WELCOME TO THE
PRO PACKAGE

Commerce Platform

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YOU'RE LIVE — NOW LET'S MAXIMIZE THE VALUE 💥

CONGRATULATIONS ON LAUNCHING YOUR DOORDASH COMMERCE PLATFORM!

You've taken a major step toward growing your business, and now it's time to make sure you're getting the most out of everything the Pro package offers.

THIS GUIDE IS YOUR GO-TO RESOURCE FOR POST-LAUNCH SUCCESS

Inside, you'll find tips to help you **increase customer engagement, optimize your tools,** and **continue building loyalty across every channel.** We've also included FAQs and support resources, so you always know where to turn for quick answers or expert help.

Your account manager and our support team are here to back you up — but with this playbook in hand, you'll be equipped to take full advantage of your new platform and keep the momentum going strong.

Let's turn first-time customers into regulars — **and great tools into real results.**

UNDERSTANDING THE ORDERING EXPERIENCE

RECEIVING ORDERS

Once a customer places an order through Online Ordering, it will come directly to your POS system via the DoorDash tablet if you do not have a website.

The Pro package includes a website so please reach out if you do not already have one and would like to add one. If you have an existing website or have set one up with us, orders will come directly to your POS system via your website.

For pickup, customers can either come in to collect their order by stating "I ordered this online through your website," or a Dasher can collect it for delivery.

HOW TO DIFFERENTIATE MARKETPLACE VS. ONLINE ORDERING ORDERS

1 Log in to **Merchant Portal**.

2 On the left-hand side, click on **Orders.**

3 Under **All Channels** select which channel you want to see orders from: DoorDash Marketplace or Online Ordering.

SCHEDULED ORDERS

These are orders created by customers ahead of time — for example, tomorrow at 6 PM.

TABLET PROTOCOL

These orders will show up on the tablet as soon as the order is placed, under the "Scheduled Orders" section.

POS PROTOCOL

These orders will appear on your POS as an ASAP order — this means DoorDash will not send the order to your POS provider until closer to the fulfillment time (typically about 30 minutes before order fulfillment time).

PAUSING ORDERS

You have the convenient option to manage your Online Ordering business operations separately from your Marketplace business. In case you need to pause your store for Marketplace orders, you can still conveniently take orders on your Online Ordering page.

You can pause Marketplace orders while keeping your Online Ordering live. However, it's not possible to pause your Online Ordering and keep Marketplace live.

STAFF TIPS

Offering staff tips can be a great way to motivate your employees by providing them with an additional way to earn money and allowing customers to express their appreciation. With Online Ordering, customers are now able to leave tips for your restaurant's staff when placing a pickup order. As long as you have tips enabled on DoorDash Marketplace, they will also be available on Online Ordering.

If staff tips are not turned on on Marketplace, follow **these steps**. If you need more support enabling staff tips on your Online Order orders, reach out through the Merchant Portal Help Center or to **oosupport@doordash.com** via email.

SELF-SERVE PROMOTIONS TOOL

Boost your sales and increase your order size effortlessly with our user-friendly promotions tool. By setting up Online Ordering promotions, you can attract new and returning customers.

You can easily create self-serve promotions on the Merchant Portal, or contact your account manager to set up advanced promotions.

WHAT SELF-SERVE PROMOTIONS ARE AVAILABLE?

Free Delivery   % Off Total Order $0 Service Fee

HOW DO I SET UP SELF-SERVE PROMOTIONS?

1 Log in to Merchant Portal.

2 On the left-hand side, click on **Marketing.**

3 Select **Run a Campaign.**

4 Set up your campaign using our **Boost Sales** and **Attract Customers** templates.

ADVANCED PROMOTIONS

As a DoorDash merchant, you can reach out to your account owner to discuss and set up custom Online Ordering promotions.

These include:

1 Item-level promotions.

2 Buy one, get one free.

3 Custom promo codes.

Tracking Promotions: See Reporting section below.

MENU LIMITATIONS

SECRET MENU

Currently, items that are available on the Marketplace **Secret Menu** will also be available on the Online Ordering web menu.

DASHPASS EXCLUSIVE ITEMS

Currently, items that are DashPass exclusive will also be available on the Online Ordering web menu.

MENU UPDATES

With **Point-of-Sale (POS) protocol**, you can manage your DoorDash menu from your POS (i.e., Toast, Square, Clover) or aggregator/middleware (i.e., Chowly, Deliverect) system.

Updates made to your menu in your POS will automatically flow into your DoorDash Online Ordering web menu. Depending on your POS integration provider, the process for menu updates will vary.

Learn more about managing your menu in POS integrations **here**.

WHAT ABOUT THE CUSTOMER ORDERING EXPERIENCE?

Your customers will place their orders through your website and will receive order confirmation, status updates, and delivery/pickup time from DoorDash via text and email.

DELIVERY ORDERS

DoorDash handles all delivery support requests to help save time and energy for you and your staff. This is included with your **Online Ordering** partnership, at no additional cost.

Should a customer mistakenly call your store requesting support or refunds for a delivery order, your staff should let them know to contact delivery support (see below for more details).

PICKUP ORDERS

When a customer places a pickup order through your **Online Ordering** page, they will receive an order confirmation that instructs them to contact your store directly with any questions.

