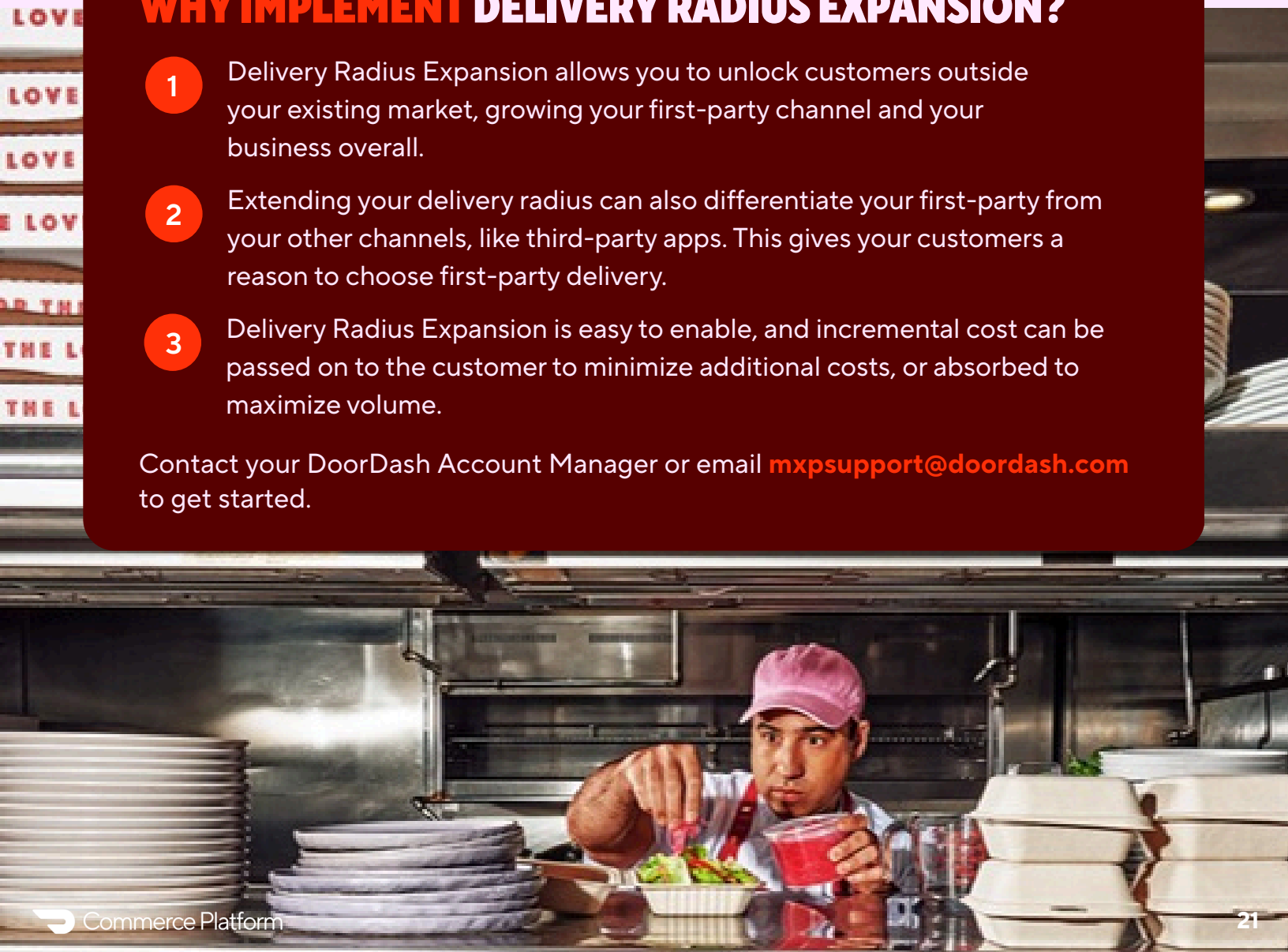
- 0-5 miles: you will pay your current drive flat fee (ex. $7.99)
- 5-10 miles: you pay your current drive flat fee (ex. $7.99) + $1/incremental mile.

This incremental cost enables us to maintain our high quality standards and a positive customer experience, even at a larger radius.

WHY IMPLEMENT DELIVERY RADIUS EXPANSION?

