



2020 Merchant Product Guide

Powerful DoorDash Products to Solve Your Business Challenges

An insider's guide to DoorDash

We're about to introduce you to all the ways your restaurant or store can grow with DoorDash – and keep up with the constantly evolving food service and delivery industries. In the following pages, you'll learn how our products and tools can help you:



Attract more customers inside and outside of your business



Increase awareness and build your brand presence



Understand your business through data-driven insights



Grow your bottom line by driving more online and in-store sales

DoorDash connects **restaurants, convenience and grocery stores**, and **other businesses** to the biggest, most dedicated customer base through its app-based and online ordering platforms. Once your business is on board, diners who know and love DoorDash can happily use it to order your food again and again.

Flip through this guide to see all of DoorDash's products, tools, and solutions available at your fingertips. And know that we're always evolving and adding new ways to help restaurants and stores grow sales.

Pull up a seat, and let's dive in!

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Welcome to the merchant partner journey

What to expect when your restaurant or store partners with DoorDash



DoorDash Products for Merchants



A comprehensive guide
for restaurants and stores

- Delivery & Pickup
- Marketing
- Growth and expansion
- Added benefits



Delivery & Pickup

Partner with DoorDash for on-demand delivery and pickup solutions

- Marketplace
- Pickup
- DoorDash Drive

STEP 1

Activate Delivery and Pickup.

Partner for on-demand delivery and pickup solutions to accelerate your sales.

+ Marketplace

When you join DoorDash Marketplace, you get all the core features – we post your menu online, connect you with customers, and handle your delivery needs.

- DoorDash has completed **hundreds of millions of deliveries** since 2013
- Available in over **4,000 cities** globally
- **310,000+ merchants** featured globally



+ DashPass

Level up your partnership by joining our industry-leading loyalty program. Learn more about our subscription program on [page 14](#).

+ Pickup

Customers are automatically given the option to pick up their food order. Use this to streamline your operations and make it easier for customers to grab their food and go. Not interested? Not a problem – your restaurant can always opt out of Pickup.

- Pickup generates **14% more impressions** for merchants
- Pickup orders are **70% incremental** for merchants
- Customers using Pickup order **16% more often** than delivery-only customers



+ DoorDash Drive

For orders large and small, this feature handles all of your delivery needs – and with no DoorDash branding, we act as an extension of your team to help facilitate delivery to your customers.

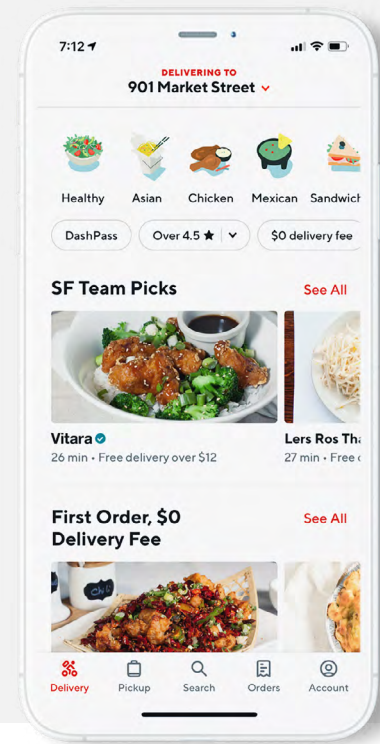
- Largest white-label delivery fleet in the U.S.
- **95% of orders** delivered in 30 minutes or less
- **200,000+ on-demand drivers** are ready to deliver in **800+ cities**



DoorDash Marketplace: The signature dish

Marketplace is DoorDash's flagship product. Marketplace is where your restaurant's page and menu live on DoorDash, allowing your restaurant to be seen by new customers, and accept/fill orders placed online and in app.

Customers order, and you receive a fax, email, or notification through the app. Just like an order from a dine-in customer, your job remains the same: to make great food. We'll take care of the rest.



KEY FEATURES

Incremental sales

Reach new, local customers. Delivery brings in [more orders](#) without you having to rent extra space or hire more cooks.

Convenient and reliable delivery

You'll get access to our powerful Dasher network to fulfill your delivery orders — within 37 minutes on average.

Google integration

As a DoorDash partner, your menu will be posted online and searchable on Google.

ADDED BENEFITS

Marketing boost

When your restaurant joins DoorDash, you join the 310,000 other businesses already reaping the benefits of our services worldwide — and get on the radar of new, online customers *in your area*.

Easy payments

Customers pay and tip online, so you don't have to worry about managing checks or navigating online payment. In the end, you get confirmations and a weekly direct deposit from us. No added logistics — only added customers.

Support resources

24/7 support resources are available to all DoorDash partners, from self-serve offerings to growth development sessions to account management for larger accounts.

✓ BEST SERVES

If you're a restaurateur looking to reach new customers, fill more orders, drive incremental sales, and increase overall profits — DoorDash Marketplace is for you. And it's the first step into the extensive DoorDash product suite. Get started with [DoorDash Marketplace](#).

DoorDash Pickup: Spice up foot traffic

Discover new customers who may not have otherwise found you online. Diners can easily place to-go orders from your restaurant to pick up themselves — avoiding delivery fees. As a DoorDash partner, you're automatically enrolled in DoorDash Pickup (opt out if you'd like).