Any issues with online pickup orders should be handled according to your store's own policy. If you need to issue a refund, we have a few tools to help you do that.
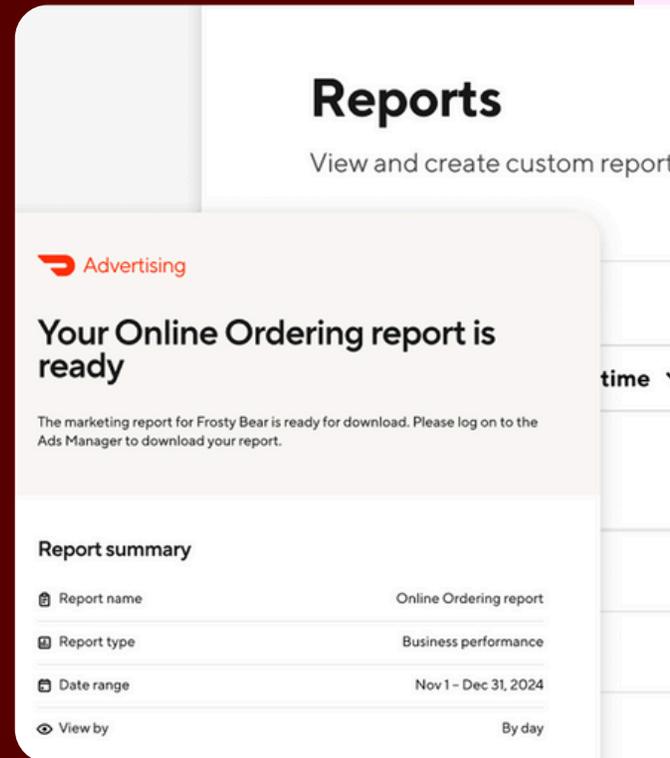
GENERATE REPORTS

More and more restaurants are using customer data and insights to help build marketing plans that get customers to keep coming back.

HOW TO REVIEW ORDERS BY CHANNEL

1 Select **Reports** from the left side menu.

2 Click **Create Report** at the top right.

3 Select **Sales Report.**

4 Select **Online Order.**

There is a column in the report titled **Channel** that will specify **Online Ordering mobile app** orders (versus online or Google food ordering).

Reports

View and create custom report

Advertising

Your Online Ordering report is ready

The marketing report for Frosty Bear is ready for download. Please log on to the Ads Manager to download your report.

Report summary

Report name	Online Ordering report
Report type	Business performance
Date range	Nov 1 – Dec 31, 2024
View by	By day

You'll also be provided with access to separate dashboards upon launch that provide you with insight into the performance of your mobile app and loyalty program.

WE'VE GOT YOUR BACK:
SUPPORT & SERVICES

DEDICATED SUPPORT TEAM

We have a dedicated Online Ordering support team for our Pro package merchants: we are able to assist you with any questions regarding all features of your package. Please email them at **oosupport@doordash.com** and include as much detail as possible, to ensure our team can assist in a timely manner.

If you prefer to troubleshoot yourself, please review our **help desk** to find answers to your questions.

SUPPORT AS A SERVICE: DELIVERY ORDERS

As a Commerce Platform merchant, you're automatically enrolled in Support as a Service for all delivery orders placed through Online Ordering.

If your customers have any questions or concerns regarding their orders, they will be directed to contact a support number, which will connect them to the DoorDash support line. The support line will help your customers with any delivery-related issues or questions they may have.

OUR DEDICATED SUPPORT TEAM IS HERE TO HELP:

OOSUPPORT@DOORDASH.COM

Our team is here to help. Include as much detail as possible, and we will assist you in a timely manner.

REFUNDS

The ability to promptly refund is crucial for maintaining a positive relationship with your customers and encouraging them to order from you again in the future. To request a refund for delivery orders, customers can call DoorDash Delivery Support at **(855) 552-5444**. This phone number is provided in their order confirmation email and text.

There are two ways the store merchant can start a refund for Online Ordering pickup orders and missing or incorrect items for delivery orders: on the **Merchant Portal** or on a **tablet.**

ISSUE A REFUND VIA MERCHANT PORTAL

1 Log in to **Merchant Portal** and navigate to the **Orders tab.**

2 Open the order you wish to refund and click **Issue Refund. Note:** Make it easy to find the order by filtering for Online Ordering orders using our drop-down menu.

3 Decide if you're refunding the customer for the entire order or a specific item.

4 Click **Confirm Refund.** We'll process the refund immediately. Your customer will receive an email notification and receive their refund in 5-7 business days.

ISSUE A REFUND VIA TABLET PROTOCOL

1 On your **tablet,** locate the order.

2 In the top right, tap **Issue with Order.**

3 Decide if you're refunding the customer for the entire order or a specific item.

4 Click **Send Refund.** We'll process the refund immediately. Your customer will receive an email notification and receive their refund in 5-7 business days.

HOW TO OPTIMIZE YOUR
ONLINE ORDERING PAGE

You're almost there! We've done the set up, and now it's time to make sure you optimize your platform.

CUSTOMIZE YOUR ONLINE ORDERING PAGE

1 **Express your brand style** and create a seamless customer experience with customizations for your Online Ordering page. With the Pro package, you can customize Online Ordering menu so it mimics your website and branding, including font, background color, text color, and general layout.

Want to see what it looks like? **See our before & after example here.**

2 **Let your customers know: this is your first-party channel.** Remove any mention of DoorDash and make your Online Ordering menu true to your brand.

