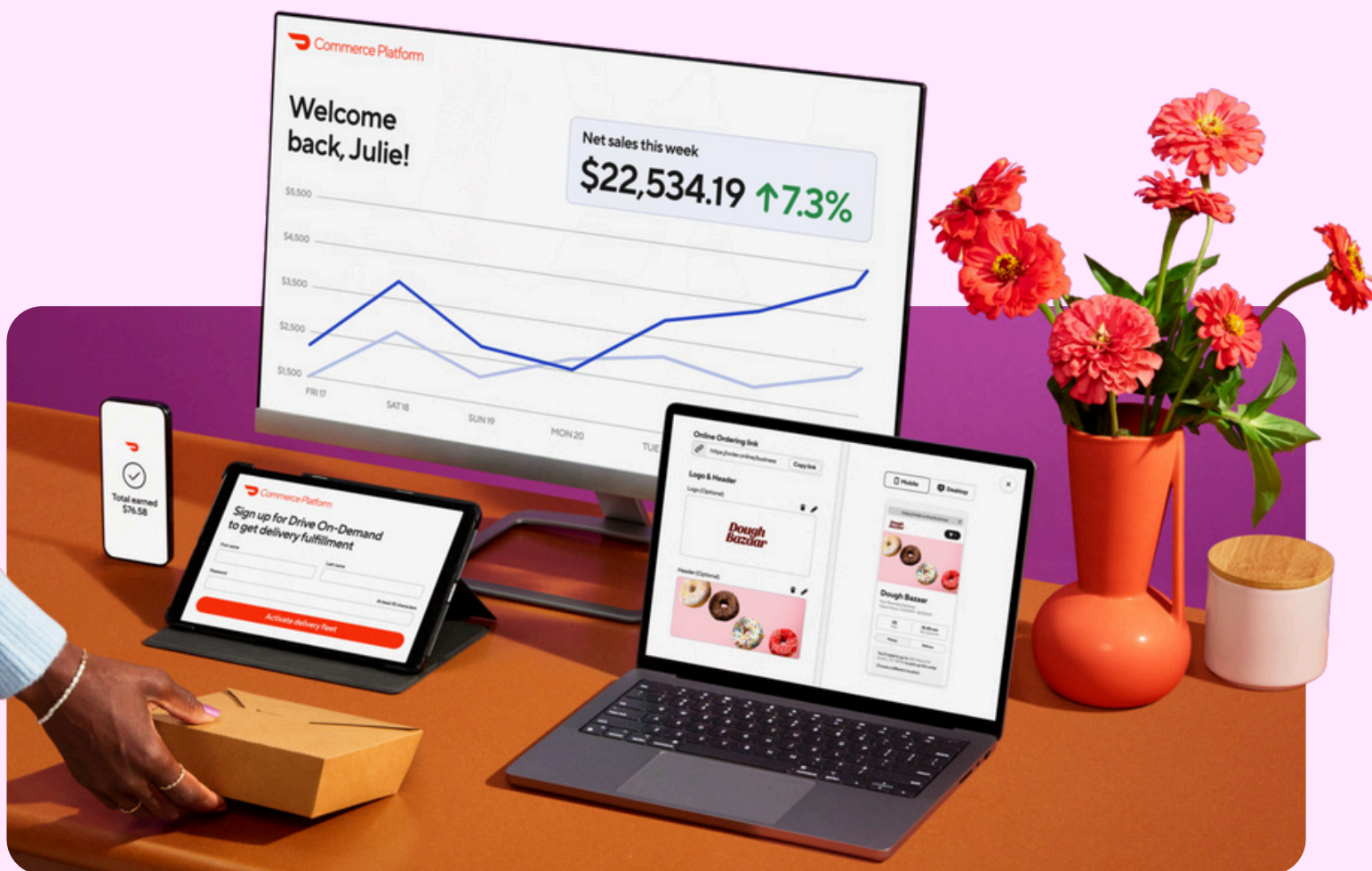


COMMERCE PLATFORM

FREQUENTLY ASKED QUESTIONS





GENERAL FAQs

GETTING STARTED **5**

What is the DoorDash Commerce Platform?

Do I need to be a current DoorDash Marketplace partner to sign up?

How do I sign up?

PACKAGES AND PRICING **6-7**

What are the DoorDash Commerce Platform packages?

What is included in each package (Starter, Boost, Pro)?

Which package is right for me?

Is there a long-term contract or can I cancel anytime?

Can I upgrade or downgrade my package later?

USING THE COMMERCE PLATFORM **8**

How can I link Commerce Platform Online Ordering to my website?

How do I receive orders through Commerce Platform Online Ordering?

How do I get paid?

How do I make changes to my online ordering menu?

SUPPORT AND ONBOARDING **9**

Do I need technical or marketing expertise to use these tools?

Where can I get help if I have issues?

PRODUCT AND FEATURES **FAQS**

ONLINE ORDERING 10-11

What is Online Ordering?

How are orders received through Commerce Platform Online Ordering?

How are Commerce Platform online orders fulfilled?

Are there any commissions or fees?

How quickly can merchants set up Online Ordering?

What are the benefits of marking Online Ordering as a merchant's preferred option on Google?

Can I share the Online Ordering link on social media?

How can I improve my Online Ordering menu?

What are item-level ratings?

Do merchants have easy access to customer data?

How do I issue a refund?

Can customers leave tips for staff?

Do merchants need to manage their own customer support on delivery orders?

What is order throttling, and how does it help?

Can I use my own drivers for delivery orders?

Can I pause Online Ordering if I get too busy?

Can I have a single Online Ordering link for my multiple business IDs?

How do I cancel Online Ordering?

GOOGLE FEATURES 12

What is an Order with Google integration?

Why should you set DoorDash Online Ordering as preferred in Google?

What is Google Tag Manager, and why is it needed?

How do I set up Google Analytics in my subdomain?



BRANDED WEBSITES 13-14

What are branded websites?

What are the benefits of a branded website?

What SEO features does a branded website include?

How can I get the most value from my website?

How much does a branded website cost?

What can be customized on my website?

What's included in the layout?

Will my menu be shown on the website?

What is a domain? Can I use mine?

How long does it take to set up my website?

How do I get started?

What happens after the website is built?

Can I add multiple pages to my website (such as a Careers Page)?

Can I link a catering or e-commerce page?

Can I get edit access to the website?



SMART BUTTON AND CUSTOMIZEABLE WEBSITE POP-UPS 15-16

What is a Smart Button?

What is a customizable website pop-up?

How is the customizable website pop-up different from a Smart Button?

How do I add the Smart Button and customizable website pop-up to my website?

Why should I get a Smart Button or customizable website pop-up button?

How do I implement a Smart Button or customizable website pop-up?

What can be customized on a Smart Button or customizable website pop-up?

How do I access the Smart-Button and Customizable Pop-up?

AUTOMATED EMAIL MARKETING (CRM) 17

What CRM tools are included in my package?

How does automated email marketing work?

Can I customize the automated emails?

What does branding look like with automated email marketing?

What email address does automated email marketing use?

CUSTOMIZABLE EMAIL AND TEXT MARKETING 18

What is customizable email and text marketing?

What can I customize in my emails and text?

What does the branding look like for custom emails and texts?

Do I have a limit on how many emails, SMS, or hub notifications I can send?

CROSS-CHANNEL LOYALTY (OCL) 19-20

How does the loyalty program work?

Can I use the loyalty program without the marketing tools?

