Visibility of merchants on the Wolt platform

General

This document describes how Wolt partners have visibility in the Wolt platform and how they appear to the users of the services. Wolt uses ranking parameters to give prominence to some of its partners and the search is designed to facilitate that users can quickly and easily find products and services that are relevant for the user. The ranking is generally dependent on the location and search preferences of the Users ordering though the Wolt App and opening hours of merchants.

Wolt's search is designed to facilitate that users can quickly and easily find products and services that are relevant for the user. In Wolt's assessment, the ranking parameters described below provide each user with an appealing and fast user experience thereby promoting the users' use of the Wolt App.

Wolt uses ranking parameters to give prominence to some of its partners, as described below. Wolt may change the parameters from time to time and may also conduct certain trials that have an effect on the visibility, rankings and search results.

Below is a description of why particular search results are shown to users.

Note that Wolt has two search features that work differently: The standard search in the Wolt app and the Wolt.com website and the partner specific search for a particular restaurant or business.

Paid placement

In line with industry practices, Wolt may have special promotions campaigns that give visibility for certain partners. The order of your search results in the Standard search and the Restaurants / Shops section can also be influenced by paid placement. In this case, such results may be ranked higher than they would be based on the parameters listed herein. Partners whose position is influenced by paid placement are marked as "Sponsored".

Standard search

The standard search is available on the navigation bar in the Wolt app or through the search bar on the Wolt.com website. The standard search lets the user search the entire Wolt platform for products, services and partners.

When a User enters a search term, Wolt matches the search with the index of partners (e.g. restaurant name) and product data (e.g. product description). To give the User the most relevant search results, Wolt also uses synonyms and corrects spelling mistakes.

By default, the results are sorted by "Recommended", , which is based solely on the partners' opening hours, text-based relevance of the search results (match of the search term with the partner and product data), popularity of the partner (partner sales figures on the Wolt platform) and distance of the partner to the delivery address. These main parameters are applied with the help of certain algorithms, weightings and business internal rules. Accordingly, the text-based relevance influences with most weighting the position of the partner in the search results, after all search results have been previously grouped according to the opening hours. The popularity of the partner influences the results with the second importance in weighting and the partner's distance influences the results as the least important factor in weighting. If a user visits the Wolt app or the Wolt.com website, partners that match the search query but are not open and partners that are further away from the user and do not deliver to the user will be displayed at the end of the search results. Users can also sort the search results using different options, such as the delivery price and the partner's customer rating.

With the consent of the user, Wolt also saves the search history and suggests searches the user has used in the past. If a user wants to delete the user's search history, the user can withdraw the consent, log out of the app or clear previous searches manually.

Partner specific search

The partner specific search allows the user to search for items only available at a specific partner. Wolt matches the search with the product titles and descriptions. The results are sorted based on the text-relevance of the search results (match of the search term with the product data).

Restaurants / Shops section

In addition to the Wolt search, the "Restaurants" or "Shops" area allows users to find all restaurants or stores in the User's relevant area. Both sections can be accessed in the Wolt app or website Wolt.com via the navigation bar.

After clicking on either the "Restaurants" or "Shops" area, Users will be shown all partners in the relevant delivery area based on the delivery address. These are prioritized using different algorithms and internal business rules as follows:

Restaurants: depending on whether the user was already a customer with Wolt, Wolt uses different algorithms to prioritize the results.

If the user is not a customer yet or is not signed up, partners are by default ranked   based on their delivery time, popularity (partner sales numbers on Wolt platform) and price level. These main parameters are considered equally, but their influence on the partner's position in the search results changes based on the underlying data.

If the user is an existing customer, Wolt prioritizes partners based on users buying behavior and the buying behavior of other customers. This means that we filter for customers with buying behavior similar to the relevant user to suggest partners that are new to the user, but with whom customers similar to the relevant user have already interacted. Partner clicks, favorites and customer ratings are the equally weighted main parameters. In addition, Wolt shows only the closest franchise partners to the relevant users delivery address and prioritize any category lists displayed based on their popularity.

Shops: In this section Wolt prioritizes partners based on their popularity (partner sales figures on the Wolt platform), their customer rating and their attractiveness (ratio of a partner's visibility to their sales figures). These main parameters are considered in equal parts. As with restaurants, Wolt shows only the closest franchise partners to the relevant Users delivery address and prioritize any category lists displayed based on their popularity.

Additional information and disclaimers

Please contact support@wolt.com for more information.

This document is limited to the relevant subject matter. For more information on Wolt, please review Wolt.com and DoorDash.com, including the information that we have provided in our interim and annual reports.

This document may be updated from time to time, and the current version was updated as of November, 2023.