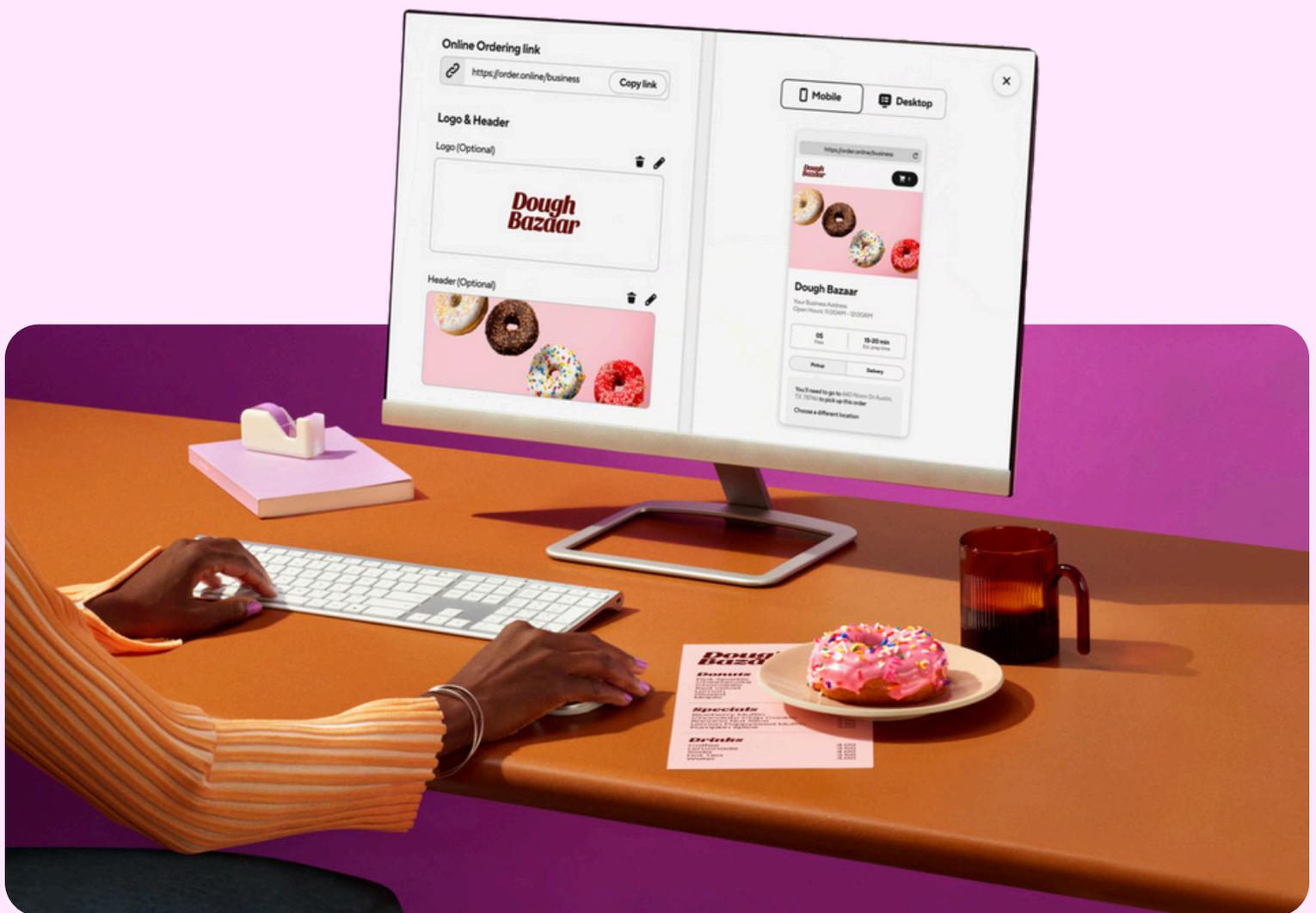# WELCOME TO THE STARTER PACKAGE

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 Starter 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.

Our team is 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.