KEY FEATURES

- **Gain visibility.** By making your offerings available for pickup, you get added exposure on the dedicated map tab and via a filter on the homepage. Pickup enabled merchants see 14% more impressions.
- **Incremental orders.** Pickup caters to entirely new eating occasions, with 70% of orders being incremental to your business.
- **Attract new loyal customers.** Pickup customers place orders 16% more often than delivery-only customers.

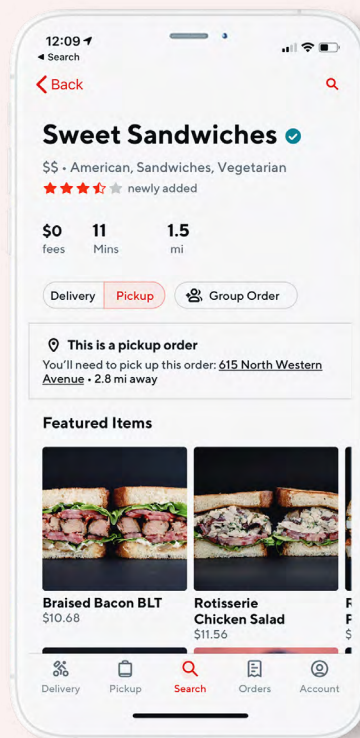
ADDED BENEFITS

- **More in-store visitors.** Usher in new customers who discovered you through their DoorDash app.
- **Market dine-in.** Take advantage of the new foot traffic, and market dine-in amenities to this new audience.
- **Build relationships.** Pickup customers are more likely to return to your restaurant, so build relationships with them.



✓ BEST SERVES

Businesses that already offer to-go orders — as well as restaurants and stores looking to expand their business and reach new customers. The additional real estate in-app provides more exposure and opportunity to connect with consumers. Get started with [Delivery and Pickup](#).



IDEAL FOR

The busy mom looking for great food along her route

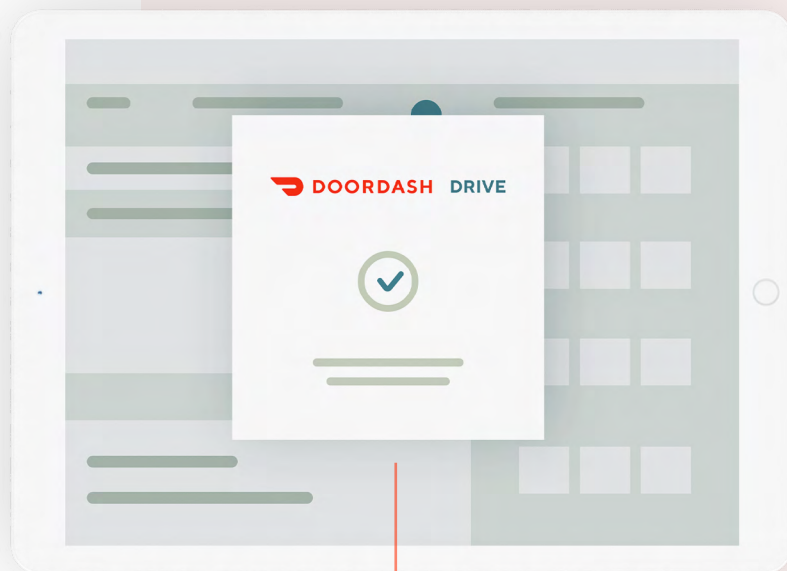
Kristen only has 30 minutes between her last meeting at work and the Girl Scouts meeting she's hosting for her daughters' troop at the park. She finds a highly rated sandwich shop located on the way. A few taps on the DoorDash app, and a dozen kids' combos are paid for and neatly packed up for her by the time she leaves work. The girls loved the sandwiches. She plans to visit again the next time she's in the area.

DoorDash Drive: The secret sauce

With [DoorDash Drive](#), businesses small and large can use our white-label service to handle all of their delivery needs.

KEY FEATURES

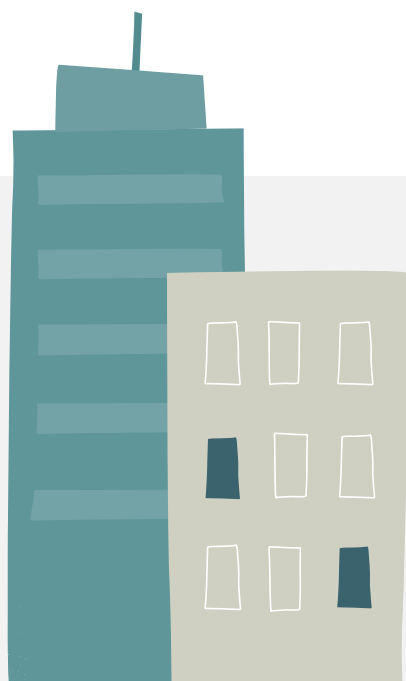
- **Fulfill delivery orders.** Offer direct-to-consumer delivery to your customers.
- **Logistics handled by professionals.** Benefit from the convenience of a well-trained, ready-to-go delivery staff – without the headache of hiring, training, fielding orders, payments, and coordinating routes.
- **No visible DoorDash branding.** Dashers get your orders from point A to point B on your behalf.
- **Easy to integrate.** DoorDash Drive delivery services work with your existing online delivery platform.



