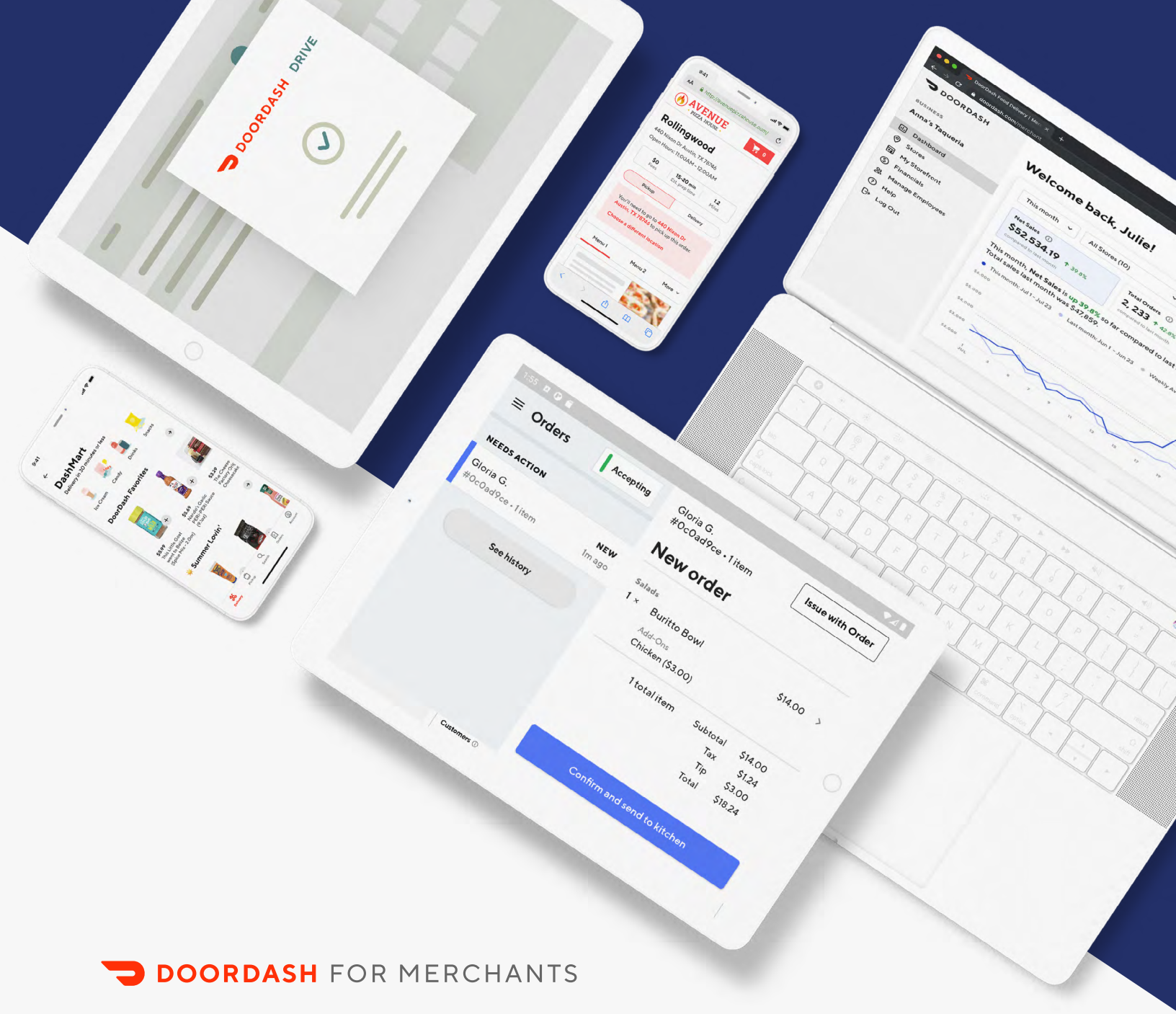


DOORDASH FOR MERCHANTS

CANADA EDITION

2021 Product Guide for Merchants

Learn how DoorDash's suite of solutions can help you grow your business

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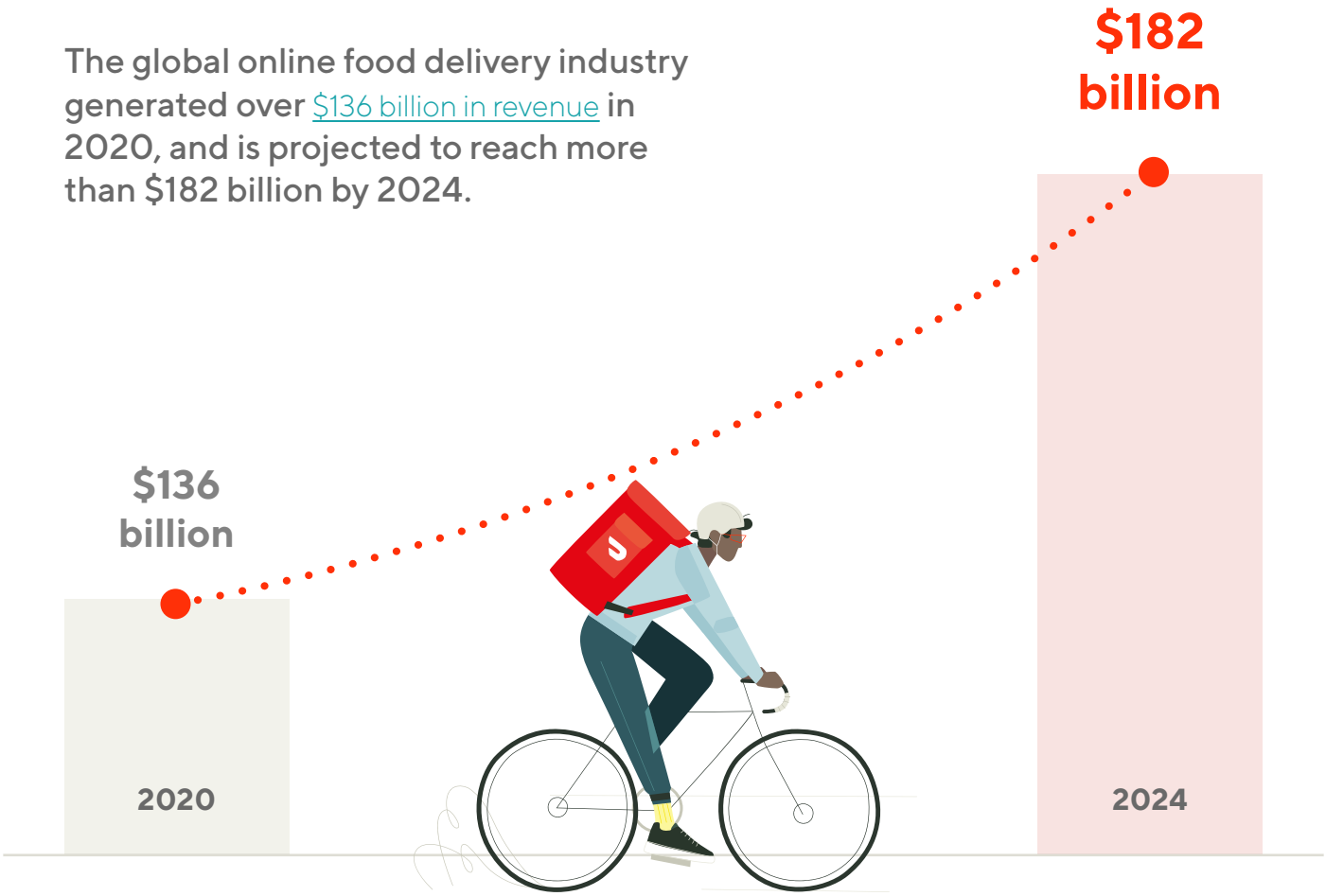
How DoorDash pricing works 28

Get started with DoorDash 31

What is DoorDash?

DoorDash is a technology platform that connects people with the restaurants and stores in their neighborhoods. Consumers place orders on the DoorDash App or website, and we help restaurants and stores facilitate on-demand delivery, online ordering, pickup, and more.

The global online food delivery industry generated over $136 billion in revenue in 2020, and is projected to reach more than $182 billion by 2024.



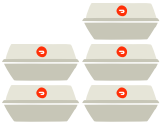
If your business does not offer off-premise ordering, now is the time to start. One of the most effective ways for you to reach new customers is to partner with a technology platform like DoorDash. DoorDash reaches 75% of the Canadian population.



With DoorDash, your business can:



Reach new customers: Reach thousands of consumers already using delivery platforms. DoorDash reaches 85% of the U.S. population, 80% of the Australian population, 75% of the Canadian population, and is continuing to grow worldwide.