3 **Reach out to your account manager or oosupport@doordash.com** via email or in the help section of your Merchant Portal to get started on customizations.
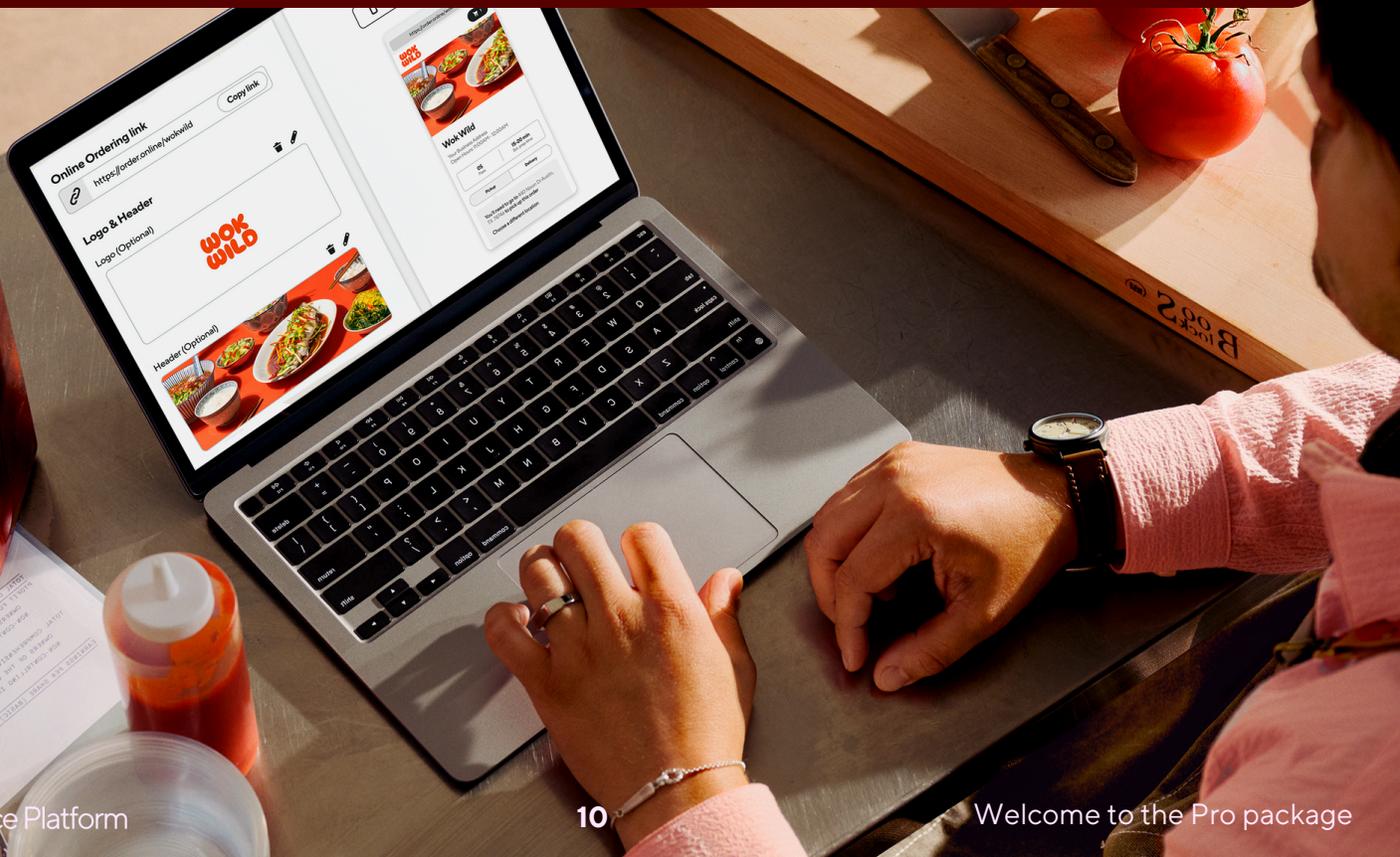
USE THE SMART BUTTON TO INCREASE SALES

A floating **Smart "Order Now" Button** (see example below) that customers see at the bottom of every page on your site gives them an easy way to order wherever they are browsing. Merchants who optimize their website with the Smart "Order Now" Button and customizable pop-up can see up to a **30% increase in web sales**.[1]

By adding the Smart "Order Now" Button to your website when you install your Online Ordering system, you're adding a clear call to action that helps increase the visibility of your new online ordering channel.

Follow **this guide** to implement the Smart Button.
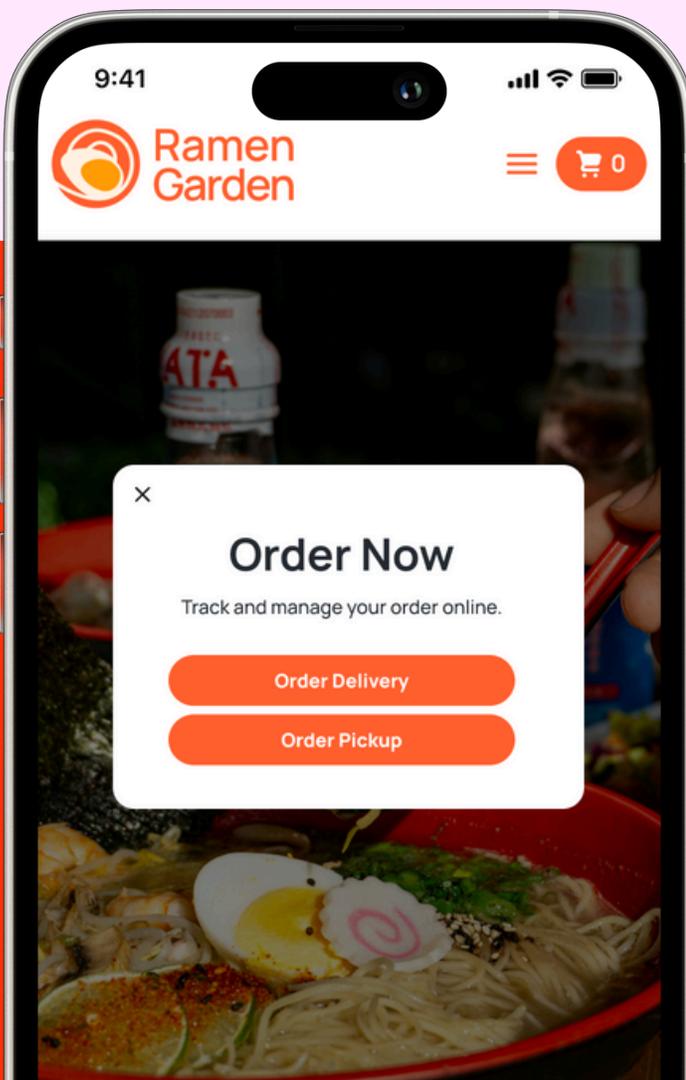
CUSTOMIZE YOUR MENU TO INCREASE ORDER CONVERSION

Customers are more likely to order when you use photos. The same photos that appear on DoorDash Marketplace (your listing on our app/website) will appear on your Online Ordering menu.

