

 DOORDASH for Merchants

PRODUCT GUIDE FOR RESTAURANTS

Learn how the DoorDash Merchant Suite helps restaurateurs grow their business

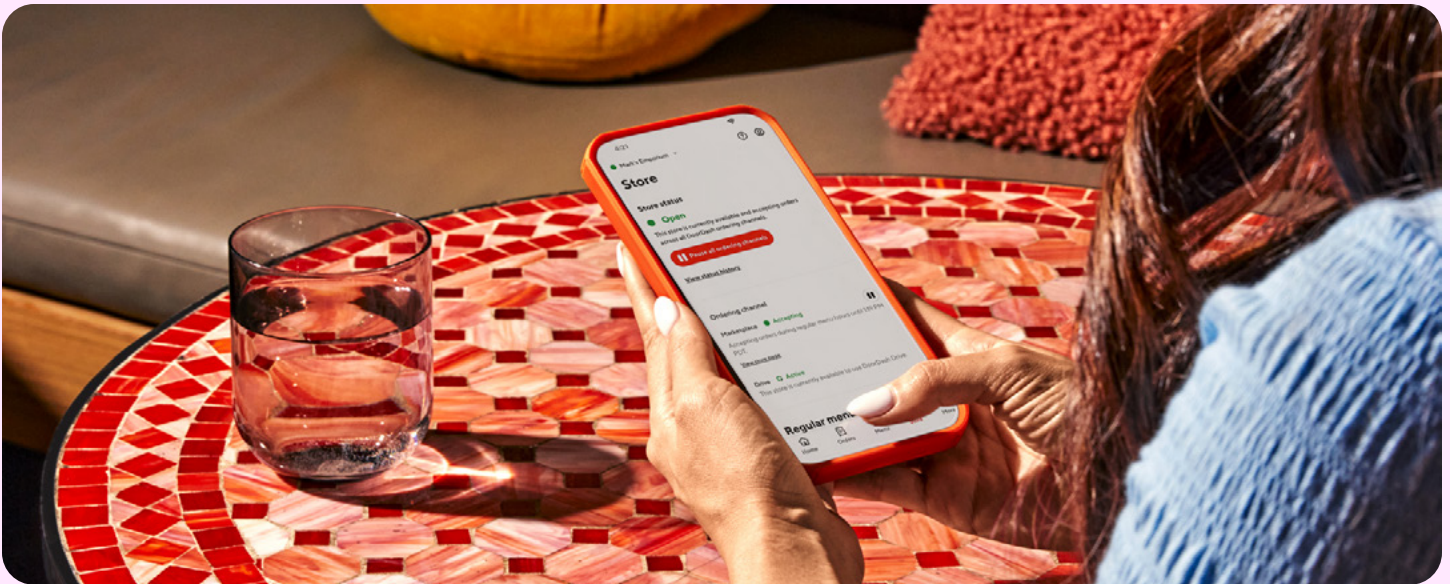


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DELIVERING MORE WAYS TO GROW YOUR BUSINESS

When you think of DoorDash, you think delivery – but the DoorDash Merchant Suite delivers so much more. Whether you want to grow online sales, attract customers, increase orders, or optimize your business, we deliver more ways to grow.

Delivery is just the beginning. DoorDash also offers commission-free online ordering, new ways to acquire customers, tools to get more orders, and financing to take your business to the next level.

This DoorDash Product Guide highlights the many ways that restaurants can grow on the platform, making it easier to choose the DoorDash products that best support your unique goals.



YOUR DOOR TO



PROFITABLE GROWTH

 Marketplace

Grow on the app

Get your business on the DoorDash app and introduce your store to active new customers in your area.

 Commerce Platform

Grow on your own channels

Explore products designed to help you grow on your own channels — in-store or off-premise.

DOORDASH MERCHANT PRODUCT SUITE

Marketplace

Delivery & Pickup

DashPass

Promotions

Sponsored Listings

Alcohol

Commerce Platform

Online Ordering

Drive On-Demand

Tablesider Order & Pay

Phone Ordering

Customer Support Solutions

Mobile App Solutions

Tools & Technology

Merchant Portal

Business Manager App

Order Manager App

Integrations

Expansion

Capital



In this section

Marketplace

Delivery & Pickup

DashPass

Promotions

Sponsored Listings

Alcohol

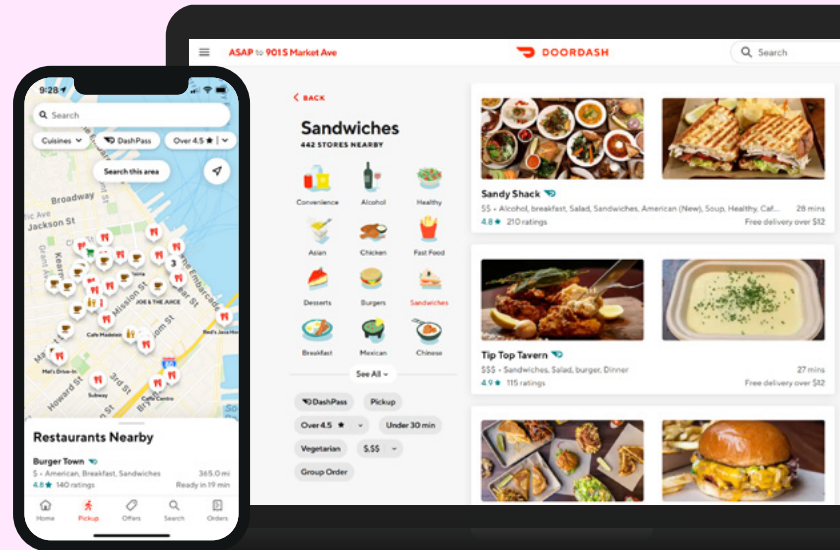
DOORDASH MARKETPLACE

Get your restaurant on the DoorDash app and connect with new customers in your area who are interested in delivery, pickup, and more.