Grow off-premise sales: Receive incremental orders to boost revenue. In fact, 65% of restaurants say they were able to increase their profits during COVID-19 because of DoorDash.[1]



Increase brand awareness: Use our game-changing marketing tools to boost your online presence, so your offerings reach more customers.



Get a powerful logistics platform. We provide built-in ordering and payments technology, a seamless online ordering experience, and connect you with Dashers to deliver orders.

Every business is unique, and there's no one-size-fits-all solution for building off-premise operations. That's why DoorDash offers a variety of products to fit your needs, including delivery and pickup, online ordering, delivery using your own drivers, white-label fulfillment, catering, and more.

In this guide, we'll share details on each DoorDash product so you can determine which strategy makes sense for your business.

[1] DoorDash Impact, doordashimpact.com/restaurants

> **The DoorDash platform is truly a game-changer.**

Read the success story →



Élisabeth Abbatiello
Marketing Director,
Pizza Salvatoré

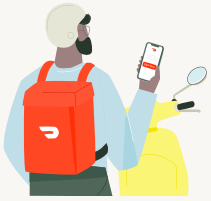
OVERVIEW

Solutions for every business



Discover products that can help you find new customers, keep repeat customers happy, increase your bottom line, and win business in your neighborhood.

Reach new customers with the DoorDash App



Delivery ›

Leverage our full-service marketing and logistics platform to attract new customers and power your deliveries.



Pickup ›

Give nearby customers a way to order ahead and skip the line.



Self-Delivery ›

Reach new customers at a lower cost by completing deliveries with your drivers.

Attract new and repeat customers with optional promotions



DashPass ›

Reach our most valuable customers who are enrolled in our monthly subscription program.



Marketing Tools ›

Feature your business up front in the DoorDash App with promotions.

Let customers order directly from you



Storefront ›

Easily set up pickup and delivery ordering on your own website. Dashers fulfill your deliveries.



Drive ›

Fulfill orders through your website or POS and let DoorDash logistics handle the rest.

Manage your business with new technology



Merchant Portal ›

Manage your sales on DoorDash and get actionable data.



Tablet ›

Streamline your operations and manage orders in real time with our POS solution.



POS Integrations ›

Receive DoorDash orders directly to your point of sale system.

DoorDash products for merchants



Learn more about DoorDash's suite of products for restaurants and stores:

DoorDash App ›

Storefront ›

Drive ›

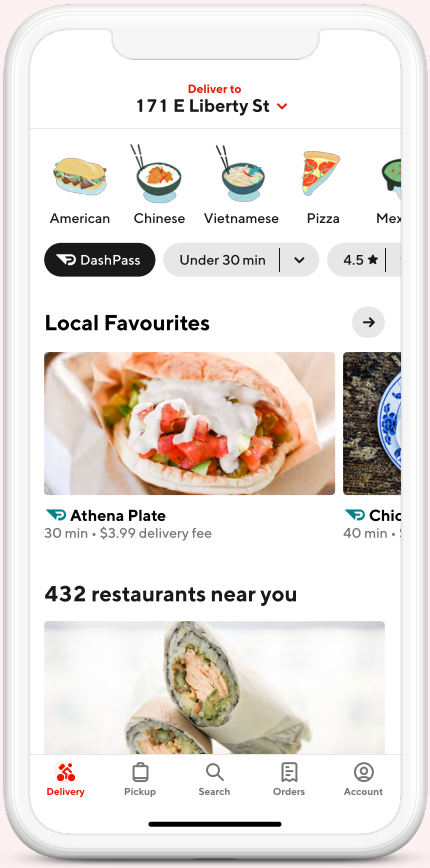
Increase your off-premise sales with the

DoorDash App

Feature your business on DoorDash to reach new customers in your area.

What is it?
Our flagship product, the DoorDash App, facilitates delivery and pickup to help businesses reach new customers, drive incremental sales, and increase profits.

Partners can choose which DoorDash products are right for their business, including **Delivery**, **Pickup**, and **Self-Delivery**. You have full control over your DoorDash listing, including menu, prices, delivery hours, and more.



MARKETPLACE PRODUCTS

Click to skip to each section

Delivery ›

Pickup ›

Self-Delivery ›

KEY BENEFITS

- **Grow your sales:** Add an additional revenue stream to your business with pickup and delivery.
- **Reach new customers:** 75% of restaurants agree that DoorDash has helped them to reach new customers.
- **Increase online presence:** Boost SEO and drive awareness by featuring your business on the DoorDash App and website.

KEY FEATURES

- Marketing Solutions
- 24/7 Customer Support

BREAKDOWN

DoorDash App

Reach new customers on DoorDash with Delivery, Pickup, Self-Delivery, and DashPass.

Delivery

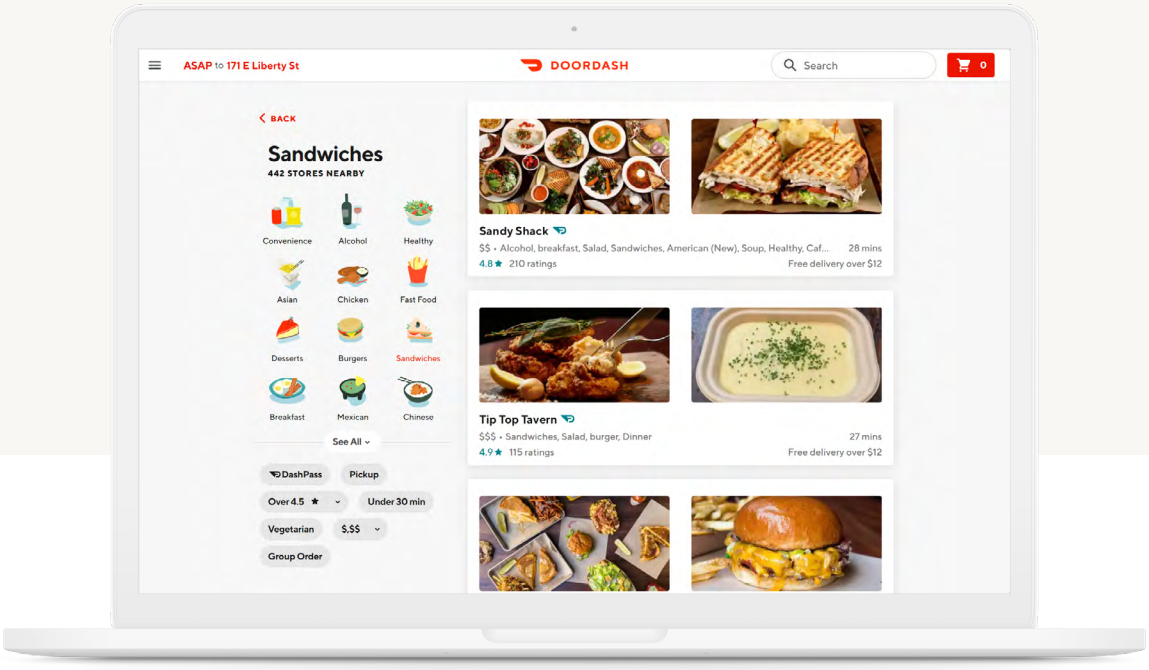
Leverage our full-service marketing and logistics platform to power your deliveries.

Delivery on the DoorDash App will help you reach new customers in your area — without having to hire your own delivery team. Average delivery orders on DoorDash are delivered in 35 minutes or less.

Plus, with 24/7 support and technology like the Merchant Portal to help you make data-driven decisions and the DoorDash Tablet or POS integrations to help you keep operations running smoothly, you'll be set up for success.

HOW IT WORKS

1. Your menu is featured on the DoorDash App and website so customers can discover your restaurant and place on-demand delivery orders.
2. Once you receive an order, send it to your kitchen to be prepared.
3. Drivers, known as "Dashers," deliver orders to customers. You can track delivery status with real-time updates.



Pickup

Give customers a way to order ahead and skip the line.

Pickup enables customers to pick up their orders in-person at your location. Customers pay no service fees for Pickup orders.

Reach more customers in your area at a reduced commission with Pickup. DoorDash Pickup orders are also more efficient for your staff than phone orders.