IDEAL FOR

Restaurants or stores looking for white-label, on-brand delivery support

With only 20 seats, Taisho is the hot upscale sushi restaurant loved by critics and foodies. It's also a favorite catering choice for corporate party planners, for they know Taisho's beautiful party trays are always delivered on time by drivers in professional attire.



✓ BEST SERVES

For large brands handling Small Order Fulfillment (SOF) or caterers looking to tackle Large Order Fulfillment (LOF), DoorDash Drive is a convenient and flexible delivery solution. You need a tested, experienced, coordinated delivery service that can fit smoothly into your operation (and your brand).

We connect you with Dashers who can fill that need.



Marketing

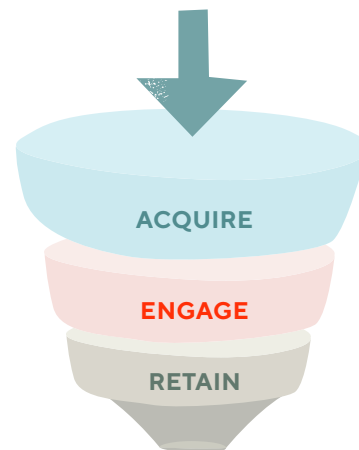
How to acquire, engage, and retain customers

- First Order \$0 Delivery
- Doordash Deals
- Order Again and Save
- DashPass

STEP 2

Turn on marketing products.

Once you've partnered for on-demand solutions, we'll help you acquire, engage, and retain customers.



ACQUIRE

First Order \$0 Delivery

DoorDash's most popular add-on. Entice new customers by covering their delivery costs for one time only.

30%

Generate up to 30% growth in new customers.



ENGAGE

DashPass

Customers who order often pay for a DashPass subscription to access select restaurants with \$0 delivery fees. To tap into this high-value pool of frequent DoorDash diners, you'll want your restaurant to be featured on DashPass – giving them the option to order from you without additional delivery fees.

1.5M+

loyal DashPass subscribers worldwide



ENGAGE

DoorDash Deals

With DoorDash Deals, you can offer \$0.99 delivery on orders of \$15 or more.

20%

DoorDash Deals can increase sales by up to 20%.



RETAIN

Order Again and Save

Remind online customers how much they enjoyed your food with the Order Again and Save feature – which highlights your restaurant in past customers' carousels.

21%

of dormant customers come back and order again.

First Order, \$0 Delivery Fee

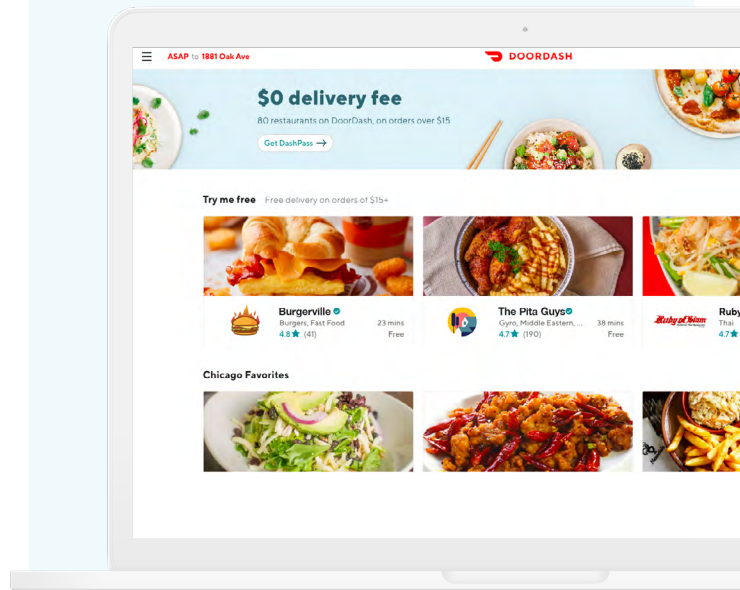
With this most popular add-on, you can target new customers when they open the app, or when they go to your store page, with an offer for free delivery.

KEY FEATURES

- **Get prominently featured.** Appear in the “First Order, \$0 Delivery Fee” section at the very top of the DoorDash app
- **Be seen by our new customers.** Be among the first restaurants vying for the business of first-time customers new to the DoorDash app.

30%

Generate up to 30% growth in new customers.



WHAT OUR PARTNERS ARE SAYING

“Our business saw direct value in investing in ‘First Order, \$0 Delivery Fee’ on DoorDash. Not only did we see strong volume growth, we increased brand awareness to customers who had never tried Hwy 55 before and saw a stronger ROI than traditional marketing channels. This was a guaranteed way to gain new customers – our franchisees noticed the impact!”

– **Andy Moore**, SVP of Marketing, Hwy 55



✓ BEST SERVES

Great for restaurants looking to expand their customer base. Whether they’re new to the neighborhood, or have been around for decades, restaurants can entice customers to try their food with the “First Order, \$0 Delivery Fee” feature.