1 Directly upload your own photos using the **Menu Editor** in the **Merchant Portal**. If you have multiple store locations, select the location you'd like to update.

2 On the left-hand side, navigate to the **Menu Manager** tab.

3 From here you can edit each item on the menu.

ADD DETAILED DESCRIPTIONS TO MENU ITEMS

Customers like to place orders quickly within minutes of visiting your site — the easier you make it for them, the more likely they'll place an order!

1 Log in to the **Merchant Portal**. If you have multiple store locations, select the location you'd like to update.

2 On the left-hand side, navigate to the **Menu Manager** tab.

3 From here, you can edit the descriptions on each of your menu items.
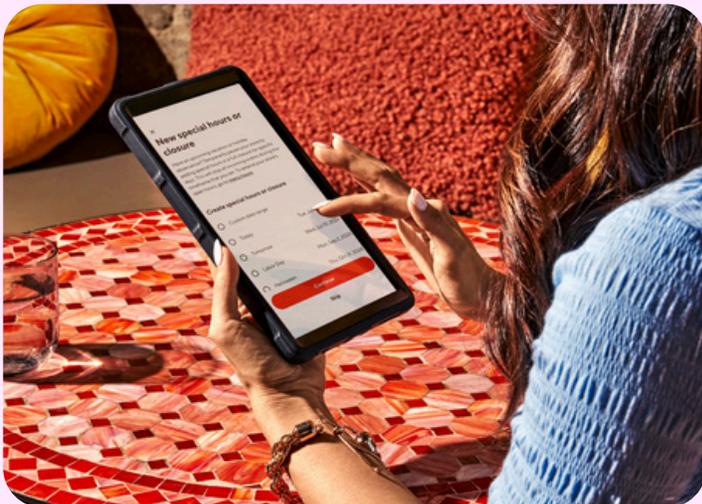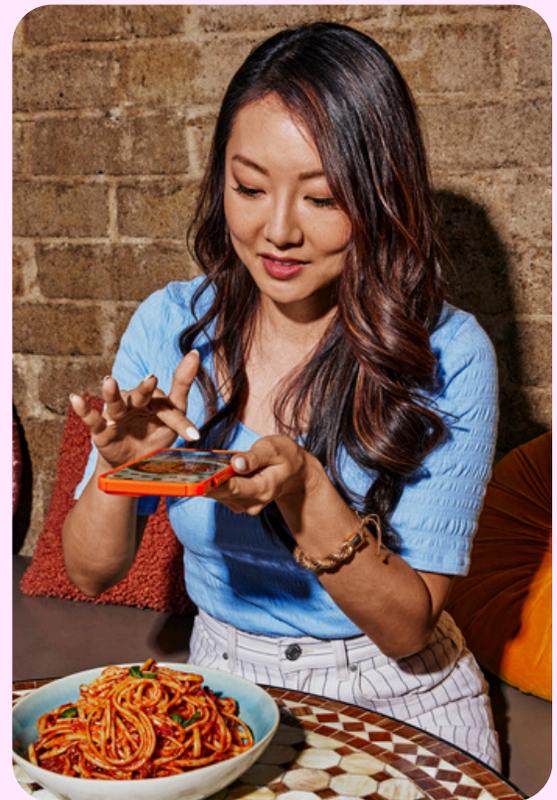
ENSURE MENU ITEMS AND PRICING ARE UP-TO-DATE

Your Online Ordering menu should reflect your in-store availability and prices, so customers don't feel misled.

Find instructions here to set different pricing for pickup & delivery.

NAVIGATION & LAYOUT TIPS

CALL TO ACTION STATEMENTS: CONVERT VISITORS TO CUSTOMERS

Order button language like **Order Now** or **Order Online** encourages visitors to order pickup or delivery.

MAXIMIZE CONVERSION & INCREASE SALES

Having multiple links to order online confuses your customers, which decreases their likelihood of ordering. Remove all other order links to provide a better customer experience, and increase your sales.

ORDER WITH GOOGLE

WHAT IS ORDER WITH GOOGLE?

Get commission-free web orders at no additional cost through Google Search and Maps. Restaurants that add their Online Ordering link to their Google My Business see an increase in sales by 22% — **and you're next!**

HOW TO SELECT ONLINE ORDERING AS THE 'PREFERRED' OPTION?

Set Online Ordering as your **preferred provider** on your Google Business profile to get more direct orders by directing your customers to your Online Ordering menu on Google. Follow the instructions below to set up Online Ordering as a preferred provider.

## HOW DO I RECEIVE GOOGLE ORDERS?

Get Google orders the same way you get Online Ordering orders: either to your DoorDash tablet or to your integrated POS.

ADD ONLINE ORDERING TO YOUR GOOGLE BUSINESS PROFILE

1 Login to your **Google Business Profile.** If you don't already have a Google Business Profile, create one here.

2 To enable online ordering in customers' Google Search results select **Food Ordering** and add your Online Ordering link.