HOW IT WORKS

1

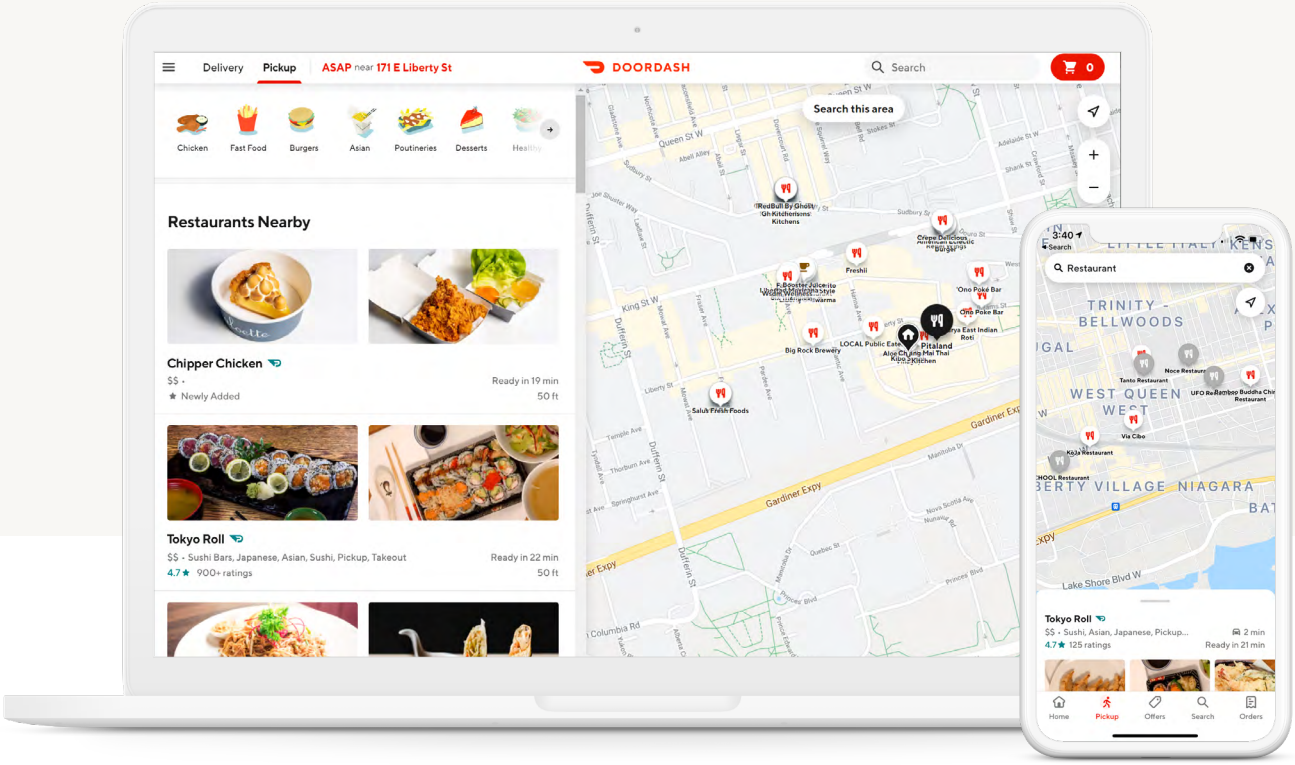
Your menu is featured on the DoorDash App and website so customers can discover your business and place pickup orders.

2

Your business accepts and prepares pickup orders.

3

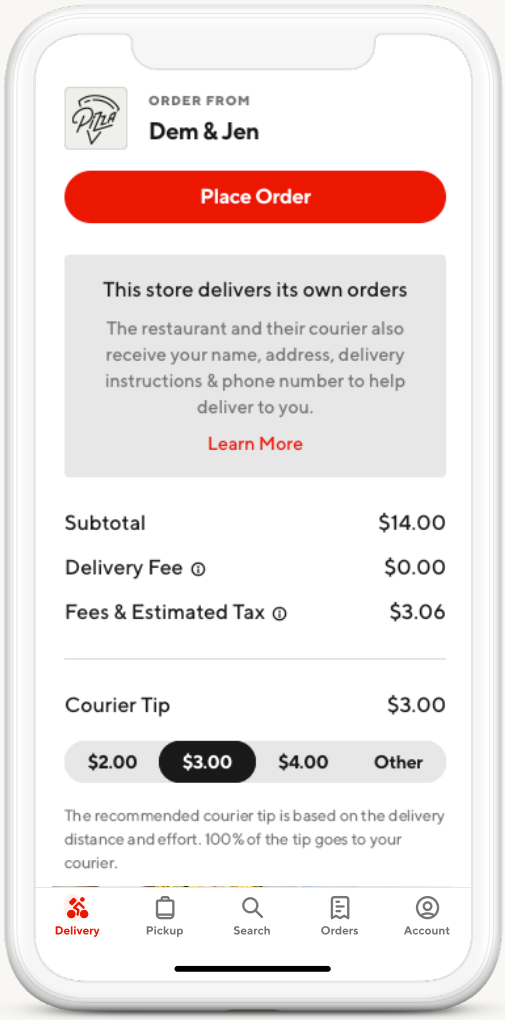
Designate a pickup area in your location so customers can quickly grab their orders.



Self-Delivery

Reach new customers and have the option to either use your own drivers or DoorDash drivers to fulfill orders.

If you already have your own delivery fleet, DoorDash Self-Delivery helps you tap into the DoorDash customer base at a lower commission rate. That means you can reach more customers and increase takeout sales without changing your operations.



HOW IT WORKS

1. Your offerings are featured on the DoorDash App and website so DoorDash customers can discover your restaurant and place delivery orders.

2. Fully control the delivery experience by using your own drivers, choosing a delivery radius, and setting delivery fees.

3. Enjoy a lower commission rate and collect the order value plus delivery fees, and tips, and small order fee (if applicable).

As a brand, we are relentlessly focused on reaching our guests on their terms. In DoorDash, we found a third-party partner that shares this commitment and offers us the ability to further reach our consumers where they increasingly are — digitally. We are so thrilled about this relationship and the visibility to consumers it provides for our brand, both now and in the future.



Darin Dugan
Chief Marketing Officer,
Jimmy John's

Run in-app marketing to attract new customers with

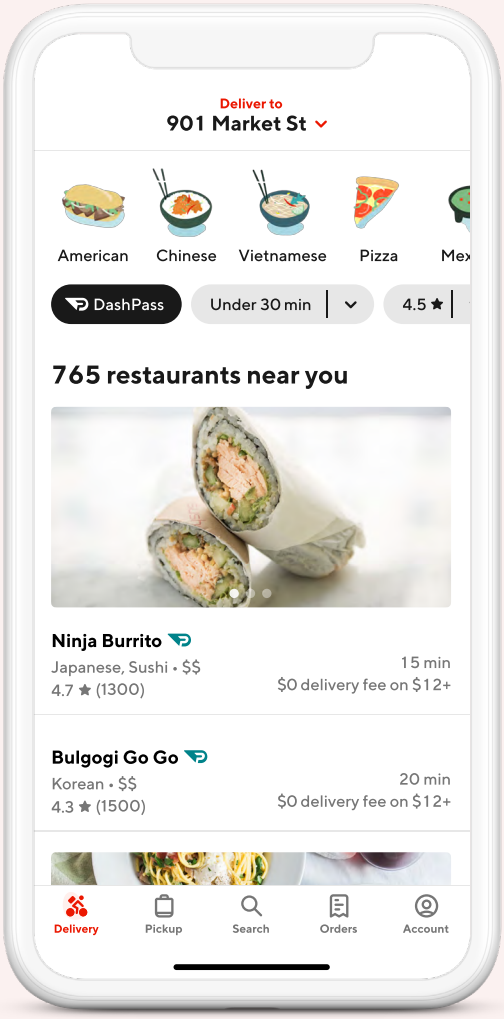
Promotions

Improve your in-app placement, attract first-time customers, and earn more repeat customers with optional Promotions in the DoorDash App.

DashPass

With DashPass, high-value customers see your business first and pay lower fees when they order from you — at no added cost to you.

Because DashPass customers order more often, you'll likely get more orders and repeat customers.

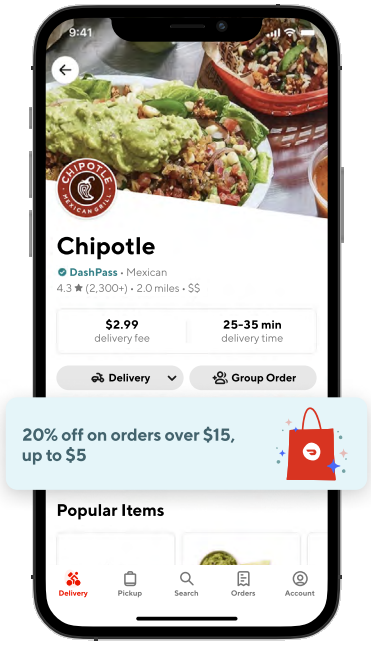


Seeing how well DashPass worked and that people were ordering again and again shows us that our offering is valuable and that DoorDash provides a top-quality service for both us and our customers.