DashPass

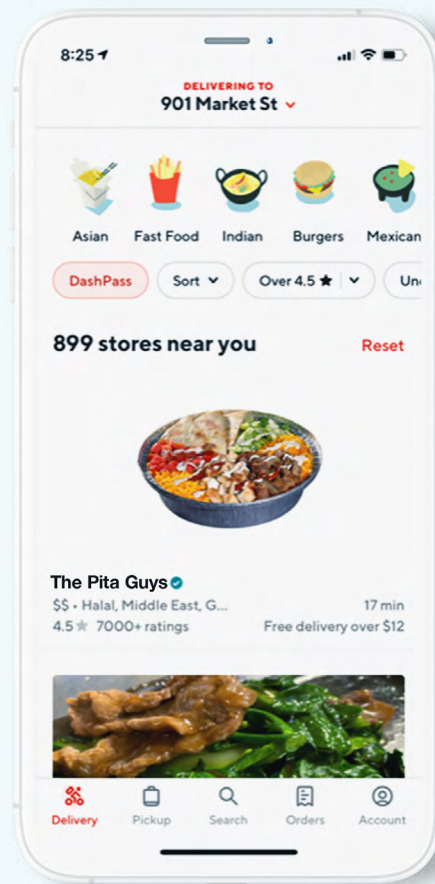
DashPass is a monthly subscription program that gives customers \$0 delivery and lower service fees on orders of \$12 or more from participating DashPass restaurants.

KEY FEATURES

- **App visibility.** DashPass partners receive better in-app placement — and a DashPass check mark to signify to customers that the merchant is eligible for \$0 delivery.
- **Increased sales.** Incentivizing customers through lower delivery fees is a great way to stand out within the app and increase your sales.
- **Larger orders.** Since customers are saving on average \$4-\$5 per order by avoiding delivery fees, we found they reinvest that money into an additional app or entree, raising subtotals on average by 5%.
- **Expansive coverage.**

ADDED BENEFITS

Customer loyalty. DashPass users are our most loyal customers who order frequently.



1.5M+

loyal DashPass subscribers worldwide



✓ BEST SERVES

All eligible restaurants! DashPass benefits any restaurant that is looking to tap into a loyal customer base who orders frequently. [Speak with a sales representative](#) to see if you are eligible.

This add-on is great for restaurants that want to drive up sales and create a regular customer base. By appealing to diners who have already tried your food, this feature targets customers who are already familiar with your quality — giving them that final nudge to click “order.”

DoorDash Deals

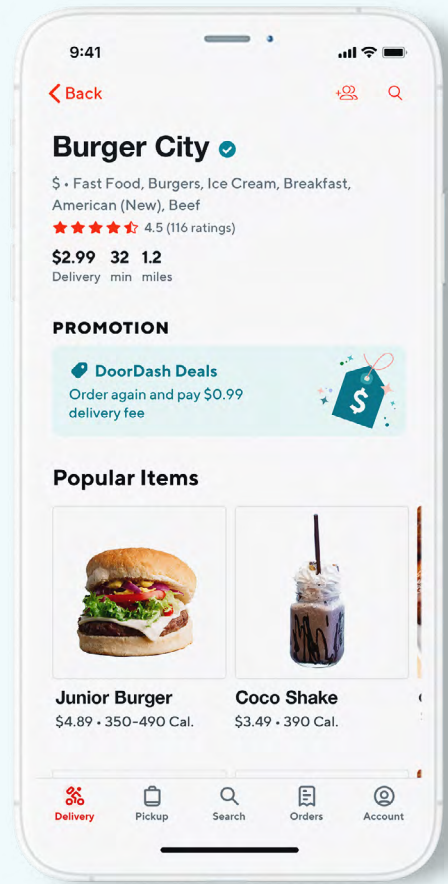
DoorDash Deals is your tool for grabbing any hungry customer’s attention. With this product, you’re able to offer DoorDash browsers \$0.99 delivery on orders with a subtotal greater than \$15. This offer is available to all consumers, whether they’ve ordered from you in the past or not.

KEY FEATURES

- **App visibility.** By participating in this program, your restaurant will be elevated in the app to a featured carousel.
- **Become top-of-mind.** Entice customers with reduced delivery fees.

ADDED BENEFITS

- **Insights and data.** Through a weekly report, you will get insights into promotion performance and ROI.
- **Build loyalty.** In attracting prospective and returning customers, you get the opportunity to build greater loyalty.
- **More exposure on the DoorDash app.** More people will be able to see your restaurant in the app.



20%

DoorDash Deals can increase sales by up to 20%.



✓ BEST SERVES

For restaurants looking to engage new and old diners while increasing revenue, this add-on is a fantastic tool. By advertising with premium carousel placement and subsidized delivery, this tool can drive sales and bring you to the next level with delivery.

Order Again and Save

Retarget diners who have ordered from you previously (but not within the past 45 days) – and offer them a 20% discount (capped at \$5) to order from you again.

Helping you win back dormant customers is just another way DoorDash makes it easy to delight your diners – and increase your sales.