Can the loyalty program support multiple restaurant concepts?

Can OCL work with any POS?

I already have a loyalty program. Can I transfer it to OCL?

Can customers earn rewards on cash payments?

Can customers link multiple credit cards to one loyalty account?

How do cash back rewards work?

Can I manually add points to a customer's account?

How do I track performance of the loyalty program?

What happens if a customer's credit card expires?

What is an NFC, and how is it used?

Can OCL integrate with other loyalty or gift card platforms?



PROMOTIONS AND REPORTING 23-24

What types of promotions can I run with Online Ordering?

What is the difference between automatic-apply and promo code offers?

Will a banner appear on my Online Ordering page when I run a promotion?

Can I run the same promotion on my Online Ordering and DoorDash Marketplace?

How will customers know I'm running a promotion?

Can I run promotions only in the branded app?

Can I place promo banners above the menu in the mobile app?

How do I create and manage promotions?

How can I track the performance of my promotions?

What's the Report Builder and how do I use it?

POS INTEGRATION 25-26

Does DoorDash integrate with POS systems?

What is a POS system and what does integration mean?

What are the benefits of a DoorDash POS integration?

Which POS and middleware providers does Online Ordering integrate with?

What happens to my orders and menu after integration?

Will my existing store info and settings transfer to my POS?

Will my DoorDash login change after POS integration?

How do I request a POS integration?

What do I need before I start the integration process?

How long does POS integration take?

What is the integration onboarding process like?

Do I have to be a new DoorDash merchant to integrate a POS?

What if I need help during the onboarding process?

Where can I find help content and guides?

BRANDED MOBILE APP 21-22

What is the branded mobile app?

How does the mobile app benefit my business?

Are there any other fees I need to pay on mobile app orders?

Where will my mobile app pull my menu from?

Can I use different menus for the app and Online Ordering?

How do I update menu photos on the app?

How do I manage pricing in the app?

How do I handle refunds or customer issues?

How do mobile app orders appear in my system?

Can customers retroactively apply Spendgo points for in-store purchases?

Will in-store Spendgo scanning be available?

Will my mobile app transactions appear on the current DoorDash statement?

I have an app with another provider. Will it keep working while my new app is built?

Will my customers need to download a new app?

Can I use another provider for Online Ordering while using the DoorDash app?

How are mobile app fees billed?

Where can I see my mobile app fees in the Merchant Portal?



GETTING STARTED

WHAT IS THE DOORDASH COMMERCE PLATFORM?

The DoorDash Commerce Platform is a collection of commission-free tools that help merchants grow direct sales through their own channels (website, mobile app, social media channels, Google). It operates independently from the DoorDash Marketplace but uses the same powerful technology that has supported millions of orders.

DO I NEED TO BE A CURRENT DOORDASH MARKETPLACE PARTNER TO SIGN UP?

Yes, you must have an active DoorDash Marketplace account to access the Commerce Platform. However, you'll be able to receive orders through Online Ordering even if you've paused your Marketplace orders.

HOW DO I SIGN UP?

If you're a current DoorDash partner:

- Activate the Starter package via Merchant Portal.
- Or opt into Boost or Pro by contacting our sales team.
- If you're new to DoorDash:
- Visit the [DoorDash for Merchants page](#) and complete the sign-up form.



PACKAGES AND PRICING

WHAT ARE THE DOORDASH COMMERCE PLATFORM PACKAGES?

DoorDash Commerce Platform offers three packages:

- **Starter: Free**, fast setup with commission-free online ordering and a website.
- **Boost: \$54/store/month** for Starter features plus customization for your website, automated email marketing, and loyalty and gift card integrations.
- **Pro: \$249/store/month** for Boost features plus a branded mobile app, customizable marketing tools including email and text, and a cross-channel loyalty program.

Note: A 2.9% + \$0.30 payment processing fee applies to all packages.

WHICH PACKAGE IS RIGHT FOR ME?

- Choose **Starter** if you want a fast, free way to start online ordering.
- Choose **Boost** if you're focused on growing repeat business with built-in marketing.
- Choose **Pro** if you're ready to invest in long-term customer engagement and advanced tools.

Speak to a DoorDash representative for personalized recommendations.

WHAT IS INCLUDED IN EACH PACKAGE (STARTER, BOOST, PRO)?

- **The Starter package** includes all the essential tools to launch your commission-free online ordering system. You'll get a website, integration with Google for ordering, live order tracking, and the ability to accept both pickup and delivery orders directly from your own channels.
- **The Boost package** builds on Starter by helping you drive more repeat business and increase customer engagement. It includes everything in Starter, plus automated email marketing, customizable website pop-ups, and support for loyalty and gift card programs.
- **The Pro package** is the most advanced option and is designed for businesses looking to scale and create deeper customer connections. It includes everything from the Boost package and adds a fully branded mobile app, advanced customizable marketing tools, including email and text marketing, and a cross-channel loyalty program that works both online and in-store.

IS THERE A LONG-TERM CONTRACT OR CAN I CANCEL ANYTIME?

- **Starter:** No contract.
- **Boost:** Month-to-month or 12-month option.
- **Pro:** 12-month contract.

All packages require a 30-day cancellation notice, and early cancellation of 12-month commitments may result in termination fees.

CAN I UPGRADE OR DOWNGRADE MY PACKAGE LATER?

Yes, you can upgrade your package at any time directly through the Merchant Portal.

If you'd like to downgrade to a lower-tier package, contact your Account Manager or reach out to oosupport@doordash.com. Keep in mind that the Boost and Pro packages come with a 12-month commitment, and you will remain liable for the fee each month for the duration of the contract.



USING THE COMMERCE PLATFORM

HOW CAN I LINK COMMERCE PLATFORM ONLINE ORDERING TO MY WEBSITE?

To link your Commerce Platform Online Ordering link, log into your web manager (e.g., GoDaddy, Shopify, SquareSpace, Weebly, Wix, WordPress). Follow these steps for your specific web manager to create the Online Ordering menu page: [See how to set up an Online Ordering link.](#)

If you use a website built by DoorDash, we'll set up your link for you.

HOW DO I RECEIVE ORDERS THROUGH COMMERCE PLATFORM ONLINE ORDERING?

You can choose to receive and manage Online Ordering orders through a DoorDash tablet, POS integration, email, or phone.

HOW DO I GET PAID?

You can choose between receiving payments on either a daily or weekly basis via direct deposit. Update your payment settings in the Merchant Portal.

HOW DO I MAKE CHANGES TO MY ONLINE ORDERING MENU?

From the Merchant portal, navigate to Menus on the left-hand menu bar and click on the menu you need to edit.