1. Delivery Radius Expansion allows you to unlock customers outside your existing market, growing your first-party channel and your business overall.
2. Extending your delivery radius can also differentiate your first-party from your other channels, like third-party apps. This gives your customers a reason to choose first-party delivery.
3. Delivery Radius Expansion is easy to enable, and incremental cost can be passed on to the customer to minimize additional costs, or absorbed to maximize volume.

Contact your DoorDash Account Manager or email **mxpsupport@doordash.com** to get started.



DELIVERY FEE OPTIMIZATION

Fee optimization includes updating your restaurant's website checkout settings to boost your order conversion, gross profitability, and order quality. For every $1 reduction in delivery fee, merchants saw a ~6% sales increase.

HOW DOES FEE OPTIMIZATION WORK?

Fee Optimization uses four key approaches to optimize order conversion, gross profitability, and order quality.

Price optimization: Find the ideal delivery fee to offer customers; often a $1 to $4 subsidy on the customer delivery fee results in a net bottom line boost.

Remove order minimums: Update website settings to allow delivery without any minimum order threshold.

Service fees: Drive increased volume by moving customer fees from the 'Delivery Fee' bucket to a 'Service Fee' bucket.

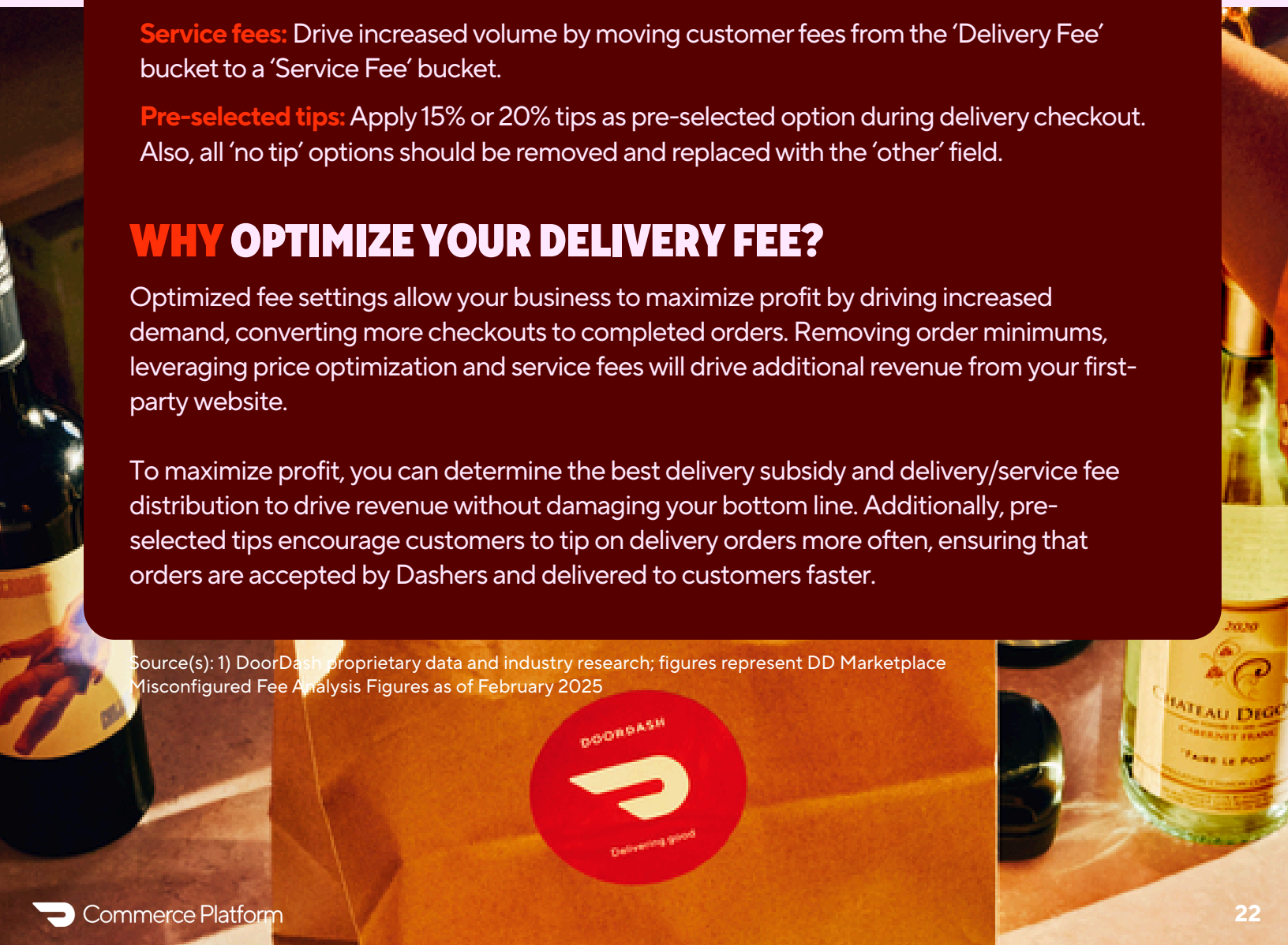
Pre-selected tips: Apply 15% or 20% tips as pre-selected option during delivery checkout. Also, all 'no tip' options should be removed and replaced with the 'other' field.