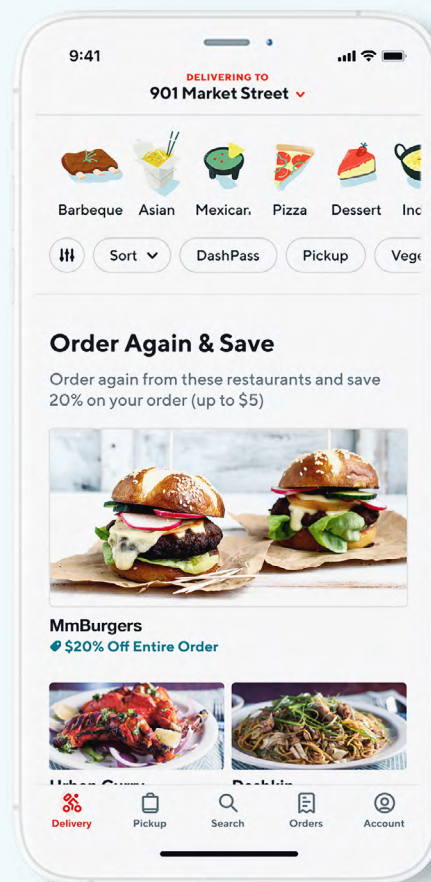
KEY FEATURES

- **Offer past customers a discount.** Incentivize them to order from you again and again.
- Benefit from the good impressions you've already made. Re-introduce your restaurant to hungry past customers.
- **Elevated visibility.** By participating in this program, your restaurant will be prominently shown on the app to your past customers.
- **Customer retention.** Convert one-off customers into returning customers.
- **Increased sales.** In enticing customers to return you will be increasing your total sales.

ADDED BENEFITS

- **Insights and data.** Through a weekly email report, you will get insights into promotion performance and ROI.
- **Build loyalty.** In attracting return customers, you'll have the opportunity to build greater loyalty.
- **Increased sales.** In enticing customers to return, you will be increasing your total sales.

Remind customers how much they enjoyed your food the first time – and incentivize them with a discount, to order it again.



21%

of dormant customers come back and order again.



Growth and expansion

How to expand your business with DoorDash

- Group orders and catering
- Expanded radius

STEP 3

Grow your business

Now that you're reaching new customers and successfully retaining them, it's time we help you grow.



ACCELERATE

Group orders and catering

Enjoy all the upsides of catering, without the hassle of figuring out the logistics.

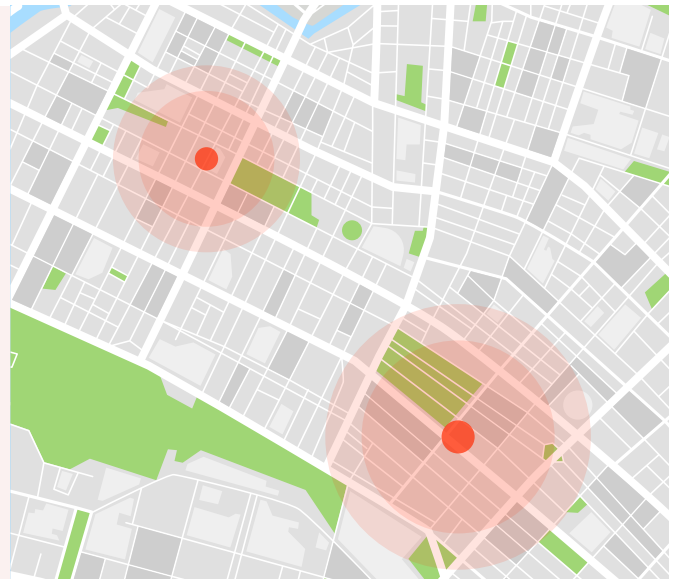
Diners can order for big groups from your establishment – and we'll handle the delivery.



ACQUIRE

Expanded radius

Broaden your delivery coverage and reach more customers outside of the default coverage area.



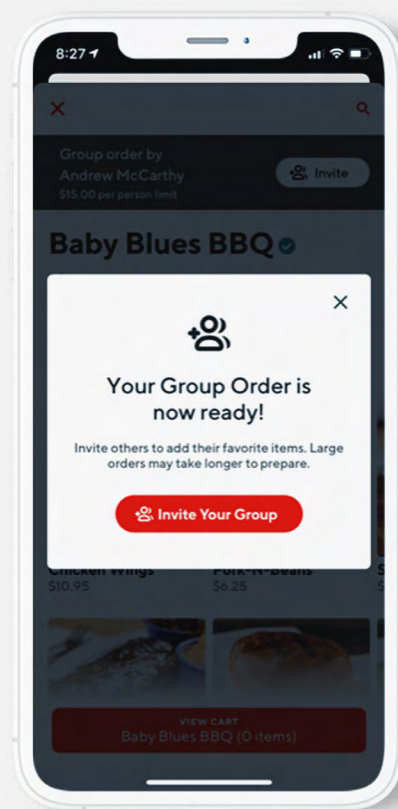
Group Orders and Catering

DoorDash for Business works directly with large businesses to provide catering solutions, which means you'll be connected to a regular supply of large orders.

Any DoorDash customer can start a Group Order from a participating restaurant right on the DoorDash app. They'll receive a unique link to share to everyone in the group – then each diner can browse the menu and add items to one shared cart.