SUPPORT AND ONBOARDING

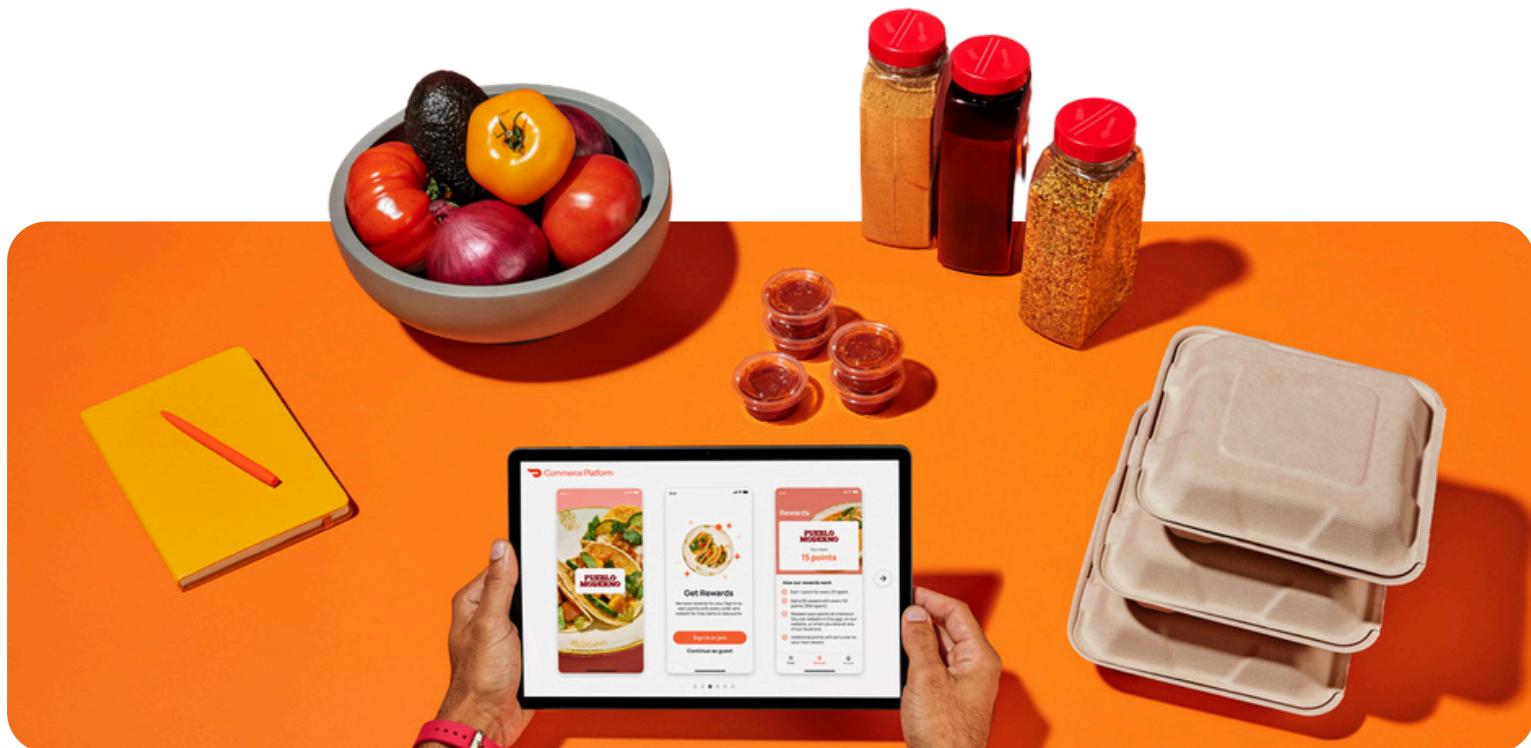
DO I NEED TECHNICAL OR MARKETING EXPERTISE TO USE THESE TOOLS?

No, the platform is designed to be easy to use with minimal setup.

You'll be guided by an Onboarding Specialist. If you're already a DoorDash Marketplace merchant, onboarding should be quick and straightforward since we use your existing account information to help set up your Commerce Platform tools.

WHERE CAN I GET HELP IF I HAVE ISSUES?

Please contact us at oopsupport@doordash.com.



ONLINE ORDERING

WHAT IS ONLINE ORDERING?

Online Ordering is a commission-free ordering system for your website, powered by DoorDash technology. It enables customers to order directly from your site or Google profile, giving you full control over the customer experience—and the revenue.

HOW ARE ORDERS RECEIVED THROUGH COMMERCE PLATFORM ONLINE ORDERING?

Merchants can receive and manage orders via a DoorDash tablet, integrated POS system, email, or phone—whichever method works best for your operation.

HOW ARE COMMERCE PLATFORM ONLINE ORDERS FULFILLED?

Dashers will fulfill delivery orders placed through Online Ordering. As always, pickup orders are collected by your customers at your locations.

ARE THERE ANY COMMISSIONS OR FEES?

There are no commission fees or monthly fees for the Starter package. Merchants only pay standard payment processing fees of 2.9% + \$0.30 per transaction.

HOW QUICKLY CAN MERCHANTS SET UP ONLINE ORDERING?

If you're an existing DoorDash partner, setup can take less than an hour through the Merchant Portal:

1. Log into your Merchant Portal account
2. Navigate to Channels > Online Ordering
3. Copy your custom ordering link
4. Add it to your website backend (GoDaddy, Shopify, WordPress, etc.)

DoorDash's onboarding team can also activate Online Ordering within 2 business days if you need support.

WHAT ARE THE BENEFITS OF MARKING ONLINE ORDERING AS A MERCHANT'S PREFERRED OPTION ON GOOGLE?

By marking Online Ordering as your preferred option on Google you can:

1. Lower your ordering costs by avoiding commission fees
2. Retain full control and access to your customer data
3. Prevent order volume loss from recent Google changes (merchants who do this reduce volume loss by up to 50%)

HOW CAN I PROMOTE ONLINE ORDERING TO CUSTOMERS?

- Place the “Order Now” button prominently on every page
- Use clear CTAs like “Order Online” or “Order Now”
- Match the look of your menu with your brand
- Avoid DoorDash branding to make the experience feel native

CAN I SHARE THE ONLINE ORDERING LINK ON SOCIAL MEDIA?

es! Share on Instagram, Facebook, Twitter, Yelp, and more. Each platform has custom instructions for link placement and food order stickers.

HOW CAN I IMPROVE MY ONLINE ORDERING MENU?

- Upload clear food photos using the Merchant Portal
- Add detailed item descriptions
- Keep pricing and availability accurate
- Customize branding via your Account Manager

WHAT ARE ITEM-LEVEL RATINGS?

These automatically highlight popular items based on customer reviews (items must have 6+ reviews and at least 70% positive feedback). You can opt out if desired.

There are limitations:

- “Secret Menu” and “DashPass exclusive” items from Marketplace will also appear in Online Ordering
- Separate menus for Online Ordering are not supported

DO MERCHANTS HAVE EASY ACCESS TO CUSTOMER DATA?

Yes, with Online Ordering, you own your customer data—giving you insight into order history, frequency, and trends that help drive repeat business.

HOW DO I ISSUE A REFUND?

You can issue instant refunds to resolve issues quickly and maintain customer trust. Go to:

- Merchant Portal > Orders > “Issue Refund”
- Tablet > Select Order > “Issue with Order” > Send Refund

CAN CUSTOMERS LEAVE TIPS FOR STAFF?

Yes, if tips are enabled in Marketplace, they will also apply to Online Ordering. Contact your Account Manager if you need to activate this feature.

DO MERCHANTS NEED TO MANAGE THEIR OWN CUSTOMER SUPPORT ON ORDERS?

Pickup support will be handled by you, as it's easier for your staff to manage refunds and missing item requests in-person with the customer. Delivery support is handled by DoorDash, which is a complimentary service for all Online Ordering merchants, so you can focus on your operations.

WHAT IS ORDER THROTTLING, AND HOW DOES IT HELP?

Order throttling limits the number of incoming online orders during busy times to prevent kitchen overload and ensure a consistent, high-quality experience for every customer.

CAN I USE MY OWN DRIVERS FOR DELIVERY ORDERS?

No, merchants cannot currently use their own drivers. Delivery orders are fulfilled by Dashers.