WHY OPTIMIZE YOUR DELIVERY FEE?

Optimized fee settings allow your business to maximize profit by driving increased demand, converting more checkouts to completed orders. Removing order minimums, leveraging price optimization and service fees will drive additional revenue from your first-party website.

To maximize profit, you can determine the best delivery subsidy and delivery/service fee distribution to drive revenue without damaging your bottom line. Additionally, pre-selected tips encourage customers to tip on delivery orders more often, ensuring that orders are accepted by Dashers and delivered to customers faster.

Source(s): 1) DoorDash proprietary data and industry research; figures represent DD Marketplace Misconfigured Fee Analysis Figures as of February 2025



WEB WIDGETS
ONE CLICK ORDERING

Web Widgets are a pop-up you can add to any page of your website. They can boost conversion through evergreen pop-ups like 'Order Now' buttons, and increase awareness of loyalty programs and limited time offers and promotions.

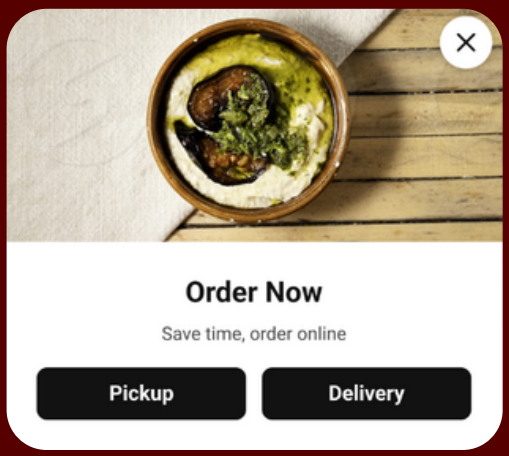
HOW CAN I ADD A WEB WIDGET TO MY WEBSITE?

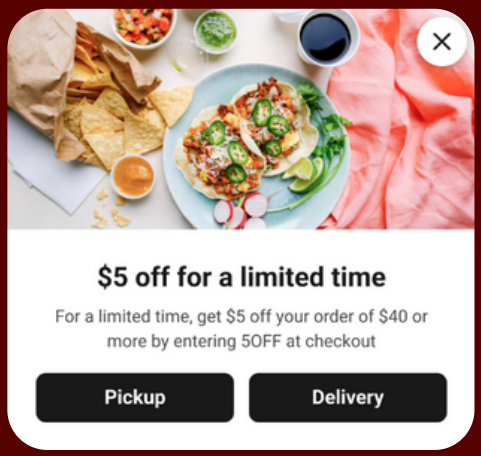
Add just one line of code to your website. This code dynamically loads your widgets, so you only need to add this once! Build this easy to install, highly customizable Web Widget (no DoorDash branding) using the Widget Tool in the Merchant Portal. Web widgets can be conducted in either of the following ways:

- **Limited-Time:** Increase awareness about limited-time offers and promotions
- **Evergreen:** Boost conversion through evergreen pop-ups like 'Order Now' or loyalty program awareness

WHY SHOULD I ADD A WEB WIDGET TO MY WEBSITE?

Widgets are proven over dozens of A/B tests to be more impactful than other display methods with no negative impact. They are easy to customize to your brand's images and colors. You can customize the layout, placement, and other details of your widget easily, maintaining your branding throughout each customer's engagement with your website.





Source(s): 1) DoorDash proprietary data and industry research; figures represent 2020 - 2024 CRO + Web Widget Data Testing Result averages

PROMOTIONAL CAMPAIGNS

Offering promotions is a great way to engage your customers and achieve your online ordering goals. Free Delivery campaigns are a proven type of promotional campaign, and can drive significant volume lift. On average, Free Delivery campaigns can drive 1.5x - 4x volume lift

HOW SHOULD I SET UP MY FREE DELIVERY CAMPAIGN?