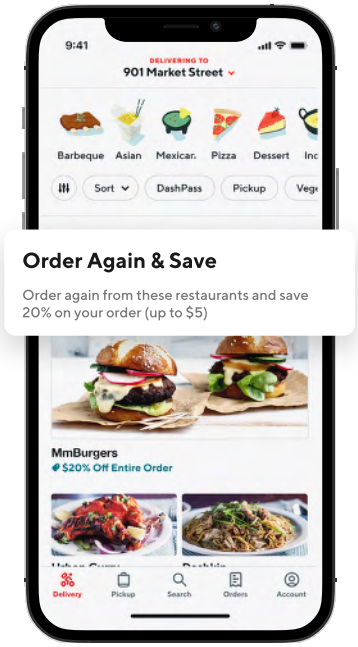
Marikim Dion
Operations Supervisor - Franchises,
Fromagerie Victoria

More in-app promotions



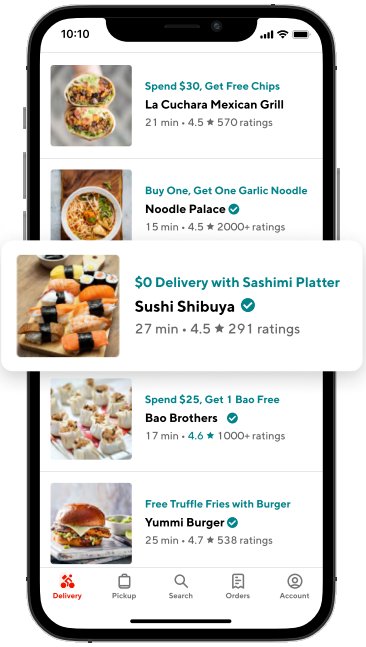
First Order, % Off

Attract new customers with an offer for 15%, 20%, or 25% off their first order.



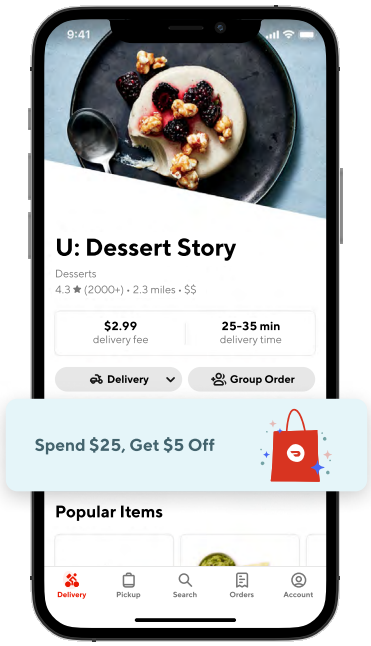
Order Again and Save %

Win back customers who haven't ordered from you in the past 45 days by offering a 15%, 20%, or 25% discount on their next order.



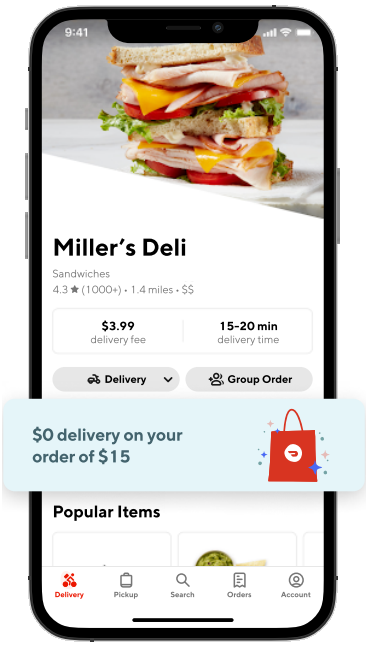
Promote Menu Items

Spotlight specific menu items, new items, and high-margin items. Incentivize larger orders.



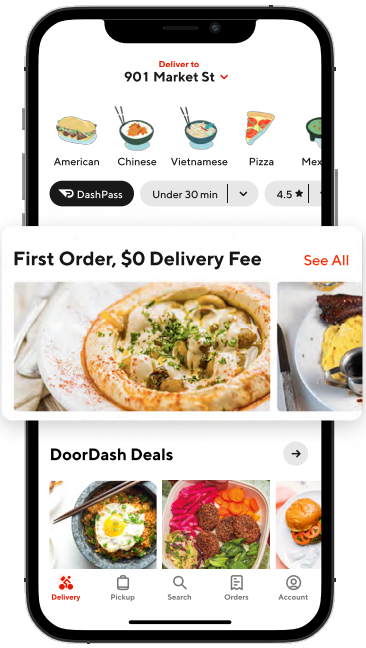
Spend $X, Get Y

Boost your average order value by giving simple $ or % off incentives to customers who meet a minimum basket size.



$0 Delivery Fee

Receive prominent in-app placement by offering free or discounted delivery fees on orders of CA$15 or more.



First Order, $0 Delivery Fee

Get prominent in-app placement and entice new customers by covering the delivery fee for their first order.

SUCCESS STORY

Fromagerie Victoria

Find out why this Quebec City restaurant teamed up with DoorDash to expand their business.

7%

increase in overall sales

22%

of DoorDash orders are from new clients

30%

of DoorDash orders are from DashPass

> **Whenever we have a question, our account manager gets back to us within 24-48 hours. This isn't necessarily the case with other platforms.**



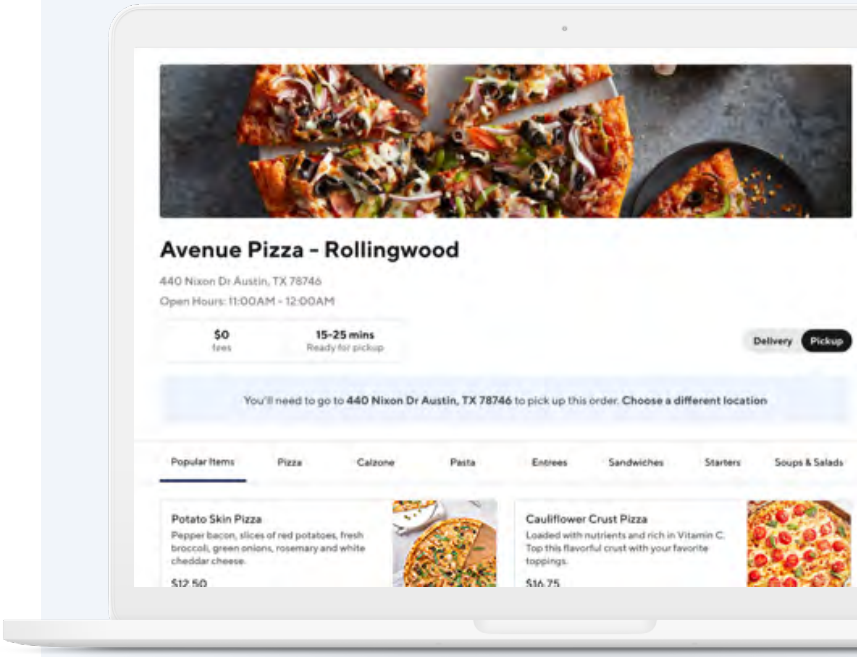
Marikim Dion
Operations Supervisor - Franchises, Fromagerie Victoria

Read the success story →

Get online ordering and delivery for your website with

DoorDash Storefront

Let customers order through your website. Storefront is a complete, commission-free online ordering solution.



What is it?

Storefront helps you drive higher order totals with on-page checkout, recommended extras on the menu, and rich menu photos and descriptions, and gives you the keys to your customer data and the entire online ordering experience.

KEY BENEFITS

- **Increase order totals and your bottom line.** Storefront helps you drive higher order totals with on-page checkout, recommended extras on the menu, and rich menu photos and descriptions.
- **Streamline your takeout and delivery business.** Storefront gives customers a convenient way to order delivery and pickup, getting them and your staff off the phone. Delivery orders are fulfilled by our network of Dashers, with average delivery time in 35 minutes or less.
- **Get started fast.** Upload your menu or work with our team to install your custom Storefront page. If you're already on DoorDash, you can sign up and add Storefront to your website immediately.

KEY FEATURES

Pricing that's simple
Just 2.9% of the total transaction amount + CA$0.30 per order for credit card processing, with no commissions or monthly fees.

Branding that's yours
Customize Storefront with your own logo, branding, and color scheme.

Customer insights included
Use customer order history and data to improve marketing and menu offerings.

How does Storefront work?

Set up commission-free online ordering in three easy steps.



1

Sign up for Storefront

If you're already on DoorDash, sign in to your Merchant Portal to get started. If not, fill out the form above.