3 Under **Accept Orders** on your profile turn Food Ordering on.

OPTIMIZE YOUR GOOGLE PAGE AND SET ONLINE ORDERING AS YOUR PREFERRED PROVIDER

1 Go to your **Google Business Profile.**

2 For Google Search, select **Food Ordering.**

3 For Google Maps, select **Edit Profile** and then Food Ordering.

4 Under **Choose Your Preferred Providers**, select Online Ordering as your preferred pickup and delivery provider.
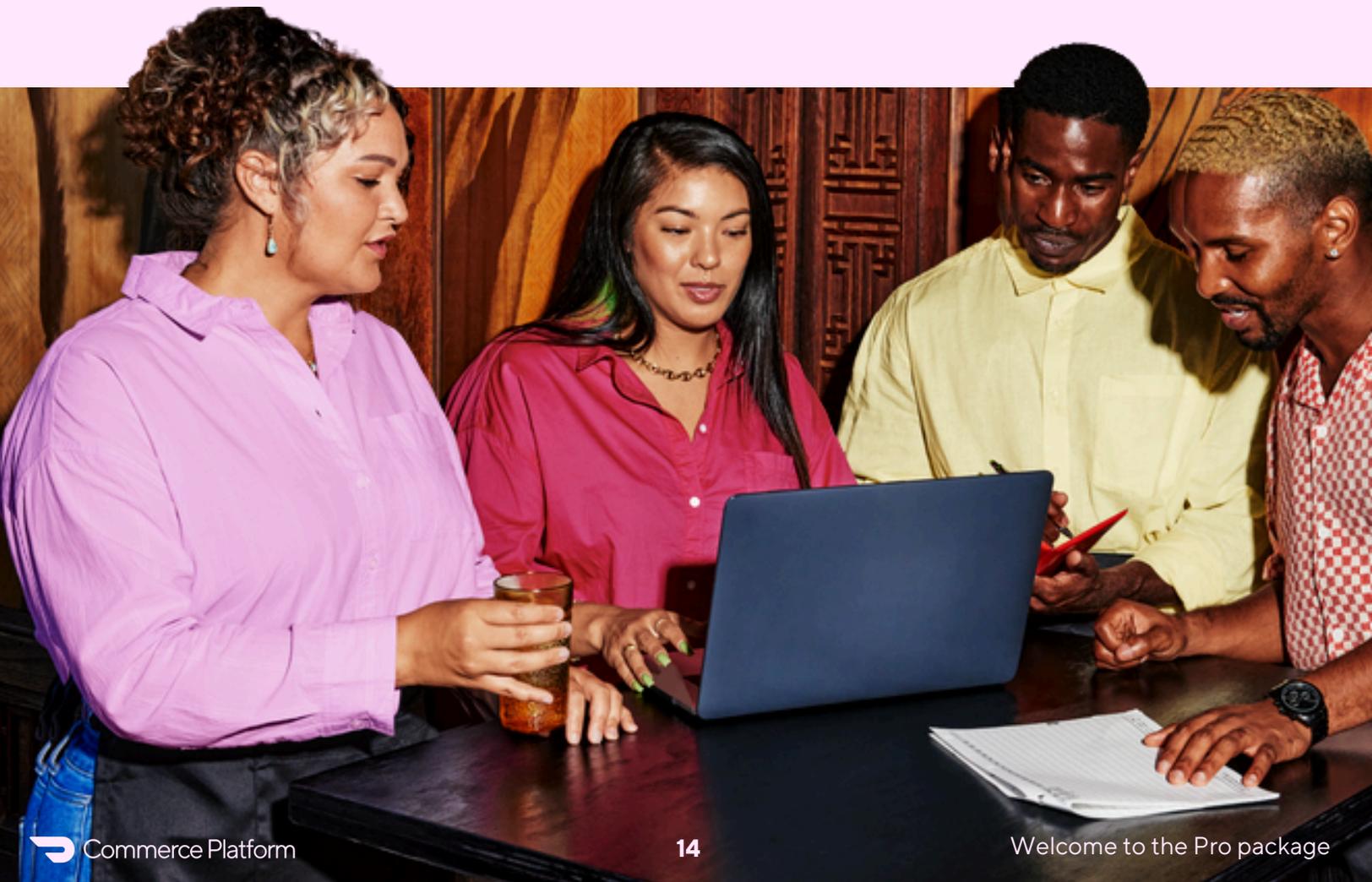
BEST PRACTICES: HOW TO DRIVE ADOPTION

Configuration ✅ Optimization ✅

This is just the beginning. Here's what top performing merchants do next.

YELP

1 Log in to Yelp.

2 Go to the Business Information section.

3 Click **Edit** next to the section you'd like to update and enter your Online Ordering link.

4 Click **Save Changes.**

Get detailed instructions **here**.

WHATSAPP

1 Open the WhatsApp Business app.

2 Tap **More Options** > **Tools** > **Greeting Message.**

3 Turn on **Send Greeting Message.**

4 Tap **Greeting Message** to edit your greeting message, then tap **OK.**

5 Tap **Recipients** and choose your audience.

6 Click **Save Changes.**

Get detailed instructions **here**.

ADDING ONLINE ORDERING LINKS TO SOCIAL MEDIA

INSTAGRAM BUSINESS ACCOUNT OR ACCOUNT WITH 10K+ FOLLOWERS

1 Log into Instagram.

2 Tap **Edit Profile.**

3 Under Public Business Information, tap **Action Button.**

4 Select **DoorDash,** paste your Online Ordering link, and tap **Done**.
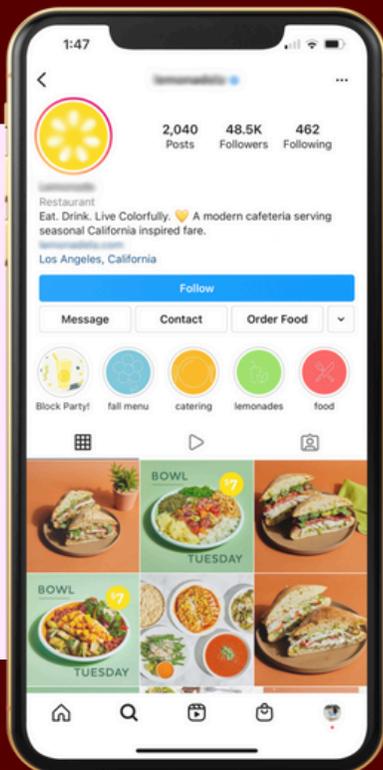
INSTAGRAM BIO

Use your bio to highlight your online ordering platform.