Free Delivery campaigns will yield the best results, but any reduction to delivery fees should equate to increased order volume with proper messaging. It can also be effective to target days with typically low order volume. Free Delivery campaigns can be conducted in either of the following ways:

- **Ad-hoc Campaigns:** These campaigns occur with no regularity and encourage urgent action from customers, as the promotion will expire and is not guaranteed to recur.
- **Recurring Campaigns:** These campaigns repeat on a regular basis (weekly, monthly, etc.) and drive repeat customer behavior and increased loyalty

WHY SHOULD I RUN A FREE DELIVERY CAMPAIGN?

While best-in-class promotional offerings include $ off/% off, Free Item, BOGO, etc. promotions, DoorDash has found that the #1 construct to grow digital ordering is a Free Delivery campaign.

Free Delivery campaigns are a powerful tool to attract new customers to your business, with one merchant bringing in 60% more first-time buyers than usual during a single day campaign.

Full case **here.**

Source(s): 1) DoorDash proprietary data and industry research; figures represent 2024 "Drive Me Free" Free Delivery campaign Promotional Averages and Mellow Mushroom Promotional Data; *Recurring campaigns are defined as campaigns that occur 3 or more times within a quarter. Results of Free Delivery campaigns may vary

HOW JACK'S INCREASED ITS DELIVERY ORDER VOLUME BY 33% WITH DRIVE ON-DEMAND

The restaurant chain used DoorDash Drive On-Demand to start offering delivery on their site.

ABOUT JACK'S

Jack's is an Alabama-based restaurant chain known for its Southern-style fast food, including burgers, fried chicken, and breakfast items. Founded in 1960, Jack's operates over 260 locations across the Southeastern United States.

THE CHALLENGE

Jack's saw the need for delivery, but with insurance and other costs, wanted to find a delivery service partner that had an ample driver base and geographic footprint, could easily integrate into their site, and could offer a consistent, quality customer experience.

"Adding DoorDash Drive On-Demand to our online strategy increased online orders because guests now had the convenience of enjoying Jack's without leaving their homes."

Veronica de Campos,
Digital Director

12% increase in average sales per store in the first year*

33% increase in average order volume in the first year*

SOLUTION AND RESULTS

Jack's found that DoorDash Drive On-Demand seamlessly integrated into their website's backend and front-end customer experience. Jack's chose to work with DoorDash Drive On-Demand because of:

- **Convenience:** Drive On-Demand allowed them to manage deliveries without handling their own fleet of drivers, simplifying operations.
- **Coverage:** DoorDash covered more of their stores than other delivery service providers, especially in rural areas. DoorDash is the #1 category leader in food delivery, reaching 94% of the U.S. population.
- **Partnership:** DoorDash's team matched their emphasis on having a strong, data-driven implementation strategy while remaining responsive and supportive–every step of the way.

For the partnership's launch, Jack's offered several self-funded and co-funded with DoorDash promotions to drive traffic to their website. Jack's promoted its new delivery offering through display banners on their website, free delivery days, and percentage-off discounts to encourage customers to try delivery and come back for more.

1. Based on sales metrics of Q123 v. Q124.

HOW BUONA GREW THEIR FIRST-PARTY BUSINESS WITH DOORDASH DRIVE

Discover how Buona drove 146% order increase through $0 delivery fee promotions during key sporting events

FAMILY-RUN CHICAGO-STYLE ITALIAN BEEF CHAIN

Founded in 1981 by the Buonavolanto family, Buona serves Chicago's Original Italian Beef — a beloved regional sandwich made from slow-roasted beef that yields its own all-natural gravy.

"[Buona] is very selective about the partners we choose, especially when it comes to the customer-facing aspects of our business. Because DoorDash shares our commitment to excellence, we've built a powerful, mutually beneficial partnership."

Laurie Cairns
Senior Vice President of Marketing,
The Buona Companies

ENGAGING CUSTOMERS TO GROW ON THEIR OWN CHANNELS

Buona was an early identifier of the importance of leveraging delivery channels to expand their business. They also recognized the power of testing first-party promotions to win loyal customers and enhance the customer experience. To drive business, Buona doubled down on $0 delivery fee promotions during major sporting events, including the Super Bowl, March Madness, and the Final Four tournament.