2

Customize your Storefront

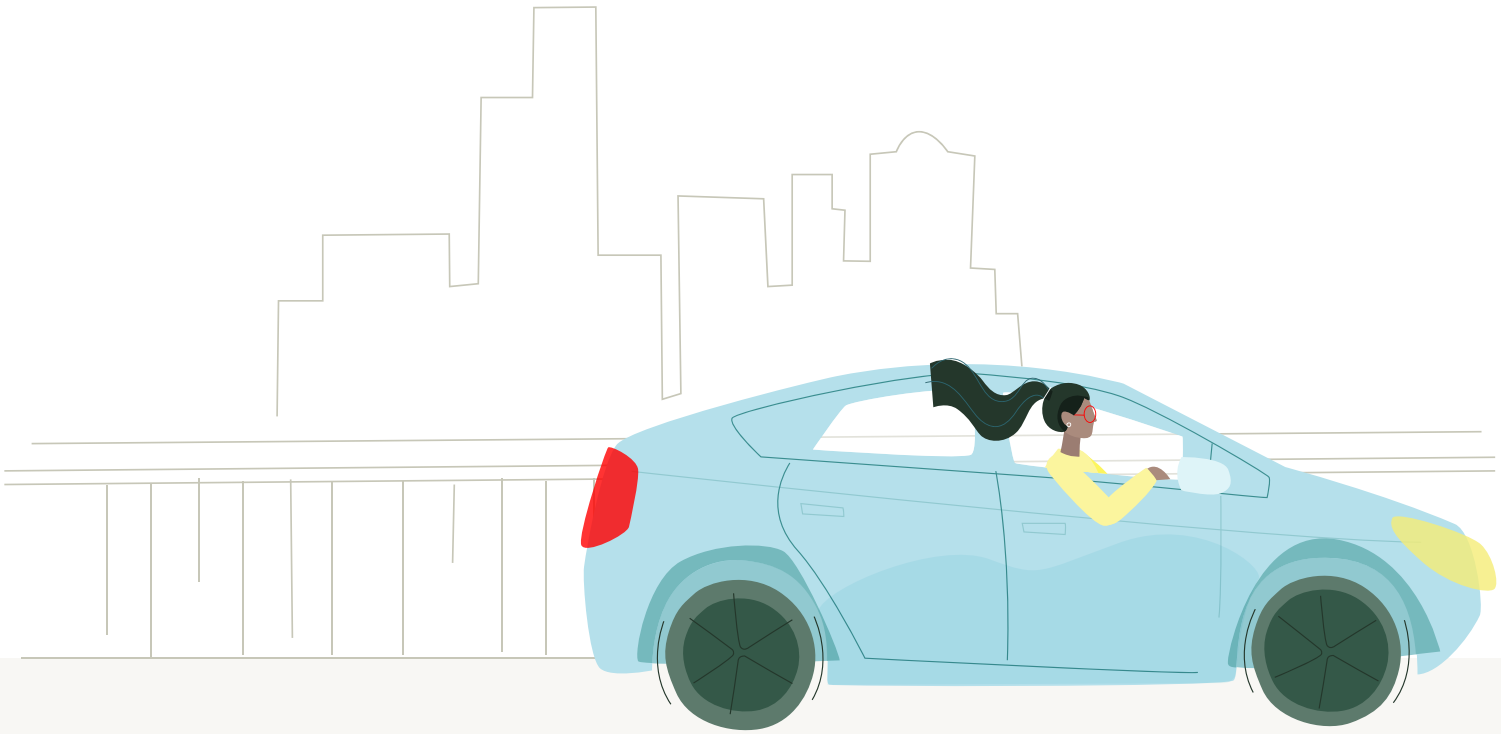
Add your logo and colour scheme to make your Storefront your own. Select which stores you'd like to launch with.



3

Receive online orders

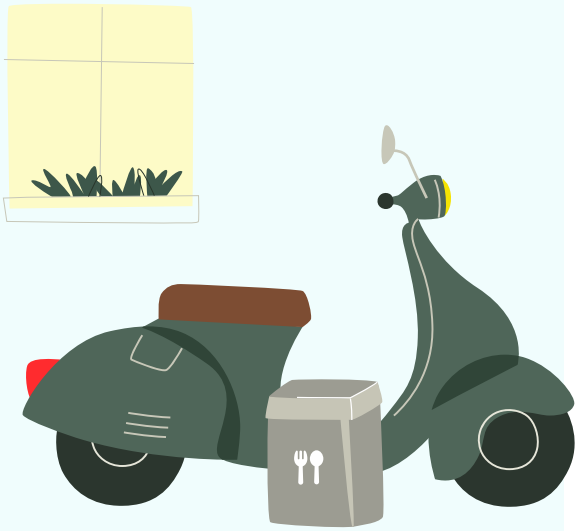
Turn on your Storefront and accept orders for Pickup by customers or Delivery by Dashers.



Get a white-label delivery fleet with

Drive from DoorDash

Have your own ordering platform and customer base? Get access to a network of on-demand drivers to complete your deliveries.



What is it?
DoorDash's non-branded delivery solution connects your business with drivers and a powerful logistics platform to fulfill orders placed on your own native platforms.

KEY BENEFITS

- **White-label solutions:** Increase your brand loyalty by using drivers without any visible DoorDash branding.
- **Professional drivers:** 75% of Drive ASAP orders are delivered within 30 minutes with a 4.5 average customer rating.
- **Scale to your needs:** From a basic setup to signature solutions, create the seamless delivery experience your customers expect.

KEY FEATURES

- **On-demand delivery platform.** Request a driver any time to deliver on your behalf, then track orders, streamline delivery costs, and drive incremental sales.
- **Seamless integration.** Our innovative logistics platform easily integrates with your existing technologies.
- **International coverage.** Fulfill delivery orders in more than 4,000 cities across the U.S., Canada, and Australia.

Thousands of businesses trust Drive from DoorDash

A&W · Tim Hortons · JOEY RESTAURANTS · freshii · Booster Juice · CHIPOTLE MEXICAN GRILL

How does Drive work?

Launch white-label delivery in three easy steps.



1

Sign up for DoorDash

Tell us basic information about your business and delivery needs.



2

Get a custom recommendation

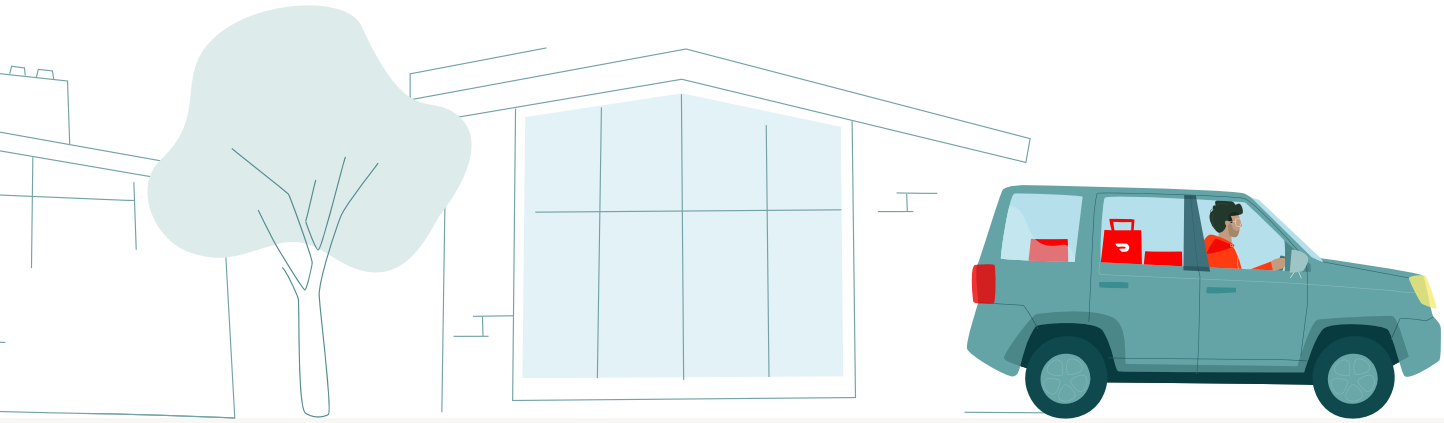
Our team assesses your delivery needs and recommends the best plan for your business.



3

Offer on-demand delivery

Fulfill delivery orders with our integrated technology solutions that connect you to a wide network of drivers.



Ready to sign up for Drive from DoorDash?

Get Started

SUCCESS STORY



DoorDash for Work brought us consistent orders that not only helped us stay afloat financially but also kept our team's morale intact.

Andrew Shinn
Owner,
Saucy Asian



Since they launched their new efforts after the onset of COVID-19, DoorDash for Work now represents 50% of our catering sales!



Doug Mathieux
Owner,
Artesano

How Catering & Boxed Meals works

Get started in three easy steps.

1

Sign up for DoorDash
Tell us basic information about your restaurant and upload your catering menu.

2

Start receiving orders
Once your account is activated, DoorDash works with merchants to create a curated menu.

3

You cook, we deliver
Your restaurant prepares food while DoorDash facilitates the delivery to corporate customers.

Ready to sign up for DoorDash Catering & Boxed Meals?

Get Started

SUCCESS STORY

We can't wait to expand the distribution of our signature sauces and dry rub... We are grateful for the strong and supportive relationship we've maintained with DoorDash over the years, which has grown even stronger during the recent months.