1 Tap **Edit Profile.**

2 In the website field, paste your website link.

3 When posting about online ordering, reference your **link in bio**.

FACEBOOK BUSINESS PAGE

1 Log into Facebook.

2 From your News Feed, click **Pages** in the right menu.

3 Go to your Page and click **Edit Page Info**.

4 Click the section you want to edit.

5 Paste your Online Ordering link into the **website field.**

6 Click **Save.**

X (TWITTER)

Add your online ordering platform to your X (Twitter) profile.

1 Log into X.

2 Click **Edit Profile.**

3 Paste your Online Ordering link to the link field (🔗).

4 Click **Save.**

MAKE A MARKETING TEMPLATE

USE A CANVA TEMPLATE

1. Download DoorDash's Free Marketing Promotion Templates guide.

2. Customize the templates by uploading photos of your food and logo.

   - Insert the restaurant name and promo code
   - Ensure that your images are the following recommended size: width of 1080 pixels, height between 566-1350 pixels, depending on whether the image is landscape or portrait.

3. You can use these templates to promote your business via social media, email, and in-store.
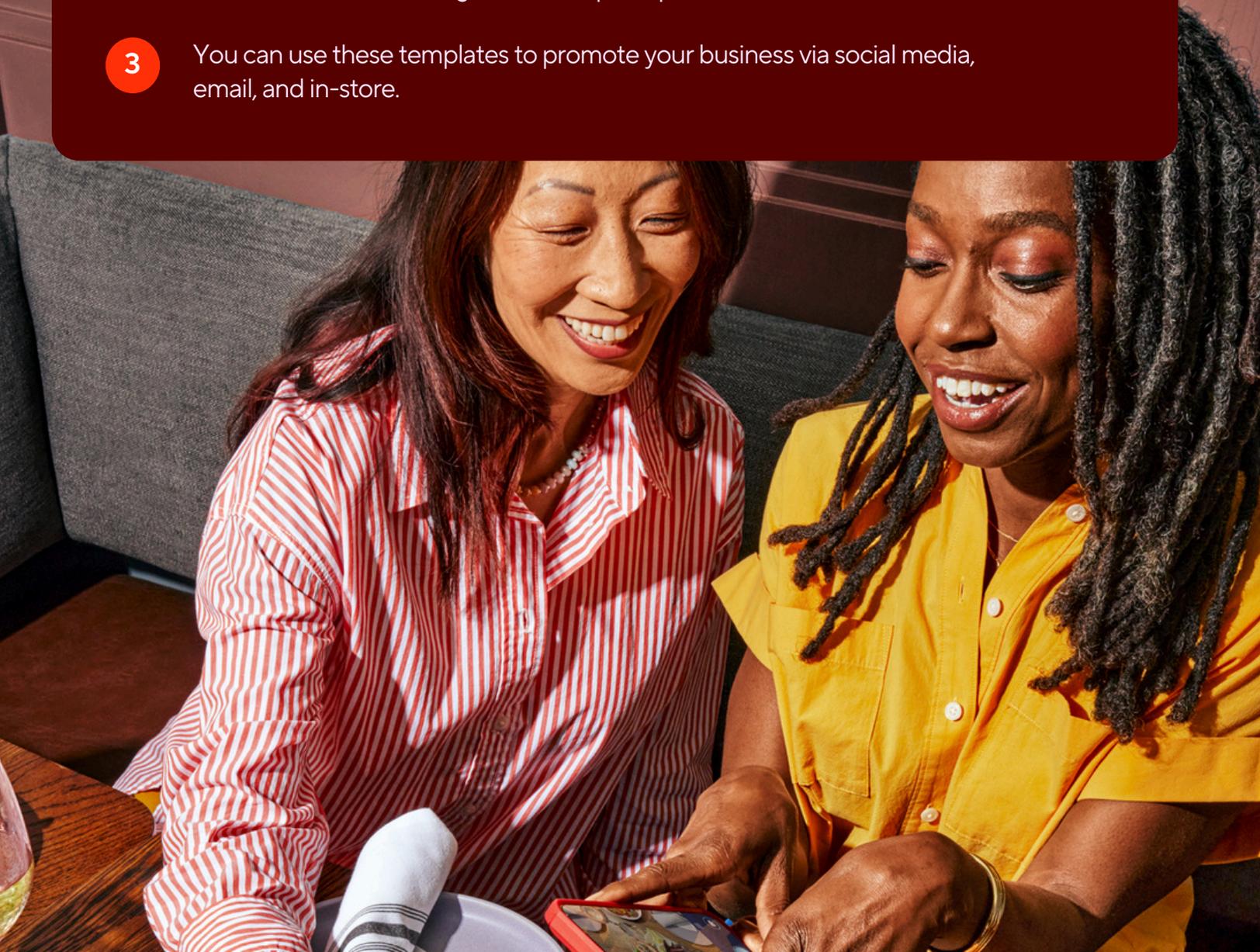
IN-STORE
ACTIVATIONS

BAG STUFFERS

WHAT IT IS

Physical inserts included in all pickup and delivery orders to inform customers about the new app and loyalty program.

ACTION STEPS

DoorDash will provide a bag stuffer card (5x7) that matches your brand and includes a QR code to download your app — all you need to do is print and add to your orders!

RECOMMENDATIONS

- Add cards to DoorDash Marketplace, UberEats, and GrubHub orders to drive customers to your website and app.
- Staple the insert to the outside of the bag to ensure visibility.