CAN I PAUSE ONLINE ORDERING IF I GET TOO BUSY?

Yes, you can pause all channels including Online Ordering from the Merchant Portal.

CAN I HAVE A SINGLE ONLINE ORDERING LINK FOR MY MULTIPLE BUSINESS IDS?

No, currently DoorDash supports only one Online Ordering link per business ID.

HOW DO I CANCEL ONLINE ORDERING?

Email oosupport@doordash.com with your store's name, address, and Online Ordering link.



GOOGLE FEATURES

WHAT IS AN ORDER WITH GOOGLE INTEGRATION?

Our Order with Google integration allows your menu to appear directly in Google results for easy ordering—helping you rank higher and capture more direct sales without relying on third-party platforms.

WHY SHOULD YOU SET DOORDASH ONLINE ORDERING AS PREFERRED IN GOOGLE?

Setting “Online Ordering by DoorDash” as preferred provider on Google increases the chances of commission-free Online Ordering appearing ahead of existing options that likely charge commissions. This means reduced order costs for you, more commission-free orders*, and more customers ordering on your Online Ordering page, engaging with your brand.

To set “Online Ordering by DoorDash” as Preferred:

1. Login to your [Google Business Profile](#)
2. In your Google Business Profile, select Food Ordering
3. Select “Online Ordering by DoorDash” under Edit your Service Providers
4. Set as Preferred for both Pickup and Delivery
5. Save and exit the popup

WHAT IS GOOGLE TAG MANAGER, AND WHY IS IT NEEDED?

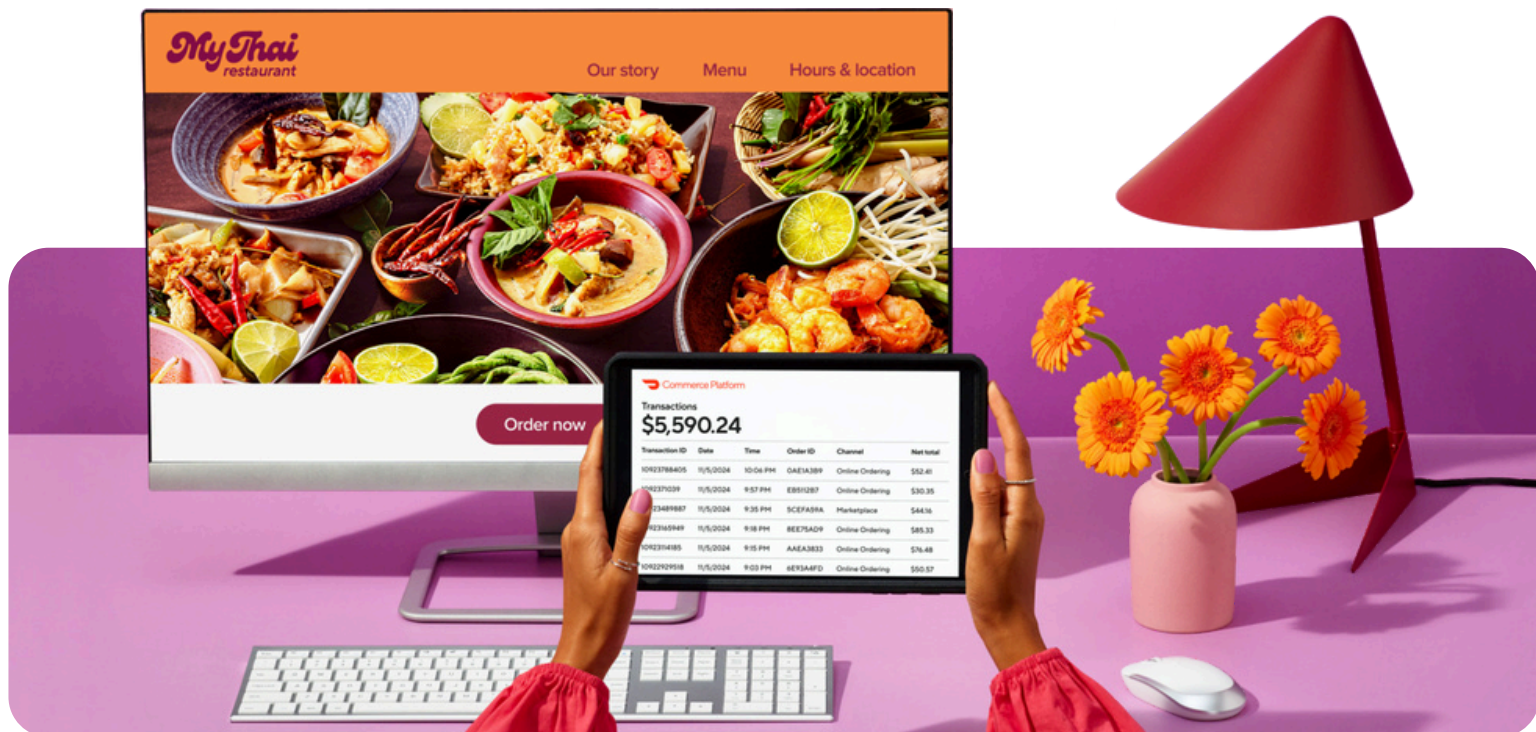
A Google Tag Manager enables you to track and analyze purchase behavior via Google Analytics to improve site performance and marketing. By enabling tracking, you can:

- Identify top-performing traffic sources to optimize your marketing spend
- Pinpoint where visitors drop off in the ordering process to improve conversion rates
- Recognize your highest-value customers based on site behavior and purchase patterns

HOW DO I SET UP GOOGLE ANALYTICS IN MY SUBDOMAIN?

Following these steps:

1. Setup Google Tag Manager and send us the container ID
2. Setup Google Analytics
3. Download and Import the Storefront GTM container JSON file - [download file](#)
4. Update Google Tag Manager with your Google Analytics 4 measurement ID
5. Publish your changes
6. Setup your custom dimensions in Google Analytics
7. View your reports



BRANDED WEBSITES

WHAT ARE BRANDED WEBSITES?

DoorDash offers merchants a free website designed to reflect your unique brand and strengthen your digital presence. These websites are SEO-optimized, mobile-friendly, and link directly to your Online Ordering page, making it easier to drive commission-free orders.

WHAT ARE THE BENEFITS OF A BRANDED WEBSITE?

Our websites are built to support both your brand and your business goals:

- Fully customized to match your brand's unique identity
- SEO-ready to customers can find you easily on Google
- Directly link to Online Ordering for a seamless, commission-free transactions
- White-glove Google Business setup to optimize your online visibility
- Built-in "Order Now" popups and buttons that increase conversion
- Optimized for both desktop and mobile experiences

WHAT SEO FEATURES DOES A BRANDED WEBSITE INCLUDE?

- **XML sitemap and robots.txt file:** Help search engines crawl and index your site efficiently, boosting visibility
- **Meta titles and meta descriptions:** Ensure your website appears properly on search engine results pages
- **Alt text and semantic HTML:** Improve accessibility and help with keyword relevance
- **Mobile-first performance:** Fast loading and optimized layouts for better SEO rankings
- **FAQ section:** Includes common Google search terms to increase keyword relevance and visibility

HOW CAN I GET THE MOST VALUE FROM MY WEBSITE?