KEY FEATURES

- **Ease of use.** Attract customer with an easy online ordering process.
- **Gain more exposure.** With [DoorDash for Business](#), you'll be serving new, large groups of business customers.
- **Take your delivery potential to the next level.** Cater local events, or partner with corporations to fill their meeting needs on a regular basis.
- **Larger orders.** Your sales will be larger too.
- **Access to business customers.** DoorDash for Business works with businesses to meet their catering needs. By signing up for catering and group ordering you'll have access to professional accounts that place large orders frequently.
- **A new revenue stream.** This is a high-growth opportunity and a great way to expand your catering business.



ADDED BENEFITS

- **Exposure.** You'll be the talk of the entire office or group that orders your food.
- **Expand your delivery repertoire.** You'll open your business up to a new, professional audience.
- **White-glove delivery.** Dashers who handle group orders and catering are experienced and understand how to wow your customers.



✓ BEST SERVES

For restaurants looking to serve family gatherings, business lunches, and festive occasions – DoorDash Group Orders are the perfect option. When your delicious food shows up fast, fresh, organized, and personalized for every gathering, it makes a lasting impression – and sets the stage for reorders. Group Orders is a simple way to drive more orders, create more ordering occasions, and deliver a standout dining experience.

Expanded Radius: Feed more people

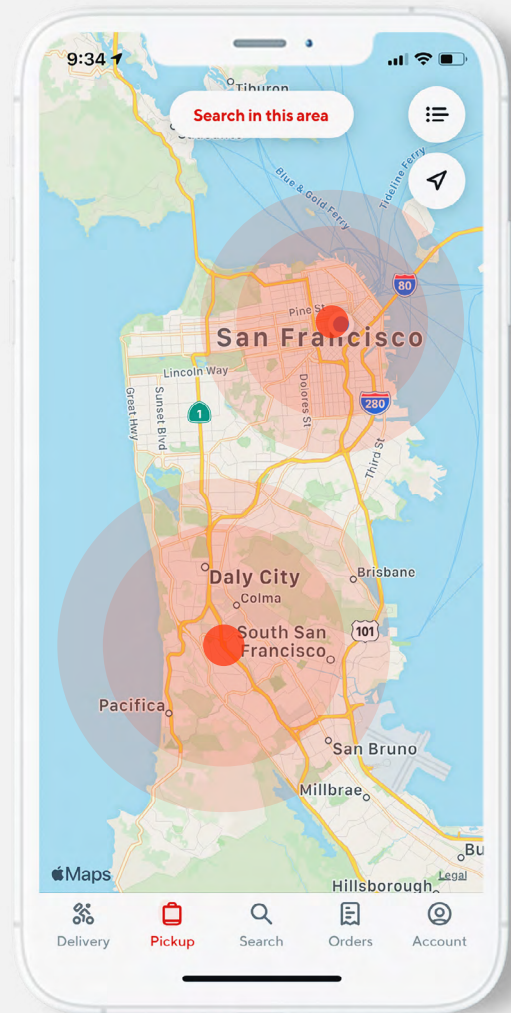
Extend your restaurant's delivery reach beyond the standard 2-to-5 mile radius and reach more diners in more areas – when (and where) they wouldn't otherwise find you.

KEY FEATURES

- **Introduce new diners to your food.** Grow your addressable delivery market.
- **Maintain quality control.** By controlling your delivery radius, you'll be able to maintain the high quality of your food.

ADDED BENEFITS

- **Brand awareness.** Expose your restaurant's brand to more DoorDash customers, right outside of your immediate neighborhood.
- **Grow your sales.** Expanding your radius allows you to automatically reach more customers, more often.



✓ BEST SERVES

For any restaurant/store, expanding delivery radius is a great way to widen brand awareness and generate more online orders. This may be especially useful for restaurants whose delivery cutoff ends in a densely populated area – even just an additional 0.25 miles can reach a wealth of potential customers.



Added benefits of partnering with DoorDash

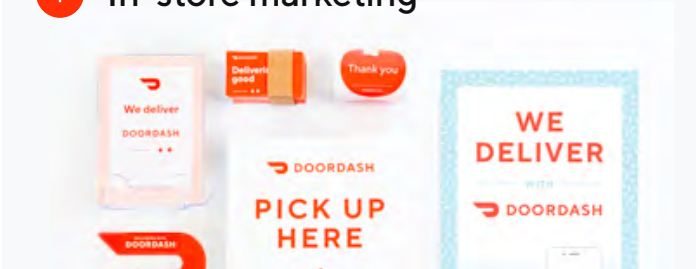
The secret to success

- In-store marketing
- Photos
- Printers
- POS integration
- Merchant Portal
- Order Accuracy Kits

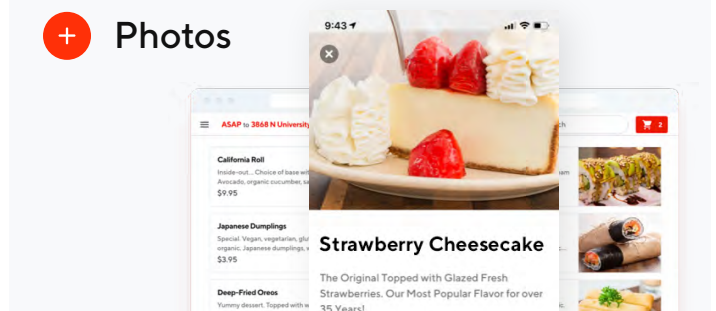
Added benefits of partnering with DoorDash

It's the little things that add up to big returns. Level up your partnership with DoorDash with these best-in-class services and tools.