ORDER ON DEMAND
DELIVERY AND PICK UP

DOWNLOAD OUR APP
FOR EXCLUSIVE REWARDS
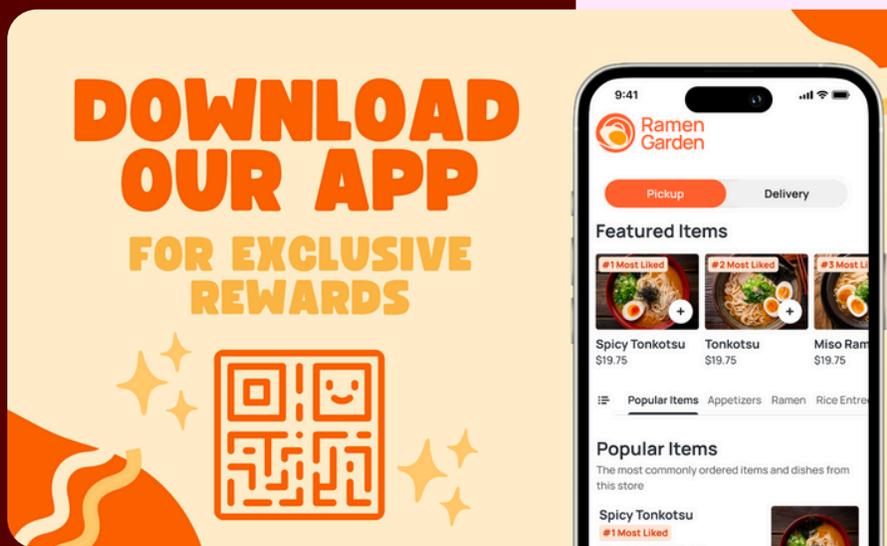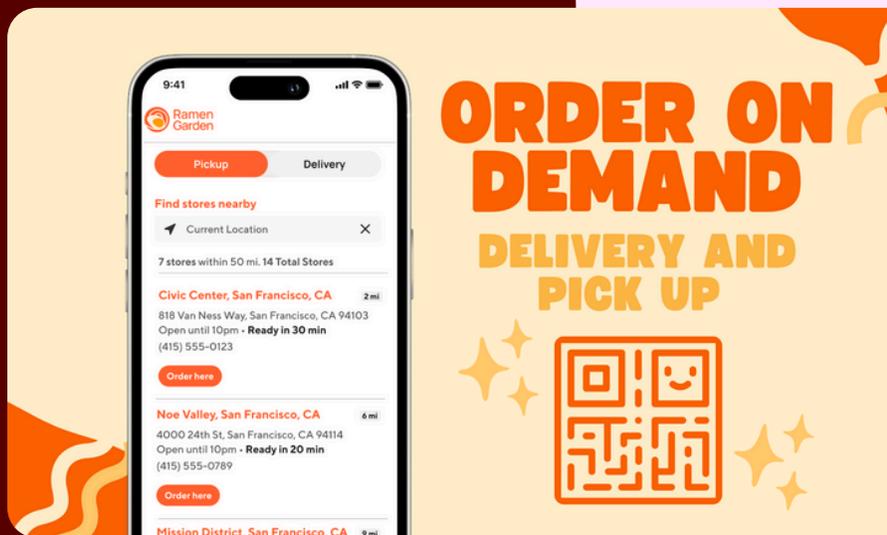
TABLE TOPPERS

WHAT IT IS

Table displays with QR codes directing customers to download the app.

ACTION STEPS

Use existing designs, bag stuffer designs, or Canva to design the signage and work with a local printer to confirm the display.

RECCOMENDATIONS

- Place in high-traffic areas such as in-store tables and order pickup zones.
- Ensure QR codes are easily scannable and lead directly to the app store.
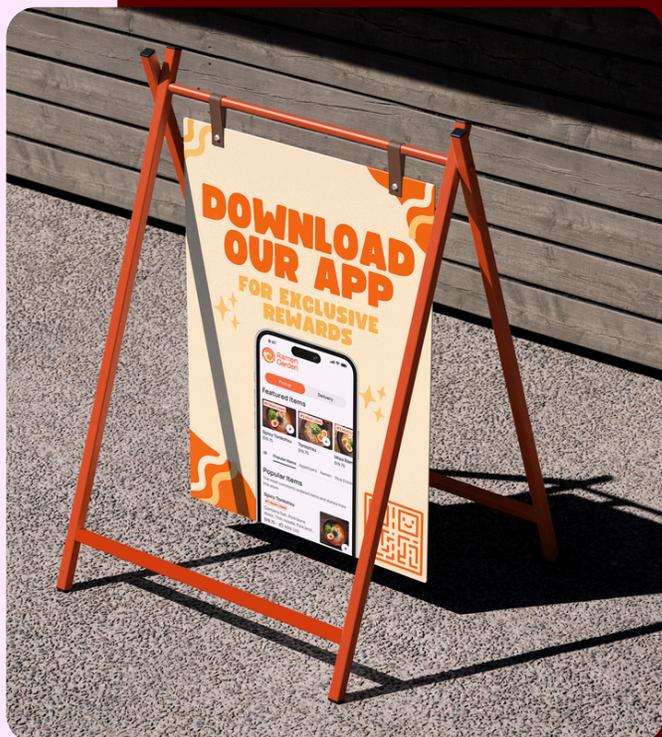
A-FRAMES

WHAT IT IS

Custom signage placed in front of locations to inform customers about the app and loyalty program.

