

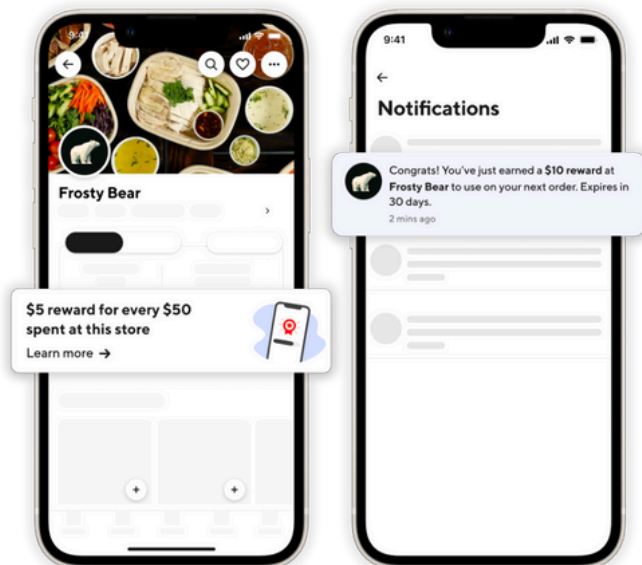


# INCREASE SALES WITH A CUSTOMER LOYALTY PROGRAM

Store Loyalty is a low-cost, high-ROI way to drive repeat business on DoorDash.

## GIVE CUSTOMERS A REASON TO KEEP COMING BACK

Loyalty programs are an effective tool for growth because they encourage customers to come back again and again, meaning more sales and more opportunities to build a relationship with customers. The only cost of our Store Loyalty program is the reward you choose to offer, so the ROI is high.



## HOW TO ACTIVATE STORE LOYALTY

- 1 Find Store Loyalty under the Customer tab in your Merchant Portal
- 2 Select Get Started
- 3 Choose the type of reward and how often your customers can receive it
- 4 Decide what threshold customers need to meet to earn the reward
- 5 Select Save to launch your program



On average, customers order 7% more often from stores with Store Loyalty — based on a pilot of 450+ stores.