Mike McKibbin
District Manager,
Brothers BBQ (Denver, CO)

We were thrilled to launch This Little Goat on DoorDash, so home cooks could quickly receive our globally inspired sauces and spices right to their front door, especially during quarantine.



Erin Vick
Director of Digital Marketing,
This Little Goat (Chicago, IL)

How DashMart works

Get started with DashMart in three easy steps.

1

Contact us
Complete this form telling us basic information about your retail products.

2

Review
Our DashMart inventory and assortment team will review your submission.

3

Onboarding
If there is a fit, we'll work to get your products into DashMart and to customers.

DashMart is currently available in 18 locations, including Chicago, Minneapolis, Columbus, Cincinnati, Dallas, Houston, Salt Lake City, the greater Phoenix area, Baltimore, Indianapolis, San Diego, Denver, Los Gatos, Concord, and Redwood City. Over the coming months, we'll be launching in many more cities.

Ready to sign up for DoorDash DashMart?

Get Started

DoorDash technology tools for merchants



Learn more about DoorDash's powerful software and analytics products that help you efficiently manage your business on DoorDash:

Merchant Portal ›

Tablet ›

Point of sale & technology integrations ›

Get actionable sales analytics with the

DoorDash Merchant Portal

Track your business performance, get actionable insights, and make adjustments to your DoorDash listing.

What is it?

The Merchant Portal is an online tool to help you analyze business performance, track payments, add bank account information, change operating hours, update menus in real time, and more.

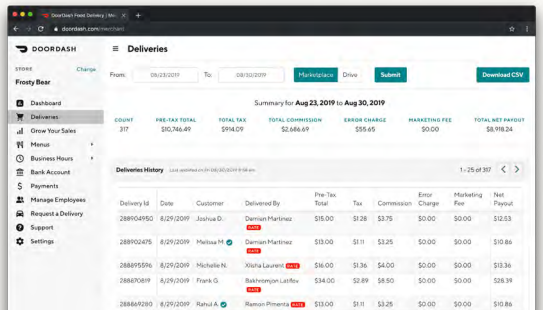
KEY BENEFITS

- **Get a dashboard view:** View key data points like net sales, average order size, unique customers, and most popular items.
- **Act on customer feedback:** View customer ratings and reviews, and mitigate any issues by quickly responding to customers directly.
- **Increase takeout sales:** Launch marketing campaigns and promotions to help reach more customers and grow your business.

KEY FEATURES

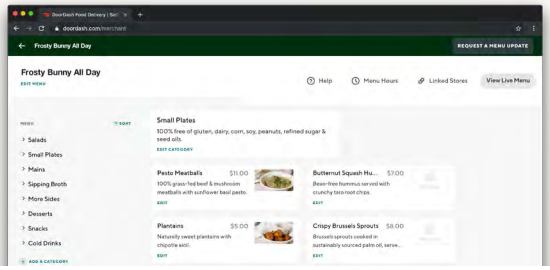
Track your sales

Understand trends and track your business performance by week, month, or quarter. Get detailed insights on tax, commission, and net payouts for each order.



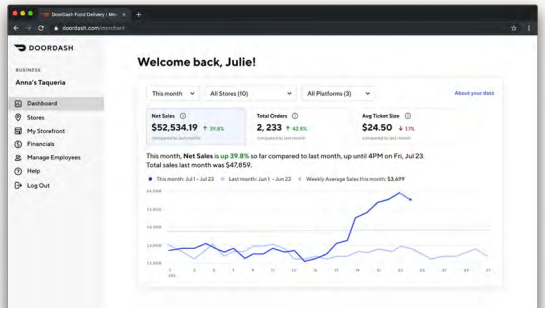
Adjust your offerings

Easily add or remove items, update prices, and change menu categories in real time.



Benchmark key metrics

View a dashboard of your overall success across locations, including total sales with DoorDash, average order size, most popular items, new and repeat customers, and more.



SUCCESS STORY

Sumac

This Montreal-based Middle Eastern restaurant discovered creative new revenue streams during COVID-19.

Read the success story →

493%

growth in avg. monthly DoorDash sales from Jan-June 2020 to Jul-Dec 2020

35%

of total revenue comes from DoorDash

21%

of DoorDash orders come from new customers

> **DoorDash provides sales and cash flow that keep things consistent and give us a tremendous amount of cushion during tougher periods.**



David Bloom
Partner, Sumac

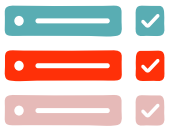
How does the Merchant Portal work?

Get data-driven insights in three easy steps.



1

Sign up for DoorDash
Tell us basic information about your business and upload your menu.



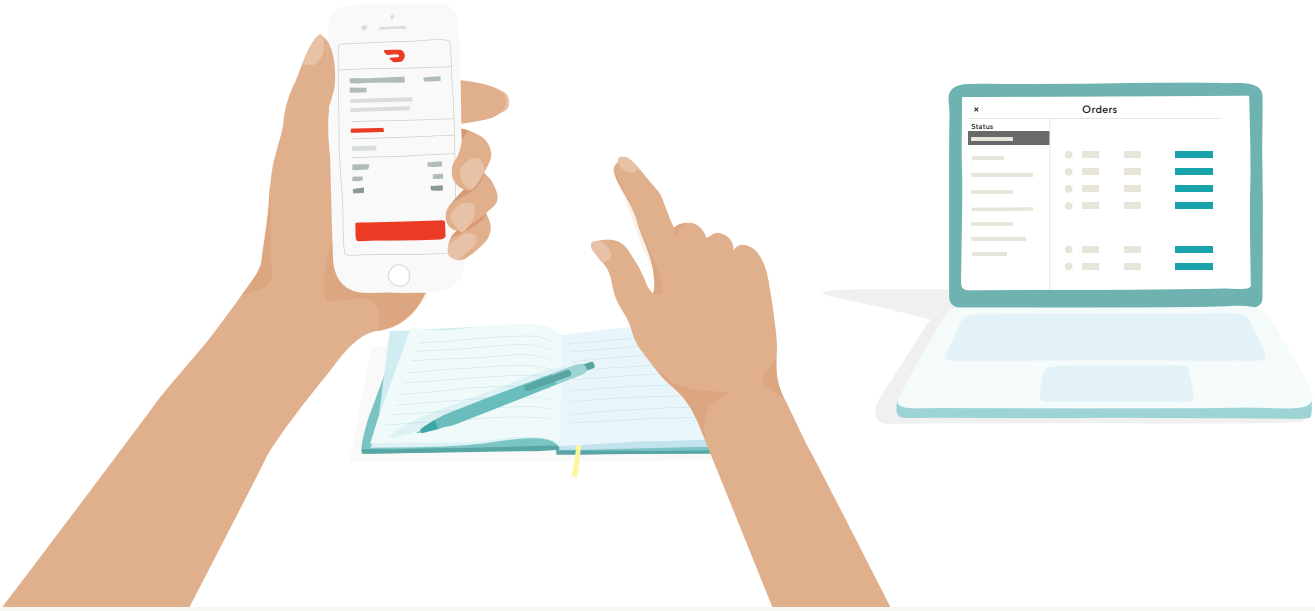
2

Start receiving orders
Once your account is activated, customers can browse your menu and place orders.



3

Track your performance
Use the Merchant Portal to monitor trends and make real time adjustments to your business.



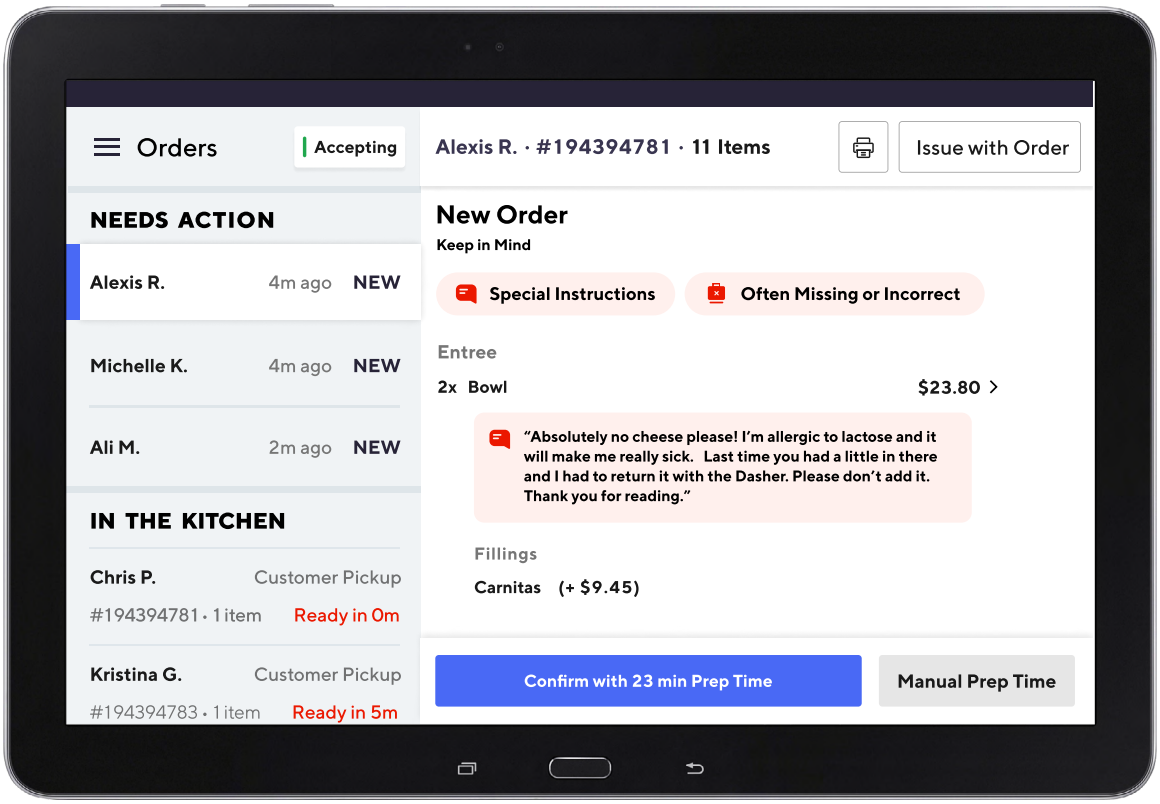
Learn more about the benefits in the Merchant Portal.