140%+ increase in orders YoY during the $0 delivery fee campaigns

130%+ sustained increase in orders YoY for the first 50 days after the $0 delivery fee campaigns

BOOSTING SALES AND GROWING CUSTOMERS WITH DRIVE ON-DEMAND

By focusing on first-party delivery during popular sporting events, Buona drove significant order volume and sales – resulting in long-term growth on their own channels. For example, by offering $0 delivery fee promotions to customers, Buona drove 218% more volume on Super Bowl Sunday than they had in the previous year.

Buona's investment grew their first-party business beyond just campaign dates, demonstrating the long-term impact of $0 delivery fee campaigns.

Source: Buona Drive Volume Data (January 2024 - May 2025)

HOW PANCHEROS INCREASED ORDERS BY 2.4X WITH FREE DELIVERY TUESDAYS

Learn how Pancheros increased orders by 2.4x and drove customer loyalty with Free Delivery campaigns

ABOUT PANCHEROS

Founded in Iowa City in 1992, Pancheros serves bold burritos crafted with fresh-pressed tortillas and perfectly mixed ingredients, thanks to a proprietary spatula called Bob. It's all part of what makes their Burritos Better Built. Today, Pancheros has 75+ locations across 13 states.

CREATING ENGAGING PROMOTIONS TO ENHANCE THE CUSTOMER EXPERIENCE

As customer demand for convenience grew, Pancheros recognized the importance of delivering consistent, compelling promotions to sustain engagement and loyalty.

"Free Delivery Tuesdays continues to be an effective campaign, increasing order volume and keeping guests engaged through added convenience."

Emma Reed
Director of Marketing,
Pancheros Mexican Grill

2.4x increase in orders during Free Delivery Tuesdays in 2025

~100% of first-party delivery sales are generated through DoorDash

BOOSTING SALES AND LOYALTY WITH DOORDASH DRIVE

Pancheros' Free Delivery Tuesday campaigns were designed to be a repeatable program that customers could latch onto—boosting both sales and digital engagement. By partnering with DoorDash Drive On-Demand, Pancheros could extend its brand across expanded delivery channels while maintaining the quality that defines it.

Drive On-Demand's scale allows Pancheros to offer delivery as a consistent service across its 75+ locations, making it easy to run promotions like this nationwide.

Source: Pancheros Drive Volume Data (October 2024 - April 2025)

HOW HATTIE B'S GREW DELIVERY SALES 15% WITH DRIVE ON-DEMAND

ABOUT HATTIE B'S

Fast-casual restaurant Hattie B's expanded its customer base and increased delivery sales by 15% with on-demand delivery through DoorDash Drive On-Demand.

GROWING TO MEET DEMAND

Founded in 2012 by a father-son duo, Hattie B's Hot Chicken quickly became a Nashville favorite — and it didn't take long for them to start expanding across the South. Curbside pickup helped them meet demand for a time, but they soon realized it wasn't enough and needed to offer delivery.

Today, Hattie B's uses Drive On-Demand to serve customers across the country — without having to worry about in-house delivery costs or manage their own fleet of drivers.

REMARKABLE RESULTS WITH DRIVE ON-DEMAND

Three main benefits drove Hattie B's decision to use Drive On-Demand:

1. Drive On-Demand allows Hattie B's to offer delivery via their own channels, ensuring a consistent brand experience.
2. Seamless integration with existing systems for easy order management, with DoorDash managing all delivery logistics.
3. A flat fee per delivery and no sign up, subscription, or hidden fees means Hattie B's only pay for what they use.

15%

Growth in delivery sales through Drive On-Demand

"The more we spread out, the more we're able to give. Whether that's giving right here in our own house or giving to more people in expanded areas through things like [Drive On-Demand]."

Brian Morris
Executive Chef, Hattie B's Hot Chicken

"THE RESULTS WERE IMMEDIATE AND IMPRESSIVE"

A 15% increase in delivery sales

$3 increase in average check size

Consistent growth in delivery orders per week

1. Comparing DoorDash Drive On-Demand and Marketplace sales July-September 2022 to April-June 2022
2. For orders through DoorDash Drive On-Demand, comparing July-September 2022 to April-June 2022
3. Combined Marketplace and Drive On-Demand orders starting October 2022, with the highest increase in July-September 2023

Commerce Platform