+ In-store marketing



+ Photos



+ Printers

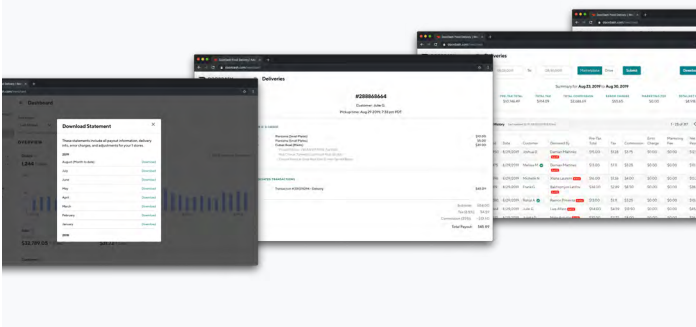


Speak with a DoorDash merchant expert

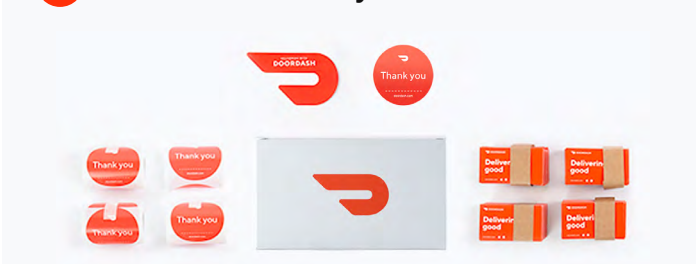
Our friendly product advisors are ready to provide one-on-one guidance on the right product mix to help your restaurant grow.

Get in touch

+ Merchant Portal



+ Order Accuracy Kits



ADDED BENEFITS

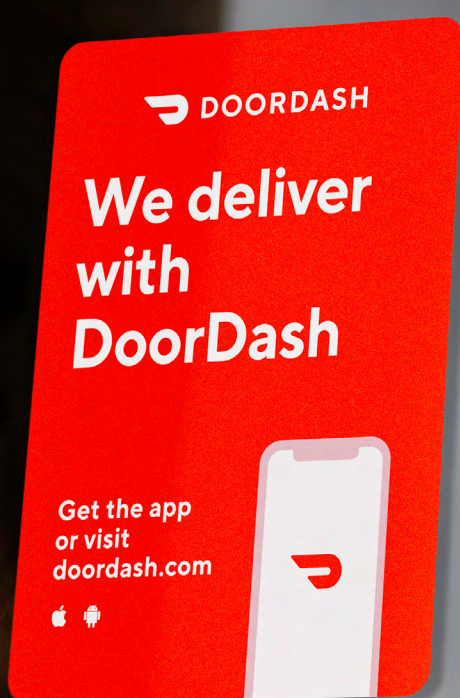
In-store Marketing

We'll equip you with marketing materials to help you advertise your DoorDash partnership to in-store customers.

KEY FEATURES

- Build brand awareness through co-marketing
- Increase food delivery sales
- Pickup signage is helpful for Dashers and pickup customers

Upon becoming a DoorDash partner, you automatically receive a marketing kit. It contains window stickers (to alert passersby that you deliver with DoorDash), promotional business cards and holders, table tents, stickers for takeout packaging, "pick up here" signs, coasters, sidewalk signage, and reserved parking signs for your Dashers. For all of these practical or decorative materials, you pay nothing – DoorDash covers 100% of the costs.



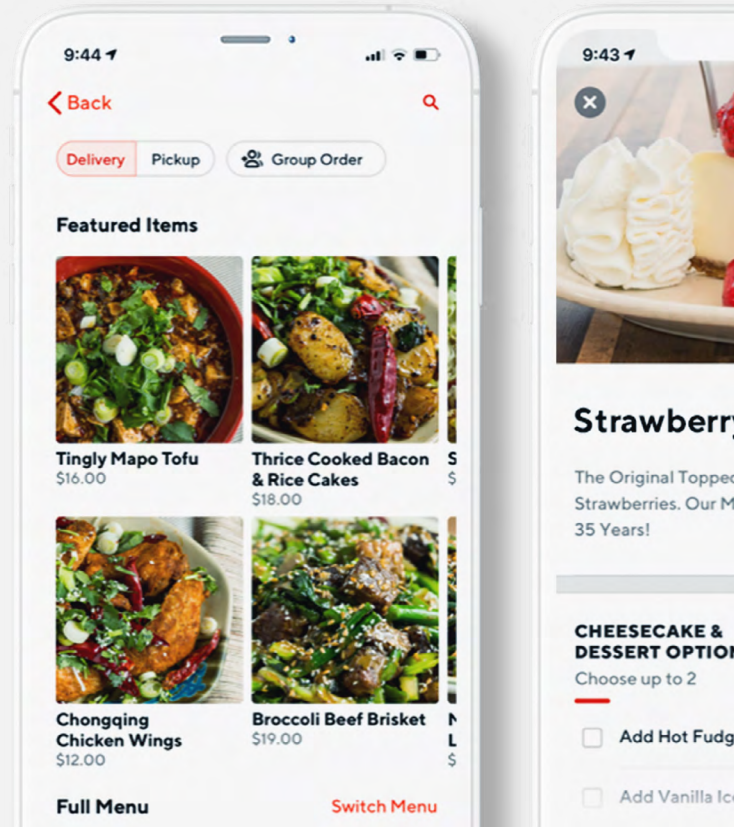
Photos

As part of joining the DoorDash Marketplace, your restaurant/store is eligible to receive a free photoshoot with a professional food photographer.