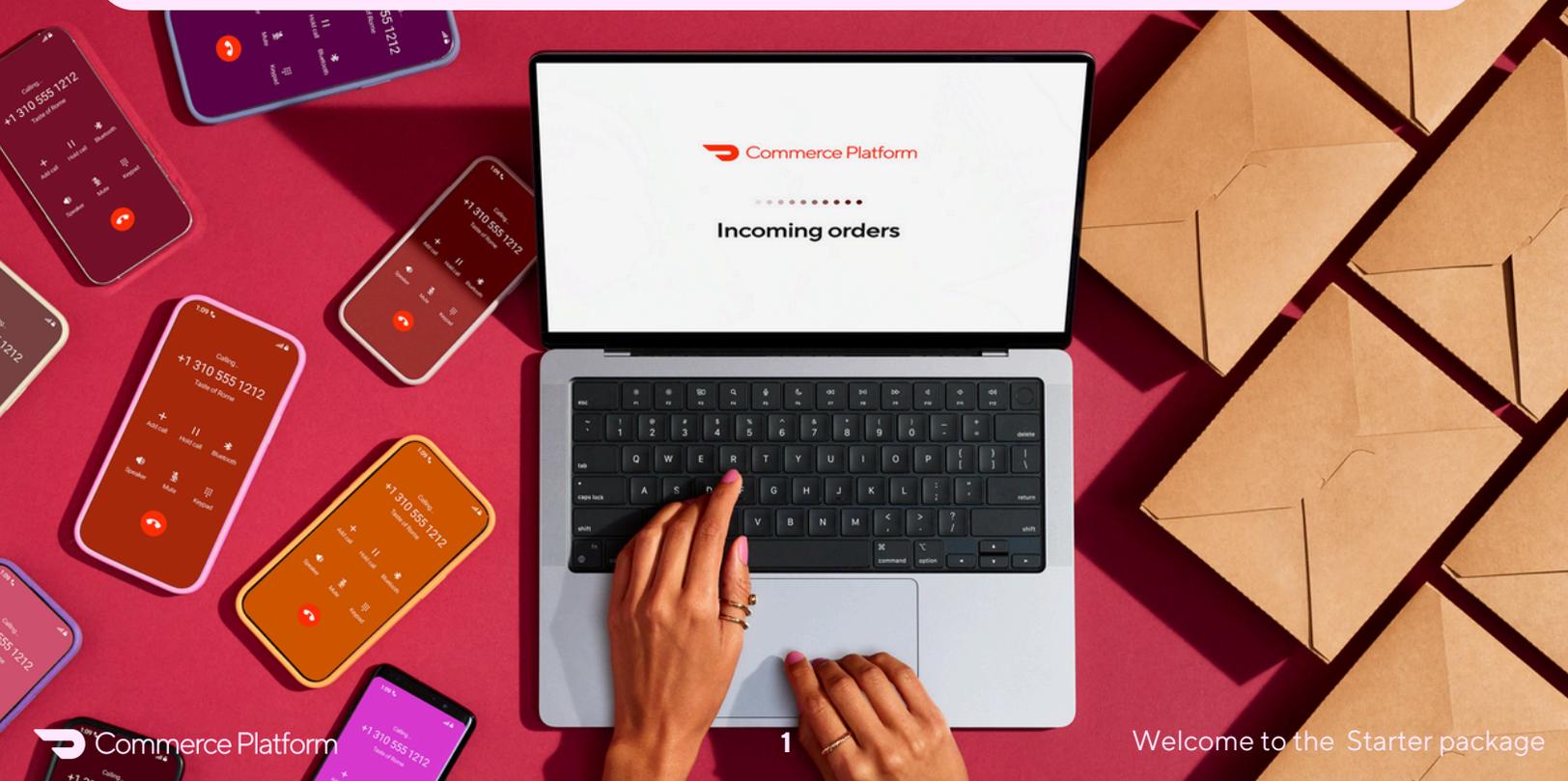Let's turn first-time customers into regulars — **and great tools into real results.**

Commerce Platform

Incoming orders

Commerce Platform

TABLE OF
CONTENTS

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 Starter package includes a website - **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 **mxpsupport@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 MerchantPortal, 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.