Get Started

Streamline your order protocol with the

DoorDash Tablet

Manage delivery and pickup orders in real time.



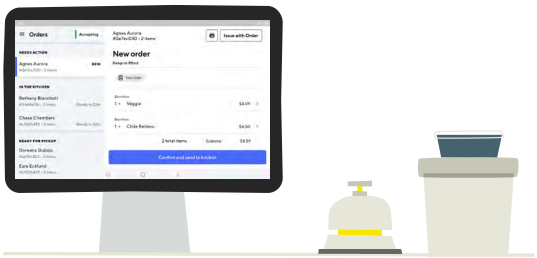
DoorDash recommends using a tablet with the DoorDash Order Manager app to receive orders.

The DoorDash Order Manager app allows you to:

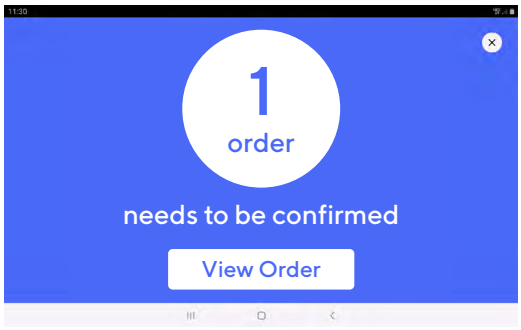
- Update menu items and business hours in real time
- Easily manage orders and view order history
- Communicate directly with Dashers
- Contact DoorDash's 24/7 merchant support

How it works

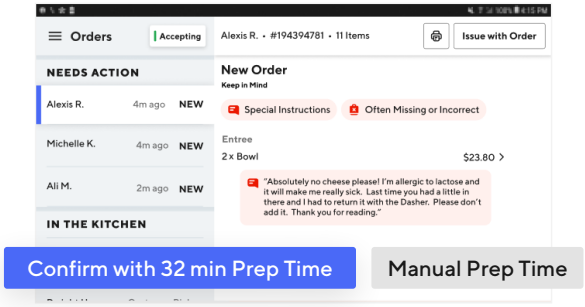
1 First, place your tablet somewhere that is easily accessible by your staff and make sure the volume is turned on loud.



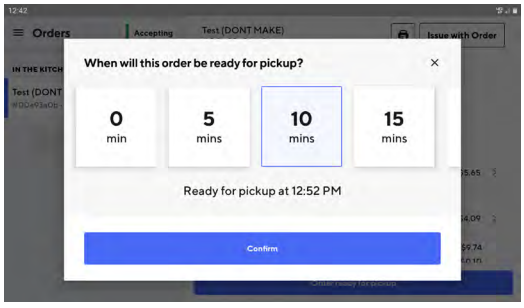
2 When a new order arrives, a blue screen will appear letting you know how many orders need attention. Touch the screen to view the order.



3 To confirm the order, click "Confirm" at the bottom of the screen. DoorDash will prompt a suggested prep time to save time, but you can easily enter a manual prep time instead.



4 If you choose to enter a manual prep time, which determines when we send a Dasher and updates the customer's delivery ETA in the app, you can do so here and click "Confirm Order."

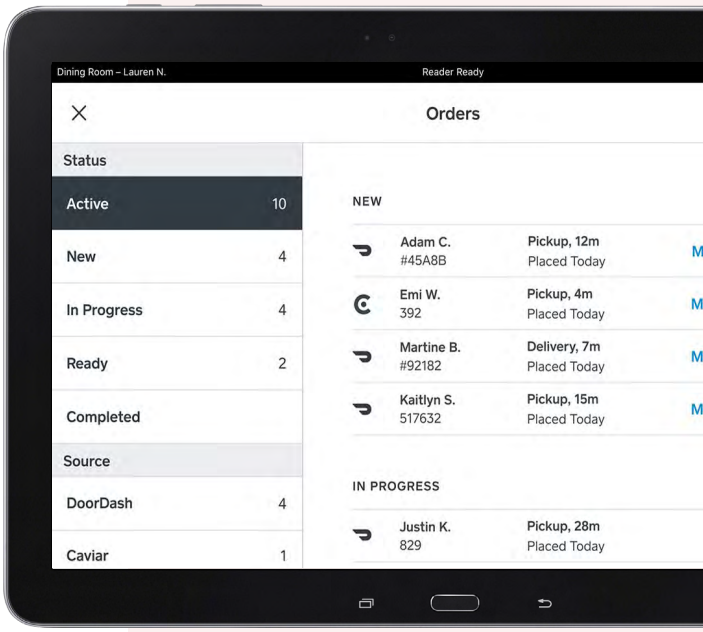


5 Finally, send the order to the kitchen to be prepared.

Keep operations running smoothly with

Point of sale & technology integrations

Increase order accuracy and reduce errors by integrating DoorDash with your POS system to send orders directly to your kitchen.



We partner with leading technology solutions to help your business succeed.

Square

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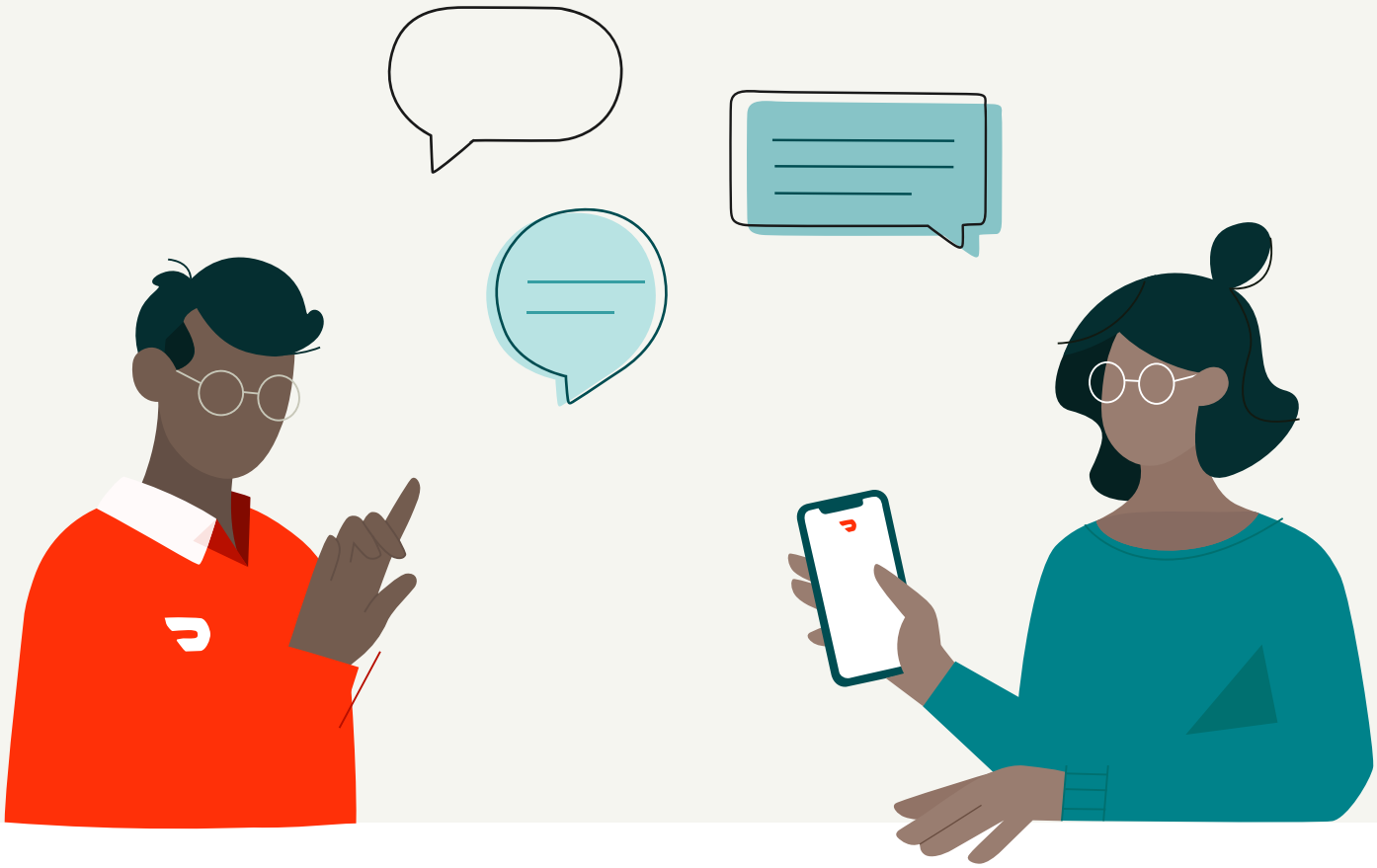
olo