When you are completing your onboarding, schedule a time for a complimentary photo shoot.

KEY FEATURES

- Visually showcase your delivery offerings on the app. Customers are more likely to order items that have photography.
- A picture is worth a thousand words. Photos of your food could help reduce frequent customer questions.



ADDED BENEFITS

Printers

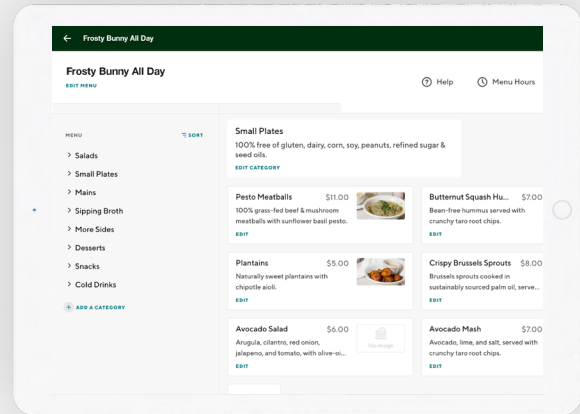
To help your kitchen operations run more efficiently while adding food delivery, we've integrated our technology — DoorDash tablet and the Order Manager App — into select printers. As our partner, you can [buy or lease the DoorDash compatible printers](#).

KEY FEATURES

- Bluetooth connectivity
- High-speed printing
- Thermal printing
- POS integration



Merchant Portal



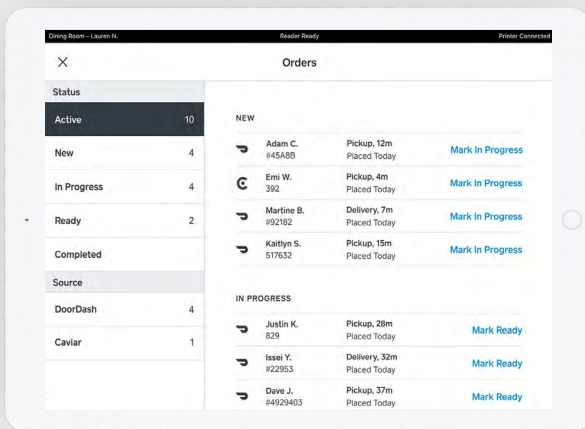
Track your business's performance by leveraging your delivery data. On the portal, you'll be able to make adjustments to your store, run promotions, and monitor trends.

Need to change your menu or service hours? No problem! You also get actionable data insights to monitor top and low performing items.

KEY FEATURES

- Make menu changes
- Monitor top and low performing dishes
- Run marketing promotions

POS Integration



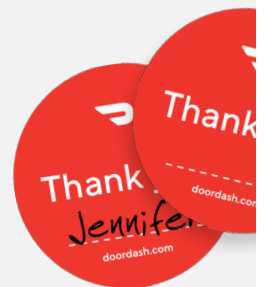
DoorDash can also integrate with select point-of-sale systems that your restaurant is already using. Your employees don't need to learn new systems or manually key in orders. This way, delivery will seamlessly become part of your day-to-day business with little to no disruption — and your team gets to focus on delivering great food and a great experience.

Order Accuracy Kits

Kitchens are chaotic and fast-paced. Items often go missing or are left off of delivery orders. Our Order Accuracy Kits help you ensure customers get their entire orders, every single time.

KEY FEATURES

- Personalize-able "thank you" stickers to match with name of customer
- "Order ready" stickers for checking off ordered items
- Best practices one-pager



CONCLUSION

Savor the future of dining



DoorDash can help you increase take-out orders by 50%, make up to a 60% net sales increase on incremental deliveries, and reach new customers right in your neighborhood.

To get started, all you have to do is [sign up](#), and you'll be added to the DoorDash Merchant Portal – an online tool that manages deliveries and provides you with powerful data about your restaurant over time.

Once you've joined DoorDash, the sky's the limit. Depending on the needs and capacity of your establishment, you can choose to rake in new customers using features like First Order \$0 Delivery and DashPass, or make a more gradual start with delivery by dipping your toes in the water with DoorDash Marketplace. In no time, you'll be cooking up more orders than ever—and watching profits grow.

Get started with DoorDash



Visit get.doordash.com to sign up in less than 5 minutes.

1

Sign up and send us information about your restaurant.

2

Go live. You'll be up and running in 1 week.

3

Receive and fulfill orders.

[Set up your account today](#)

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



About DoorDash

DoorDash is a leading food-technology company that helps restaurants reach their potential by bringing their food to hungry customers everywhere. By empowering local businesses, we generate new ways for people to earn, work, experience, and live. Food is the thread woven throughout the modern world—and we're delivering happier days, easier evenings, bigger savings accounts, wider nets, and stronger communities. Get started at get.doordash.com.