PROMOTIONS & REPORTING

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

Whether it's in-store or online, **Online Ordering Report Builder** lets you build and schedule custom reports for orders received through your Online Ordering website and app.

You can get quick access to your customer data such as name, email address, and customer lifetime value. Follow **this link** to access the report on the Merchant portal (you need to log in beforehand).

HOW TO SET UP REPORTING

1 On the Merchant Portal, access the Report Builder tool from your Dashboard or the Online Ordering tab.

2 Choose Online Ordering as the channel type.

3 Select Customers as the report type.

4 Fill out desired details such as time frame and store location.

5 Click Create Report.

6 You'll get an email once your CSV is ready to download.

Reports

View and create custom reports for your camp...

Advertising

Your Online Ordering report is ready

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

Report summary

📋 Report name	Online ...
📊 Report type	Business ...
📅 Date range	Nov ...
👁 View by	

time ⌄

TRACKING PROMOTIONS

1 Log into the Merchant Portal.

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

3 Select **Campaign Reporting.**

4 On the right hand side, select **Create a Report.**

Orders placed through your own channels (website, native apps, social media, Google page) will show up on your tablet or POS. Delivery orders will be fulfilled by Dashers, and pickup orders will be collected in your store by customers. You will not be charged a commission for Online Ordering orders, you just pay payment processing (2.9% + $0.30 per order).

$0
DELIVERY FEE FOR MERCHANTS

100%
CHARGEBACK PROTECTION

$0
SAAS & SETUP FEES

WE'VE GOT YOUR BACK: SUPPORT & SERVICES

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

If you experience any issues not addressed in the help desk, please email **mxpsupport@doordash.com** and a member of our team will be in touch. Please include as much detail as possible, to ensure our team can assist in a timely manner.

YOUR STORE'S DELIVERY SUPPORT NUMBER FOR CUSTOMERS IS:

(855) 552-5444

Give the customer this phone number, or let them know that the delivery support phone number can be found at the bottom of their order confirmation email and text.

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.
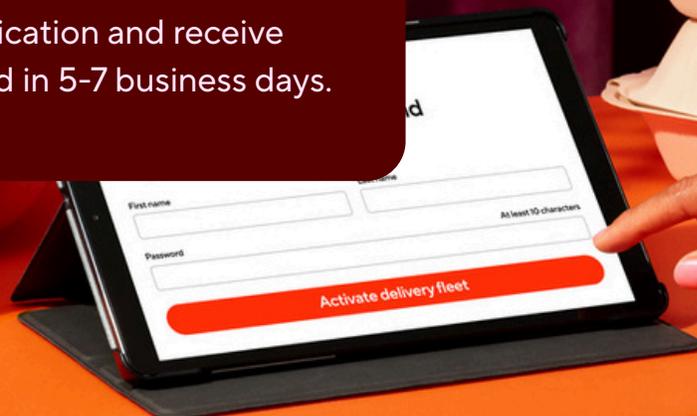
HOW TO OPTIMIZE YOUR ONLINE ORDERING PAGE

You're almost there! We've done the set up, and now it's time to make sure you optimize your platform. Your dedicated implementation rep will walk through the configuration of all of these features, and this section lays out everything for reference.

CUSTOMIZE YOUR ONLINE ORDERING PAGE

Express your brand style and create a seamless customer experience with customizations for your Online Ordering page. With the Starter package, you can add your logo and choose from 12 preset theme colors to match your brand

Looking for more? **Upgrade to a paid package** to unlock full design control, including custom fonts, any color from the spectrum, section-specific text colors, and interactive elements like hover effects. It's everything you need to make your Online Ordering page feel just like home.