Your branded website is built to drive traffic - now it's up to you to amplify it:

- Share the link on social media, flyers, and menus
- Ensure your Google My Business profile is up-to-date and linked to the site
- Promote your website in-store to turn foot traffic into digital customers

HOW MUCH DOES A BRANDED WEBSITE COST?

Branded websites are included for free as part of our Starter package.

WHAT CAN BE CUSTOMIZED ON MY WEBSITE?

- We offer three layout options. Each allows customization of:
- All images, text, and branding (colors, logos)
- Links to Online Ordering, mobile apps, social media, or other websites
- Feature your business address and Google Maps location
- Your contact details
- Featured Google Reviews
- App download links (if applicable)

WHAT'S INCLUDED IN THE LAYOUT?

Branded websites follow a single-page, scroll-friendly layout, designed to create the most seamless and intuitive experience for mobile users—where most ordering traffic originates. Sections include: Home, About Us, Featured Items, Gallery, Reviews, and Contact Info. We've found this layout reduces friction and increases engagement compared to multi-page websites. At this time, we do not support additional pages or subdomains.

HOW CAN I ADD THE SMART BUTTON AND CUSTOMIZABLE WEBSITE POP-UP TO MY BRANDED WEBSITE?

Branded websites for all packages come with the Smart Button and customizable website pop-up out of the box to maximize order conversion.

WILL MY MENU BE SHOWN ON THE WEBSITE?

Our branded website is designed to highlight your brand—not display the full menu. Customers will view and order from your full menu via the Online Ordering page, which is optimized for conversions.

WHAT IS A DOMAIN? CAN I USE MINE?

A domain is the URL your customers type in to reach your website.

- Already have a domain? We'll guide you through connecting it to your new branded website.
- Don't have one? We'll purchase a relevant .com domain for you and set it up automatically.

WILL MY WEBSITE HAVE A CUSTOM URL?

All our branded websites will have a custom URL (domain), whether we connect to your existing domain or get you a new one.

HOW LONG DOES IT TAKE TO SET UP MY WEBSITE?

Our current turnaround time is 1-2 weeks from the time you request your website.

HOW DO I GET STARTED?

We'll collect the following:

- Preferred template and color scheme
- Whether you have a domain or need one provided
- Whether you have access to your Google Business Profile
- Preferred implementation session date (minimum 1 week out)

WHAT HAPPENS AFTER THE WEBSITE IS BUILT?

We'll meet with you to:

- Link your website to your Google Business Profile and optimize your Google page
- Map your domain to the website
- Make any final edits needed

Ahead of the call, please make sure you have access to:

- Your Google My Business page for each store/location
- Your domain settings page (if applicable).

CAN I ADD MULTIPLE PAGES TO MY WEBSITE (SUCH AS A CAREERS PAGE)?

Our branded websites follow a single-page, scroll-friendly layout, designed to create the most seamless and intuitive experience for mobile users. At this time, we do not support multiple pages on the website.

CAN I LINK A CATERING OR E-COMMERCE PAGE?

While we don't support multi-page websites, we can include buttons that link to your external catering or e-commerce pages.

CAN I GET EDIT ACCESS TO THE WEBSITE?

At this time, edit access is not available. All updates must be requested through DoorDash.



SMART BUTTON AND CUSTOMIZABLE WEBSITE POP-UP

WHAT IS A SMART BUTTON?

It is a sticky, customizable button for online ordering designed to boost visibility and drive sales to your digital channels.

About our Smart Button:

- Customizable (color, size, orientation, etc.)
- Works seamlessly on every device -- both desktop and mobile web browsing
- Sticks to the page as your customer scrolls, so it's always easy to find
- Appears on every page on your website -- so when your customers are ready to order directly from you, they have an easy path to checkout.

WHAT IS A CUSTOMIZABLE WEBSITE POP-UP?

A customizable website pop-up will appear once your customer opens your website to encourage ordering right away.

The pop-up will direct customers to your Online Ordering link via delivery or pickup. Customers can easily exit the pop-up and navigate to the website straight away if they so choose.

HOW IS THE CUSTOMIZABLE WEBSITE POP-UP DIFFERENT FROM A SMART BUTTON?

A customizable website pop-up shows up once a customer sees the website to encourage ordering via delivery and/or pickup. A Smart Button stays in the same place on your screen as the customer scrolls, making the "Order Online" floating button always clear. Both are optimized for mobile, tablet, and desktop.

HOW DO I ADD THE SMART BUTTON OR CUSTOMIZABLE WEBSITE POP-UP TO MY WEBSITE?

Add a simple Javascript snippet to your website. You can find the code and additional instructions [here](#).

WHY SHOULD I GET A SMART BUTTON OR CUSTOMIZABLE WEBSITE POP-UP?

A pop-up “Order Now” button can:

- Increase commission-free orders by up to 33%
- Raise awareness of your first-party ordering options
- Improve both mobile and desktop site usability
- Be toggled on/off at any time with a single click

HOW DO I IMPLEMENT A SMART BUTTON OR CUSTOMIZABLE POP-UP?

Add a simple Javascript snippet to your website.

We offer plugin instructions for:

- [GoDaddy](#)
- [Shopify](#)
- [Squarespace](#)
- [Wix](#)
- [Wordpress](#)

Need help? Our team is happy to assist with implementation.

WHAT CAN BE CUSTOMIZED ON A SMART BUTTON OR CUSTOMIZABLE WEBSITE POP-UP?

You can tailor:

- Button text and color
- Position and alignment on your site
- Border color
- Whether the pop-up is enabled
- Multiple location support using your business group ID

HOW DO I ACCESS THE SMART BUTTON, POP-UP CUSTOMIZATION, AND BRANDED URL FEATURES?

The Smart Button, and customizable website pop-up “Order Now” pop-up features are included with our Boost package, designed to help you drive more direct orders and elevate your brand online.



AUTOMATED EMAIL MARKETING (CRM)

WHAT CRM TOOLS ARE INCLUDED IN MY PACKAGE?

DoorDash offers two types of CRM tools to help you stay connected with your customers:

- Automated Email Marketing: Pre-built email series that re-engage customers based on their ordering behavior.
- Custom Email & Text Marketing: Fully customizable campaigns you can tailor with your own content, promotions, and audience segments.

HOW DOES AUTOMATED EMAIL MARKETING WORK?

Automated email marketing includes a set of branded, ready-to-go email series designed to drive repeat orders. These emails are automatically sent to your Online Ordering and in-store loyalty customers — no setup required. Note: Marketplace customers are not included.

CAN I CUSTOMIZE THE AUTOMATED EMAILS?

Automated emails are fixed in format and content. You won't be able to change the design, messaging, or frequency, and you can't add promotions. If you need more flexibility, you can upgrade to our customizable CRM tools.

WHAT DOES BRANDING LOOK LIKE WITH AUTOMATED EMAIL MARKETING?

Emails are white-labeled to reflect your brand — they include your logo and brand colors — but you won't be able to modify the layout or design elements unless you upgrade to the customizable email and text marketing tools.

WHAT EMAIL ADDRESS DOES AUTOMATED EMAIL MARKETING USE?

All CRM emails are sent from a white-label address formatted like this:
[yourbrandname]@messages.order.online,
helping your brand stay front and center.



CUSTOMIZABLE EMAIL AND TEXT MARKETING

WHAT IS CUSTOMIZABLE EMAIL AND TEXT MARKETING?

Our customizable email and text marketing tool lets you easily create and send branded messages to your customers right from your merchant portal. Use built-in templates that automatically apply your logo and colors, then add headlines, images, links, and personalized content to promote new items, special offers, or anything else you'd like to share.