Is your POS system missing?

We have an open API that is used by additional providers, so if you're interested in partnering with DoorDash and would like to see whether your POS system is eligible, we'd love to hear from you.

See all integration partners →

How DoorDash pricing works



Learn more about pricing plans for joining the DoorDash App, Storefront, and Drive as well as what commissions and fees cover on our end.

Commissions and fees, explained ›

What commissions and fees cover ›

How pricing works for DoorDash products

Commissions and fees, explained

With DoorDash, you'll never pay startup fees. Plus, most of our offerings cover credit card processing at no extra charge.



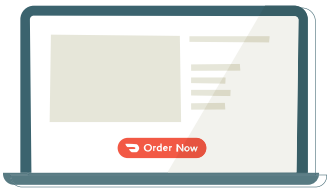
The DoorDash App

Commission rates

When customers order from you through DoorDash, we take a commission, which is a percentage of an order subtotal, to cover our costs.

A delivery through the DoorDash app

Order subtotal:	CA$30.00
Tax:*	CA$3.00
Commission (30%):	-CA$9.00
You keep:	**CA$18.00**



Storefront & Your Website

Credit card processing costs only

For website orders through Storefront, the online credit card processing fee is 2.9% of the total transaction amount + CA$0.30 per order.

An order through your website with Storefront

Order subtotal:	CA$30.00
Tax:*	CA$3.00
Credit card fee + CA$.30:	-CA$1.17
You keep:	**CA$25.83**



Drive and Your Channels

Flat dollar fees

When customers order through your website with Drive, we charge a flat per-order fee.

An order through your app or website with Drive

Order subtotal:	CA$30.00
Tax:*	CA$3.00
Flat fee:	-CA$8
You keep:	**CA$19.00**

Tax rates vary depending on location of the merchant

What do commissions and fees cover?

In order to serve your business with everything we do, we take per-order commissions or fees for orders processed with us. Here are some of the things these costs cover.

Advertising and marketing

Being on DoorDash puts your business in front of new customers every day.

Delivery driver costs

We empower our community of Dashers, who make every delivery possible, by providing them flexible earning opportunities with competitive local pay, promotional pay, 24/7 support, third party insurance, and meaningful discounts.

Customer service and support for customers, merchants, and Dashers

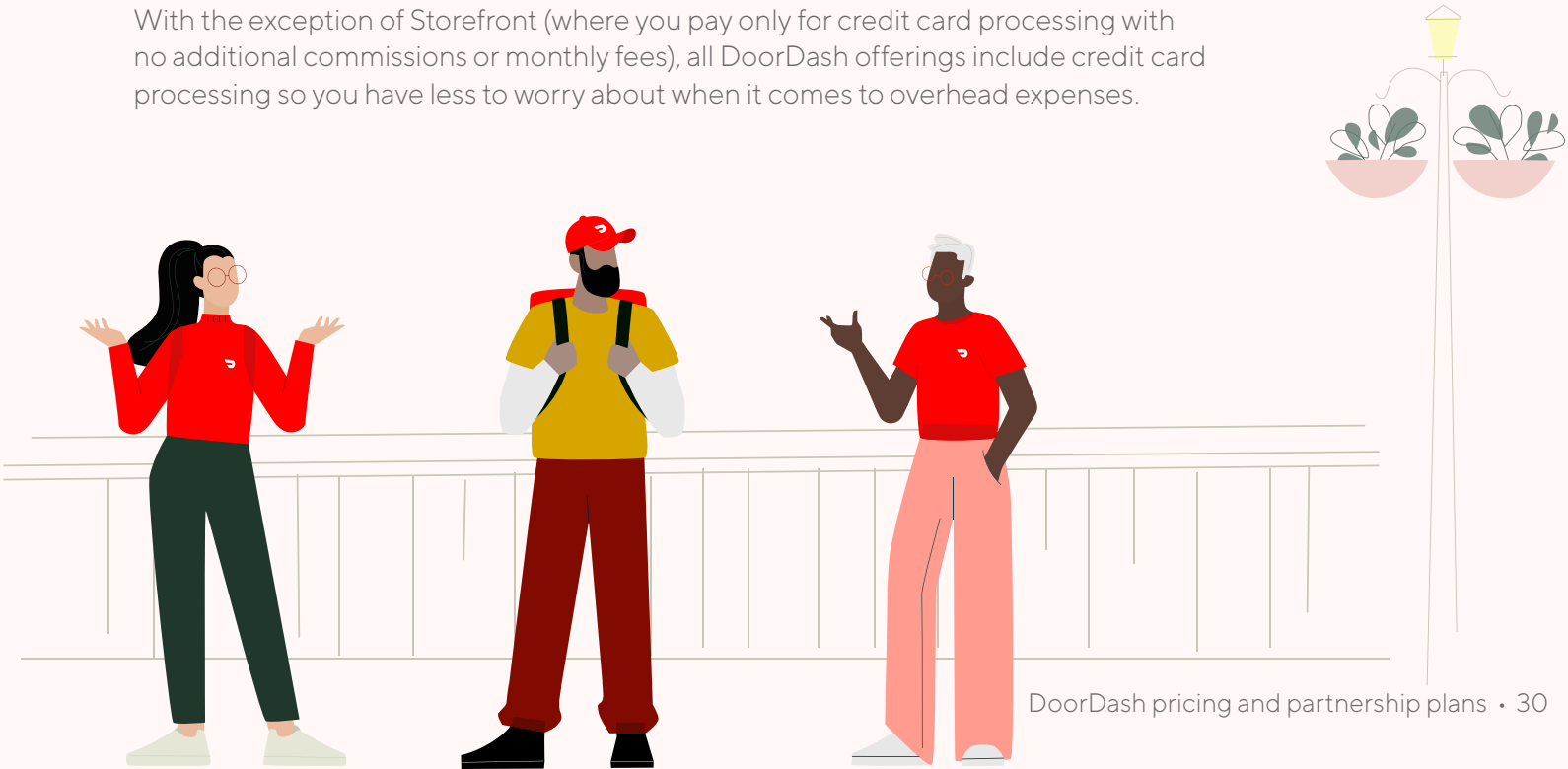
Customers, business owners, and Dashers all have unique needs that often need prompt responses. When something goes wrong, we have a 24/7/365 team of people ready to help solve customer issues, so they'll continue to order from you.

Technology platform costs

It takes a world-wide, world-class logistics, engineering, coding, marketing, and operations team to keep the DoorDash App and website, our Merchant Portal and Tablet, and our Dasher app running. We hire the best and expect the best from our teams.

Credit card processing

With the exception of Storefront (where you pay only for credit card processing with no additional commissions or monthly fees), all DoorDash offerings include credit card processing so you have less to worry about when it comes to overhead expenses.





Ready to grow with DoorDash?

1. **Sign up for DoorDash.** Visit get.doordash.com and tell us about your business.
2. **Receive orders.** Once your account is activated, your team prepares orders.
3. **Dashers deliver.** Dashers pick up orders and deliver them to customers!

Get Started Free

Want to speak with a sales representative? **Contact us**

Or call **1-855-554-5779** (Monday-Saturday) in the U.S. and Canada.



About DoorDash

DoorDash is a global technology company that connects consumers with their favorite local and national businesses. Founded in 2013, DoorDash enables local businesses to address consumers' expectations of ease and immediacy and thrive in today's convenience economy. By building the last-mile logistics infrastructure for local commerce, DoorDash is bringing communities closer, one doorstep at a time. Get started at get.doordash.com.