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.
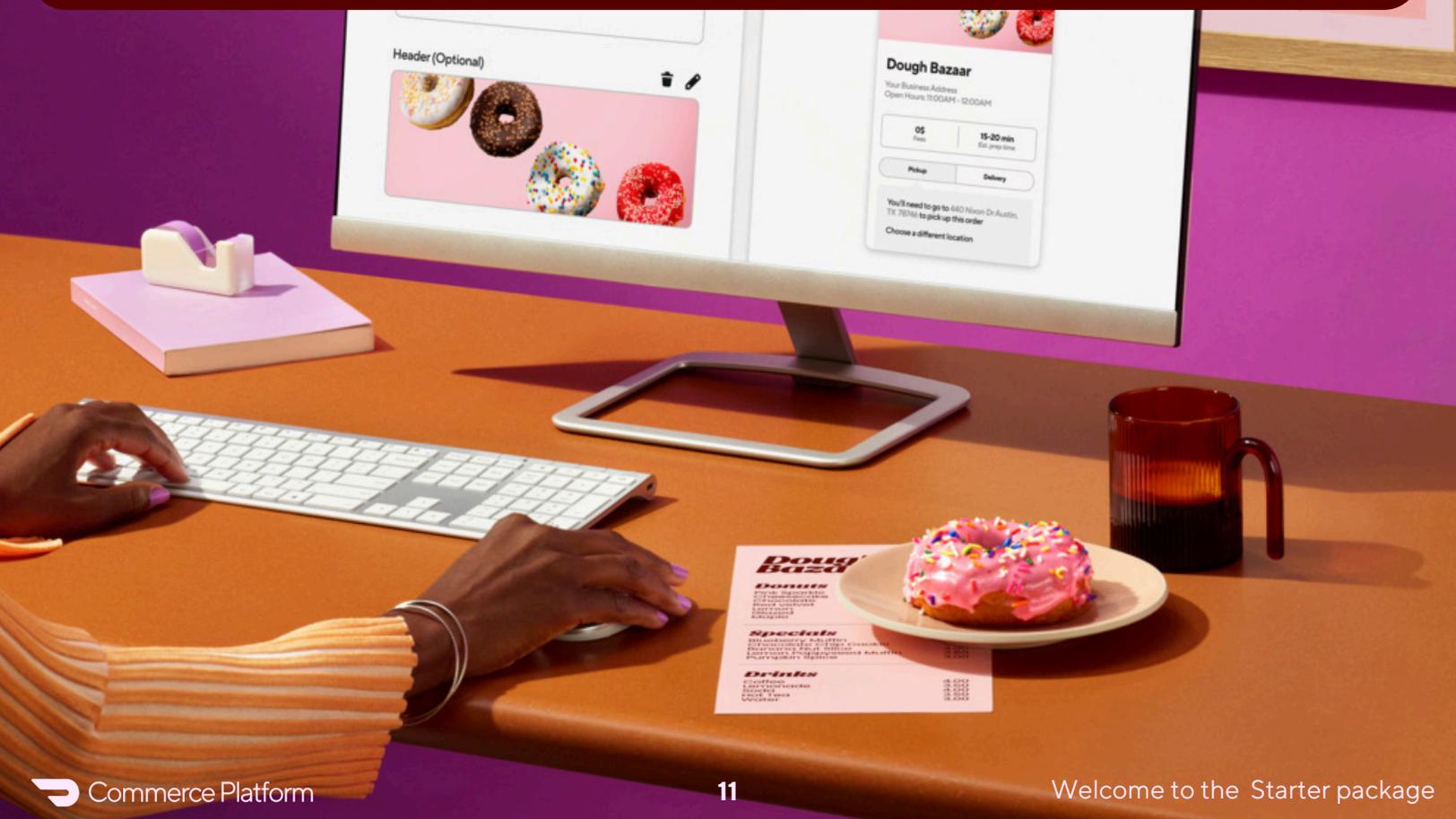
# CUSTOMIZE YOUR MENU TO INCREASE ORDER CONVERSION