WHAT CAN I CUSTOMIZE IN MY EMAILS AND TEXT?

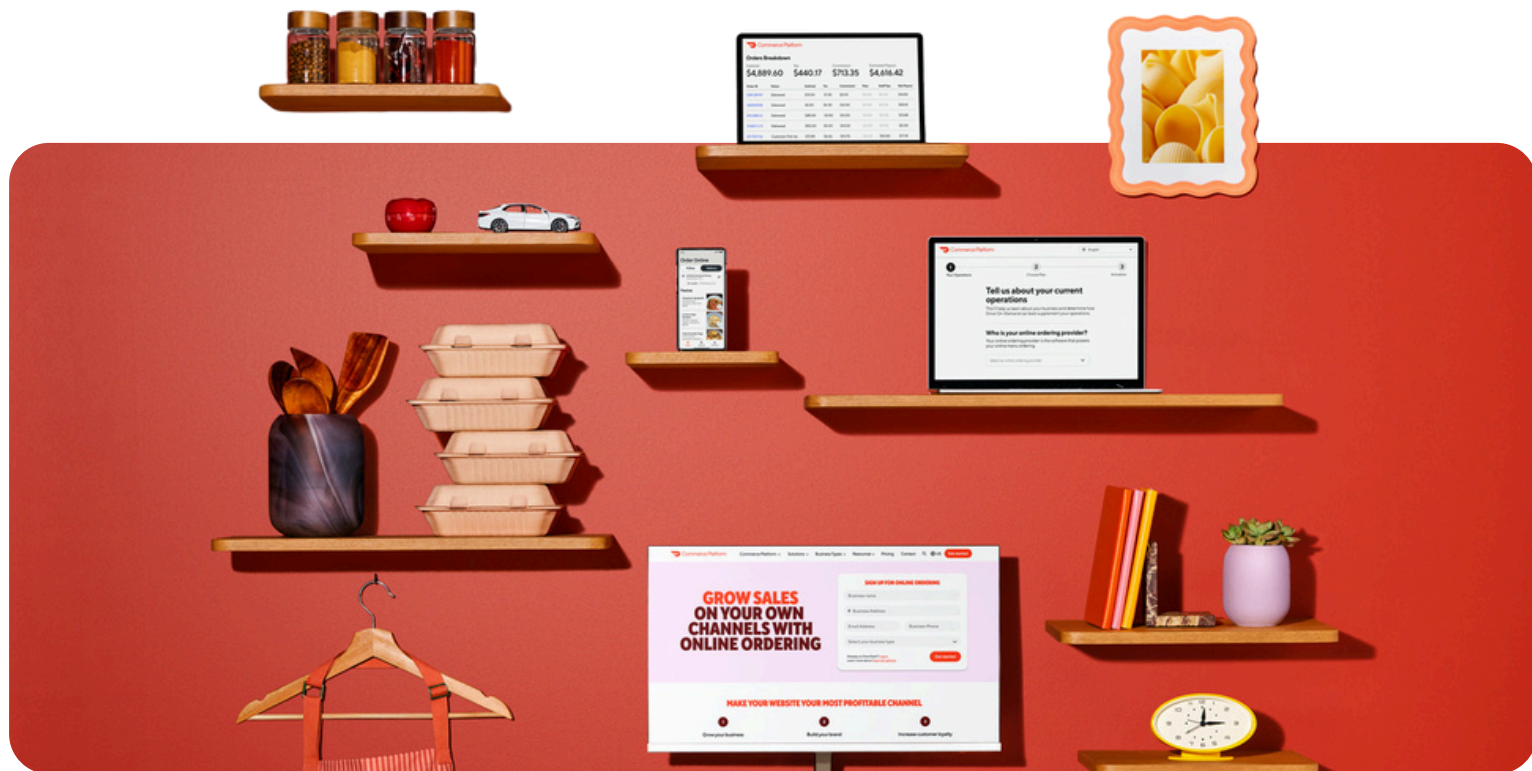
You can fully customize the message, layout, and content of your emails and texts — including subject lines, images, headlines, and calls to action. Whether you're announcing a promotion, sharing a weekly update, or highlighting new menu items, you have the flexibility to craft campaigns that match your brand and goals.

WHAT DOES THE BRANDING LOOK LIKE FOR CUSTOM EMAILS AND TEXTS?

Every email and text message is fully branded with your restaurant's look and feel — including your logo, color scheme, and voice. It's designed to give your customers a seamless, personalized brand experience.

DO I HAVE A LIMIT ON HOW MANY EMAILS, SMS, OR HUB NOTIFICATIONS I CAN SEND?

There's no limit to how many emails or SMS messages you can send. SMS messages cost \$0.05 each. Hub (push) notifications do have usage limits, which you can view in your merchant portal.



CROSS-CHANNEL LOYALTY (OCL)

HOW DOES THE LOYALTY PROGRAM WORK?

Our cross-channel loyalty program (OCL) lets customers earn and redeem rewards anywhere they order — online, in-app, in-store, or on DoorDash. This seamless experience builds loyalty across every touchpoint and encourages repeat business.

CAN I USE THE LOYALTY PROGRAM WITHOUT THE MARKETING TOOLS?

Automated email marketing is available on its own, but OCL and customizable marketing tools must be used together. That's because OCL collects customer data, and the marketing tools use that data to drive engagement and increase orders — they're most powerful as a package.

CAN THE LOYALTY PROGRAM SUPPORT MULTIPLE RESTAURANT CONCEPTS?

Currently, OCL only supports one concept per business ID, so it cannot be shared across multiple brands or concepts.

CAN OCL WORK WITH ANY POS?

Yes! OCL is a first-of-its-kind program that integrates with credit card companies rather than your POS, so it's compatible with any point-of-sale system.

I ALREADY HAVE A LOYALTY PROGRAM. CAN I TRANSFER IT TO OCL?

Absolutely. Just export your current member list as a CSV (including name, contact info, and points). Our team can upload it to OCL. Members will simply need to link their credit card to start earning again.

CAN CUSTOMERS EARN REWARDS ON CASH PAYMENTS?

Not at this time. OCL only tracks purchases made with linked credit cards. However, cash makes up a small percentage of in-store sales, so the impact on your loyalty program should be minimal. We're actively exploring solutions to support this in the future.

CAN CUSTOMERS LINK MULTIPLE CREDIT CARDS TO ONE LOYALTY ACCOUNT?

Yes! Customers can add and use multiple cards under a single loyalty account.

HOW DO CASH BACK REWARDS WORK?

Customers receive either ~5% cash back or a set dollar reward (like \$5) after purchases. These rewards are applied automatically on their next transaction, which helps drive repeat visits.

CAN I MANUALLY ADD POINTS TO A CUSTOMER'S ACCOUNT?

Starting in July 2025, you'll have access to an admin portal where you can manually adjust or add loyalty points for any customer.

HOW DO I TRACK PERFORMANCE OF THE LOYALTY PROGRAM?

All your OCL data will be available in the DoorDash Merchant Portal, including total enrollments, sales trends, and order frequency. It's an easy way to monitor customer engagement across channels.

WHAT HAPPENS IF A CUSTOMER'S CREDIT CARD EXPIRES?