ACTION STEPS

Use existing designs, bag stuffer designs, or Canva to design the signage and work with a local printer to confirm the display.
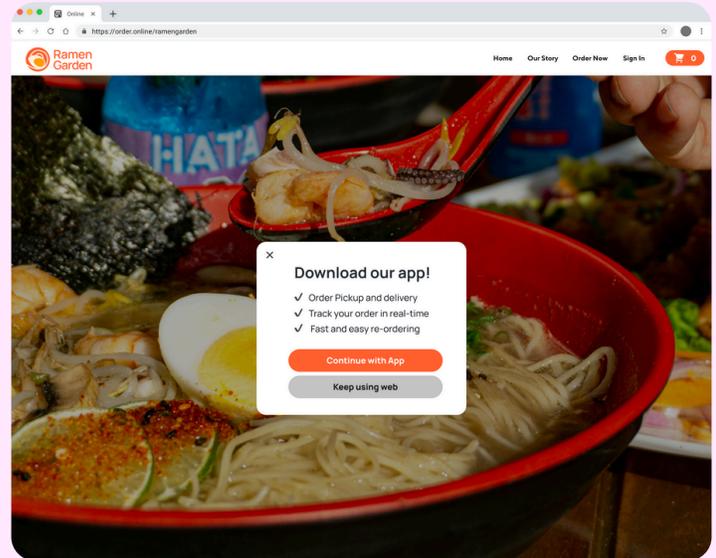
RECCOMENDATIONS

- Keep the signage simple and include a clear call to action — QR codes for download are best.
- Place signs strategically at store entrances.

GET THE MOST OUT OF YOUR MOBILE APP & LOYALTY PROGRAM

WEBSITE

Enhance your website's homepage to feature the new app and program prominently.

- Place a prominent **Download Our App** banner on the homepage.
- Include compelling visuals and a clear call-to-action.
- Add tracking links to track conversion.

CRM

Use your CRM to send targeted emails informing loyalty customers about the app and drive sales.

- Send an introductory email about the app and loyalty program.
- Schedule quarterly emails with promotions to encourage downloads.
- Include app download links and highlight exclusive app benefits.

SOCIAL MEDIA

Create engaging posts to highlight features and benefits of the mobile app and loyalty program.

- Run promotions to encourage initial download and signup.
- Run exclusive app promotions to drive repeat orders.

HOW DOORDASH SUPPORTS

DoorDash will partner with you to assist in setting up all of the above initiatives — here are some initiatives that require no effort on your part:

DYNAMIC SMART BUTTON

WHAT IT IS

A mobile-optimized button that automatically updates to promote your app and loyalty program.

HOW IT WORKS

Detects the visitor's device (iOS or Android) and directs them to the appropriate App Store link.

WHY USE IT

Effortlessly boosts app visibility. Merchants have observed an estimated +7% increase in app orders.
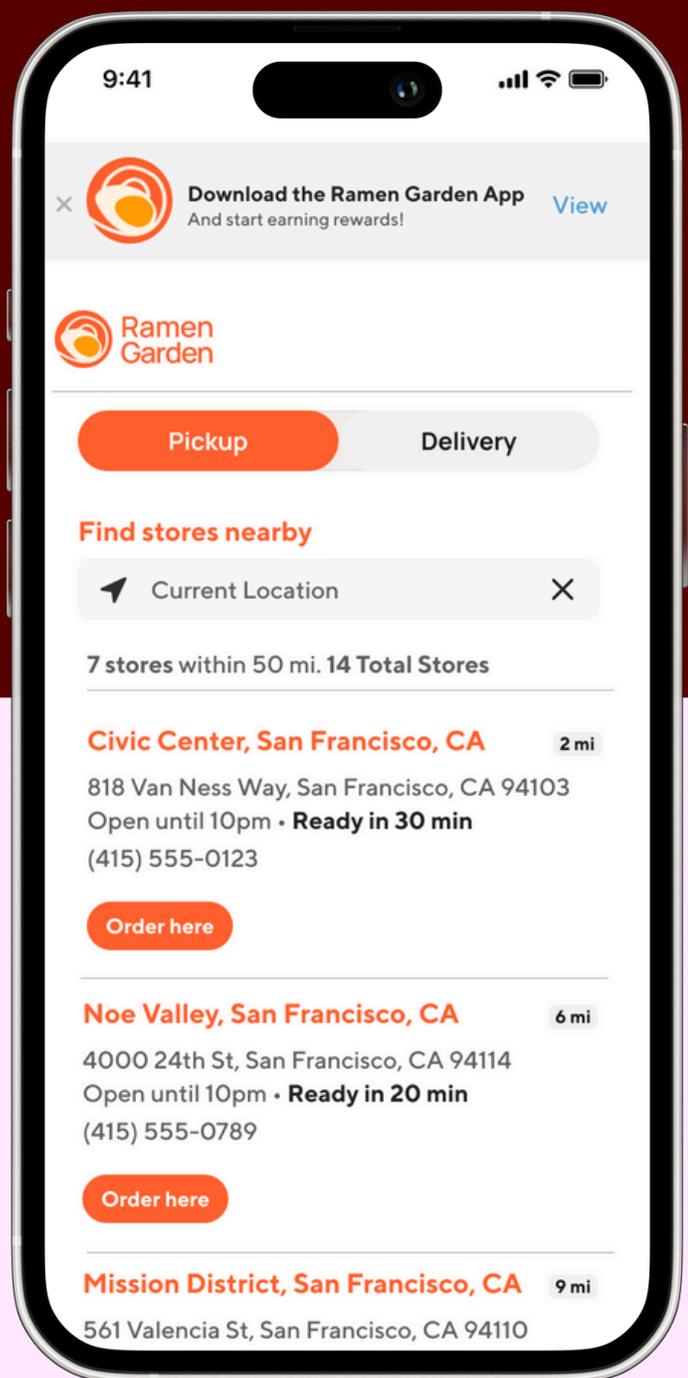
WEB BANNER

WHAT IT IS

A banner displayed at the top of the screen when customers view your online ordering menu on mobile, directing them to download the app.

HOW IT WORKS

Detects the visitor's device (iOS or Android) and directs them to the appropriate App Store link.

WHY USE IT

Effortlessly boosts app visibility.

COMMERCE PLATFORM

FREQUENTLY ASKED QUESTIONS

READ OUR FULL FAQ GUIDE

DOORDASH Commerce Platform