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 pics 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.
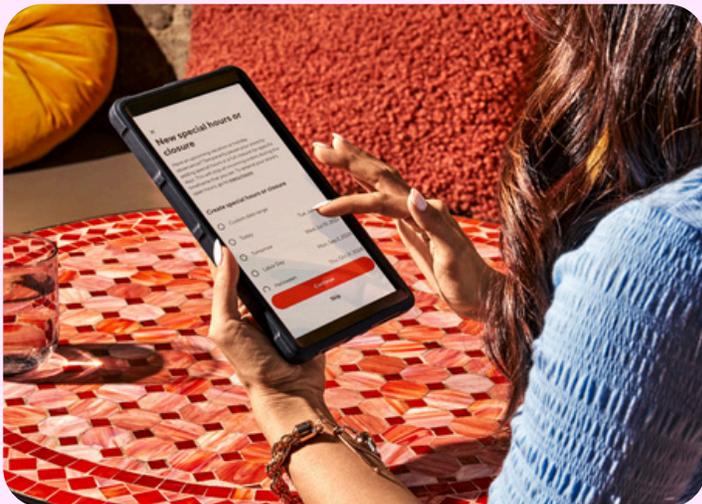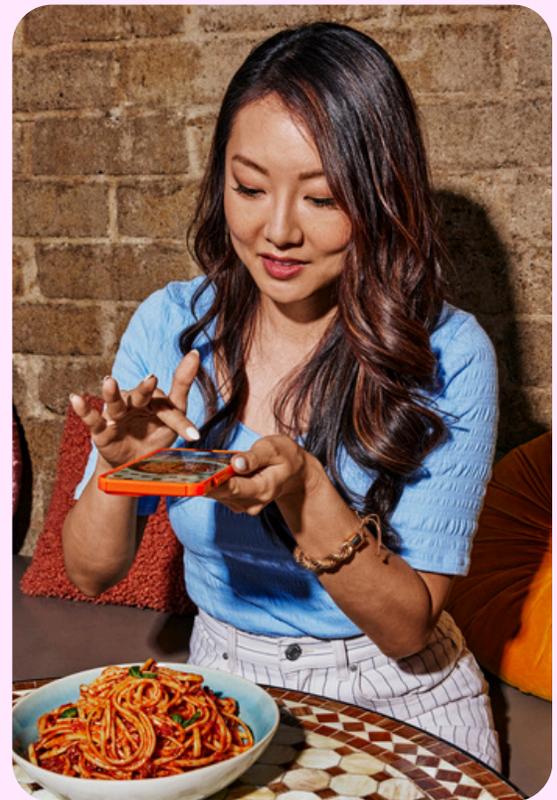
ENSURE MENU ITEMS AND PRICING ARE UP-TO-DATE

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

ALL 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 commission-free 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.
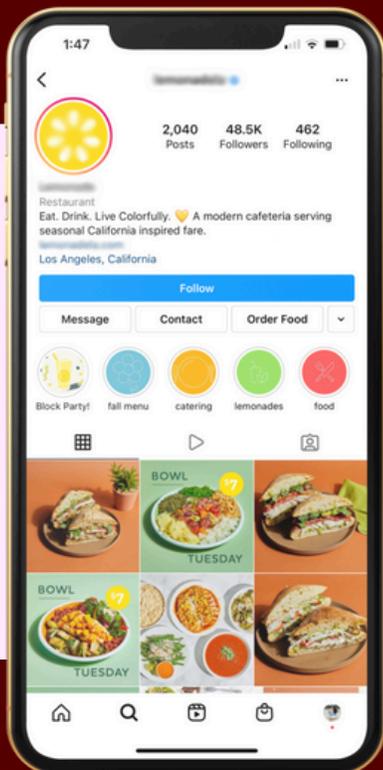
6 Click **Save Changes.**

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/Twitter.

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 Create a free account on **Canva,** and edit the DoorDash-provided **templates**.