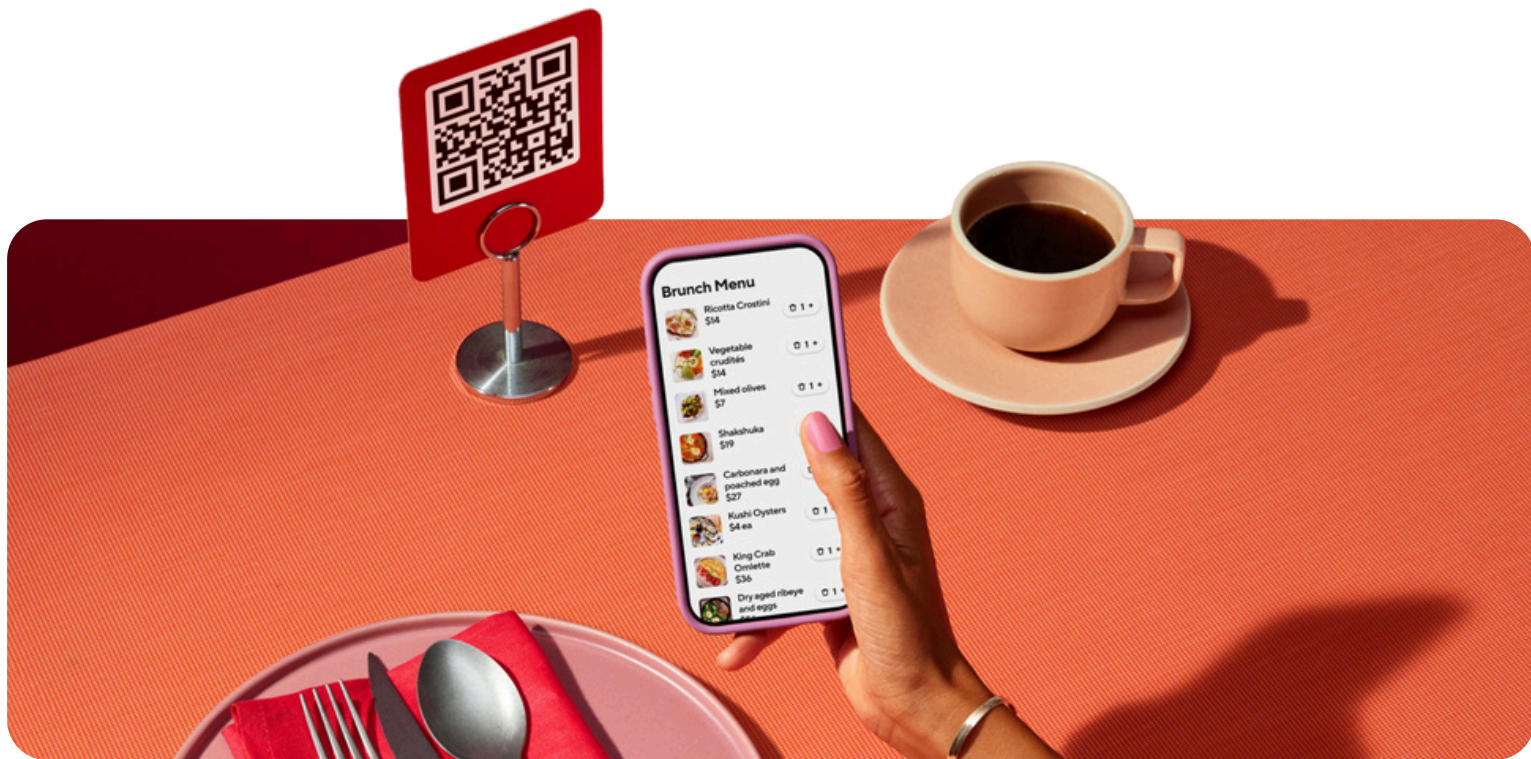
If the card number stays the same, they're still good to go. If they receive a new card number, they'll just need to relink it — their points will remain safe.

WHAT IS AN NFC, AND HOW IS IT USED?

An NFC tag is a small, battery-free sensor you can place in-store. When tapped with a phone, it instantly opens your OCL sign-up link — making enrollment fast and easy.

CAN OCL INTEGRATE WITH OTHER LOYALTY OR GIFT CARD PLATFORMS?

Yes! OCL supports integrations with third-party providers like Paytronix and Spendgo, including gift card features that make it easy for customers to share your restaurant with friends and family.



BRANDED MOBILE APP

WHAT IS THE BRANDED MOBILE APP?

The Branded Mobile App is a customizable, commission-free application available for both iOS and Android. It allows customers to order directly from your restaurant, helping you increase repeat business and build stronger customer loyalty.

HOW DOES THE MOBILE APP BENEFIT MY BUSINESS?

Restaurants with branded apps often see more repeat orders and greater customer loyalty. The app keeps your restaurant front and center on customers' devices, encouraging them to order again and again.

WHERE WILL MY MOBILE APP PULL MY MENU FROM?

Your app pulls menu data directly from your DoorDash Online Ordering menu. Any updates made there will automatically be reflected in the app.

CAN I USE DIFFERENT MENUS FOR THE APP AND ONLINE ORDERING?

No. The app menu mirrors your Online Ordering menu and cannot be customized separately.

ARE THERE ANY OTHER FEES I NEED TO PAY ON MOBILE APP ORDERS?

No, there are no commission fees or hidden costs associated with mobile app orders. DoorDash will cover the \$99 annual Apple developer fee and the Google Play developer fee for you.

If you operate 25 locations, your effective cost per order would be approximately 1.7% of Online Ordering sales (pickup and delivery), plus your standard monthly per-store subscription fee. There are no implementation fees from DoorDash.

However, If loyalty is enabled (via DoorDash or a third-party), additional monthly loyalty fees apply.

HOW DO I UPDATE MENU PHOTOS ON THE APP?

Menu images are synced with Online Ordering. Just update your photos there, and the changes will appear in the app as well.

HOW DO I MANAGE PRICING IN THE APP?

Pricing is managed the same way as your current setup — through your POS or DoorDash tablet. Prices update in Online Ordering and will be reflected in the app automatically.

HOW DO I HANDLE REFUNDS OR CUSTOMER ISSUES?

Please reach out to oopsupport@doordash.com for any questions or issues.

HOW DO MOBILE APP ORDERS APPEAR IN MY SYSTEM?

Orders from the app will show up the same way as Online Ordering orders — no new systems or processes are needed.

CAN CUSTOMERS RETROACTIVELY APPLY SPENDGO POINTS FOR IN-STORE PURCHASES?

Yes. Customers can visit [my.spendgo.com/\[YourMerchantName\]](https://my.spendgo.com/[YourMerchantName]), log into their account, and click "Add Points". Points cannot currently be added through the app itself.

WILL IN-STORE SPENDGO SCANNING BE AVAILABLE?

A loyalty QR code scanner is planned for release by the end of the year. For now, customers can provide their phone number in-store to receive loyalty points.

WILL MY MOBILE APP TRANSACTIONS APPEAR ON THE CURRENT DOORDASH STATEMENT?

Yes, the payments will be included with your DoorDash statements and payout will be made to the respective store in the same way it occurs for Online Ordering.

I HAVE AN APP WITH ANOTHER PROVIDER. WILL IT KEEP WORKING WHILE MY NEW APP IS BUILT?

Yes. Your existing app will continue to function as usual while DoorDash builds your new branded app.

WILL MY CUSTOMERS NEED TO DOWNLOAD A NEW APP?

Yes. Customers will need to download the new DoorDash-built app.

Here's what happens:

1. We'll work with you to set a launch date for the new app and remove the old app from the App Store.
2. After that, new customers will only see the new app.
3. Existing users can still use the old app temporarily, but it will eventually be fully phased out.

We'll partner closely with you to ensure a smooth transition.

CAN I USE ANOTHER PROVIDER FOR ONLINE ORDERING WHILE USING THE DOORDASH APP?

No. To use the DoorDash-branded mobile app, you must also use DoorDash as your Online Ordering provider.

HOW ARE MOBILE APP FEES BILLED?

Mobile app fees are automatically deducted at the store level.

WHERE CAN I SEE MY MOBILE APP FEES IN THE MERCHANT PORTAL?

You'll find them under "Merchant Fees" labeled as a "Subscription fee", which matches the amount outlined in your original mobile app contract.



PROMOTIONS AND REPORTING

WHAT TYPES OF PROMOTIONS CAN I RUN WITH ONLINE ORDERING?

You can create engaging offers:

- Percentage off the total order (e.g., 10% off)
- Dollar amount off (e.g., \$5 off \$25)
- \$ 0 delivery fee for your customers

These can be tailored for large or small orders to suit your goals.

WHAT IS THE DIFFERENCE BETWEEN AUTOMATIC-APPLY AND PROMO CODE OFFERS?

- Automatic-apply promotions are automatically applied when customers meet the order criteria — no code needed.
- Promo code promotions require the customer to manually enter a code during checkout under the "Payment Methods" section.

WILL A BANNER APPEAR ON MY ONLINE ORDERING PAGE WHEN I RUN A PROMOTION?

Yes, but only for automatic-apply promotions. A banner will be displayed to highlight the offer. Custom banner designs are not currently supported.

CAN I RUN THE SAME PROMOTION ON MY ONLINE ORDERING AND DOORDASH MARKETPLACE?

Yes — but you'll need to recreate the promotion separately on each platform.

Note: Online Ordering (Storefront) currently supports % off, \$ off, and \$0 delivery promos for guest users only. Shared promo codes across both platforms are not supported at this time.

HOW WILL CUSTOMERS KNOW I'M RUNNING A PROMOTION?

- A promotional banner will appear on your Online Ordering page for automatic-apply offers
- You can also market your promo via social media, email, or in-store signage

CAN I RUN PROMOTIONS ONLY IN THE BRANDED APP?

Not yet. App-specific promotions are a feature we're actively working to add.

CAN I PLACE PROMO BANNERS ABOVE THE MENU IN THE MOBILE APP?

This feature isn't supported at this time but is on our roadmap for future updates.

HOW DO I CREATE AND MANAGE PROMOTIONS?

- Log in to your Merchant Portal
- Go to Marketing > Run a Campaign
- Use templates like "Boost Sales" or "Attract Customers" to create your promo
- You can also reach out to your Account Manager for advanced promotion setups (e.g., BOGO offers, item-level deals, or custom promo codes).

HOW CAN I TRACK THE PERFORMANCE OF MY PROMOTIONS?

- Navigate to Marketing > Campaign Reporting in the Merchant Portal
- Use the built-in filters to generate a custom report
- You'll receive an email with a downloadable CSV file

Pro tip: Leverage the Smart "Order Now" Button alongside your promotion to drive even more conversions.

WHAT'S THE REPORT BUILDER AND HOW DO I USE IT?

- The Report Builder allows you to create and schedule custom reports for Online Ordering. You can access valuable data like:
 - Customer names and emails
 - Lifetime value
 - Store-specific performance

To use:

1. Go to the **Merchant Portal** > Report Builder
2. Choose **Online Ordering** as the channel
3. Select your time frame and customer data type
4. Click **Create Report** and download your results



POS INTEGRATION

DOES DOORDASH INTEGRATE WITH POS SYSTEMS?

Yes! DoorDash integrates with many leading POS systems, so you can manage online and in-store orders in one place. There's no need to learn new tools or workflows — it's a plug-and-play solution that simplifies operations.

WHAT IS A POS SYSTEM AND WHAT DOES INTEGRATION MEAN?

A point-of-sale (POS) system lets restaurants track sales, inventory, and manage the ordering process in real-time.

A POS integration connects DoorDash to your POS, allowing menu updates, order syncing, and reporting to happen seamlessly. With a connected system, everything — menus, orders, and sales — is centralized across all ordering channels.

WHAT ARE THE BENEFITS OF A DOORDASH POS INTEGRATION?

Integrating DoorDash with your POS system simplifies running your business in a number of ways:

- Automatic updates: Menu changes in your POS instantly reflect on DoorDash.
- Fewer devices: Orders from all channels go to one system — no extra tablet needed.
- Fewer errors: Orders flow directly into your POS, minimizing manual entry and mistakes.

Better reporting: Track DoorDash order data alongside your in-store metrics, all in one place.

WHICH POS AND MIDDLEWARE PROVIDERS DOES ONLINE ORDERING INTEGRATE WITH?

DoorDash supports POS integrations with providers like SICOM, Novadine, Shift4, Square, etc., and middleware such as Olo Rails, ItsACheckmate, Chowly, Ordermark, and Otter.

WHAT HAPPENS TO MY ORDERS AND MENU AFTER INTEGRATION?

Once integrated, all DoorDash orders will route to your in-store POS system, and your menu will sync directly from your POS or middleware provider.

WILL MY EXISTING STORE INFO AND SETTINGS TRANSFER TO MY POS?

Yes — your store details on DoorDash (like hours and settings) will stay the same. You'll simply be switching to a menu and order flow managed through your POS system.

WILL MY DOORDASH LOGIN CHANGE AFTER POS INTEGRATION?

No, your DoorDash login stays the same. You'll only use it to connect your DoorDash account with your POS system — the integration itself is managed through your POS provider's platform.

HOW DO I REQUEST A POS INTEGRATION?

For new DoorDash merchants:

1. Complete [the standard onboarding](#) and access the [Merchant Portal](#).
2. Go to Settings > Integrations.
3. Select your POS provider and click Get Started.
4. Follow the provider's login process to begin.

If your provider isn't listed, click "Other" and select Contact Support.

WHAT DO I NEED BEFORE I START THE INTEGRATION PROCESS?

Make sure you have:

- An active DoorDash partnership
- A [compatible POS or middleware provider](#)
- A menu created in your POS system

Your provider will confirm if your setup is ready for integration.

HOW LONG DOES POS INTEGRATION TAKE?

Once your menu and account are ready, integration can be completed in as little as 3 minutes, with most merchants going live within 3 days.

WHAT IS THE INTEGRATION ONBOARDING PROCESS LIKE?

The process is self-serve and flexible:

1. Complete setup steps with your POS provider.
2. Review and approve your integrated menu.
3. Activate the integration via your provider.
4. Receive a confirmation email from DoorDash when you're ready to go live.

DO I HAVE TO BE A NEW DOORDASH MERCHANT TO INTEGRATE A POS?

No, any active restaurant partner on DoorDash can integrate a new POS provider at any time.

WHAT IF I NEED HELP DURING THE ONBOARDING PROCESS?

Our Provider Support Specialists are trained in specific integrations. Submit a ticket through DoorDash Merchant Support, and we'll assist with anything you need.

WHERE CAN I FIND HELP CONTENT AND GUIDES?

Visit the [Merchant Learning Center](#) for how-to videos and step-by-step articles, including:

- [How to switch from tablet to POS](#)
- Troubleshooting POS integrations
- Managing menus through your POS