2 You can use these templates to promote your online ordering website or promotion codes on Instagram and Facebook.

3 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.
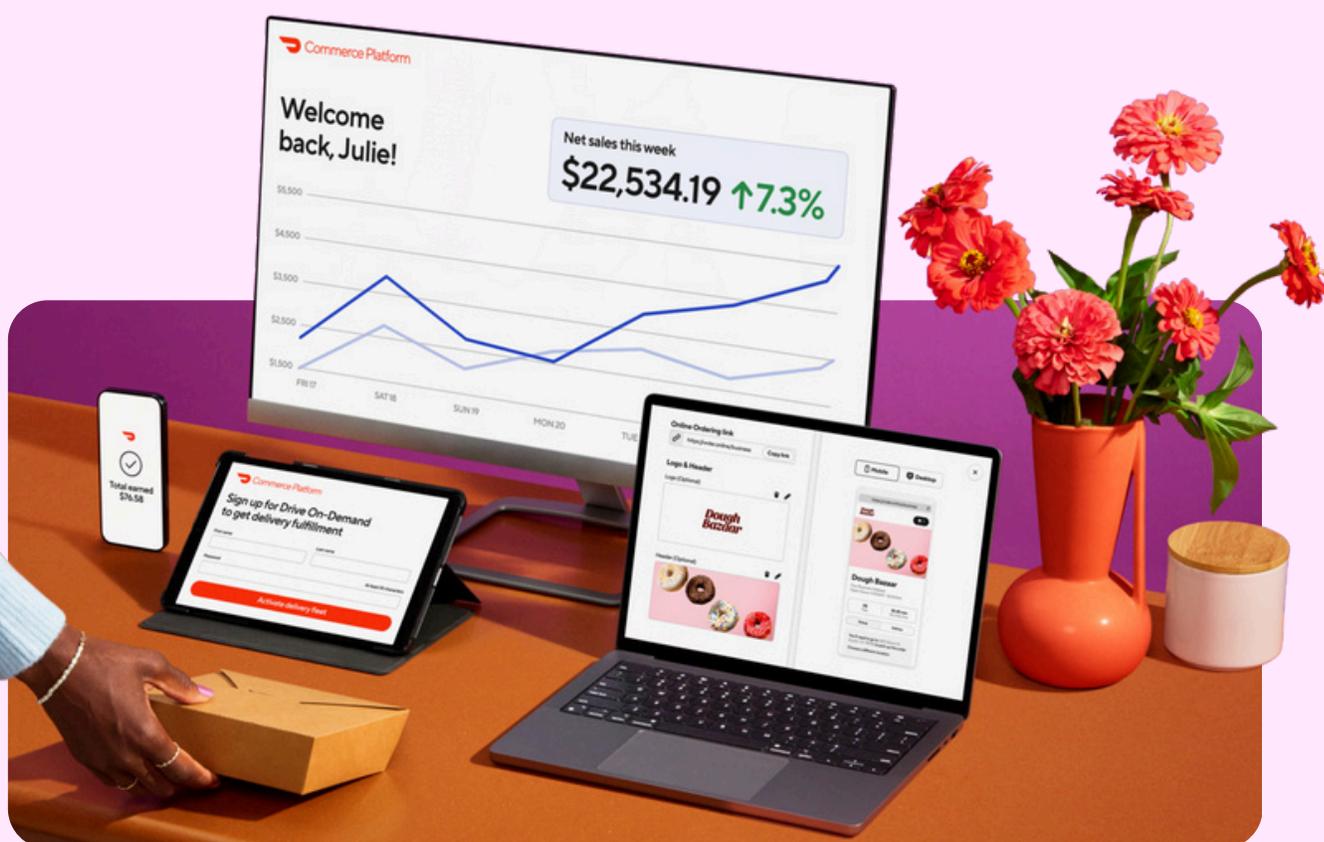
UNLOCK MORE WITH OUR BOOST PACKAGE

Need more than the basics? The **Boost package** includes a custom website and a fully branded ordering page. Contact us today to upgrade and start standing out.

COMMERCE PLATFORM

FREQUENTLY ASKED QUESTIONS

READ OUR FULL FAQ GUIDE

DOORDASH Commerce Platform