DoorDash Marketplace

DELIVERY & PICKUP

Reach new customers by offering delivery and pickup through DoorDash.



WHAT IS IT?

Delivery on DoorDash Marketplace will help you reach new customers in your area without having to hire your own delivery drivers. Pickup allows you to get discovered by customers at a reduced commission.

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

KEY BENEFITS

- **Grow your sales:** Add a new revenue stream by offering pickup and delivery on DoorDash.
- **Reach new customers:** Get access to hungry customers already using DoorDash, which reaches 94% of the US population.
- **Access big spenders:** Tap into DashPass subscribers who order more frequently and spend more per order.

HOW IT WORKS

1

Your menu is featured on the DoorDash app and website so customers can discover your restaurant and place orders for delivery or pickup.

2

Once you receive an order, send it to your kitchen to be prepared.

3

Drivers, known as "Dashers," deliver orders to customers, or customers come to your restaurant for pickup orders.

New to DoorDash?

[GET STARTED](#)

Already on DoorDash?

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DoorDash Marketplace

DASHPASS

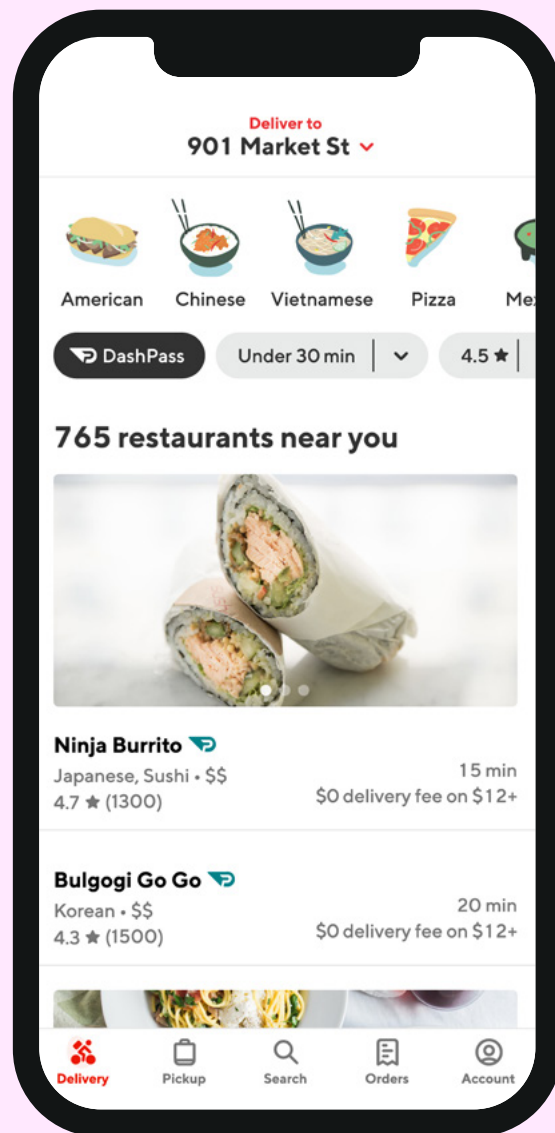
Increase sales by tapping into DashPass subscribers – DoorDash customers who order more frequently and spend more per order.

WHAT IS IT?

With DashPass, included in Plus and Premier plans, high-value customers see your restaurant first and pay lower fees when they order from your restaurant – at no added cost to you. Because DashPass customers order more often, you'll likely get more orders and repeat customers.

KEY BENEFITS

- **Increase revenue:** On average, businesses see at least a 30% increase in take-home revenue after one year of using DashPass.
- **Get noticed:** DashPass restaurants are highlighted in-app with a special green logo.
- **Reach loyal, frequent customers:** On average, DashPass customers order more frequently (and place larger orders) than non-DashPass customers.



HOW IT WORKS

1

Enroll in the DoorDash Plus or Premier partnership package to automatically become a DashPass restaurant.

2

Your restaurant will be marketed to DashPass customers as having a \$0 delivery fee and reduced service fees.

3

DashPass orders are processed and fulfilled just like regular DoorDash orders.

New to DoorDash?

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Already on DoorDash?

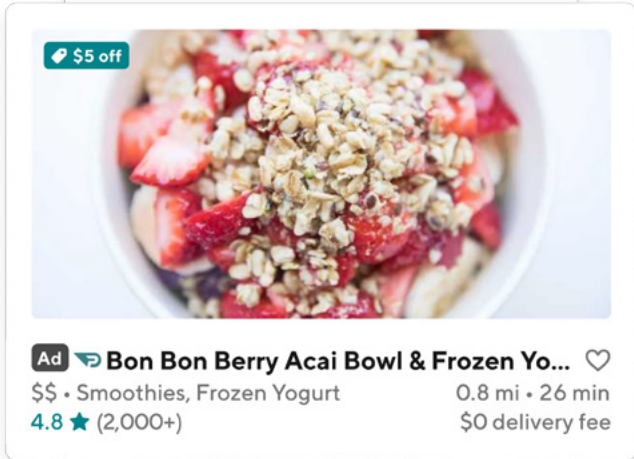
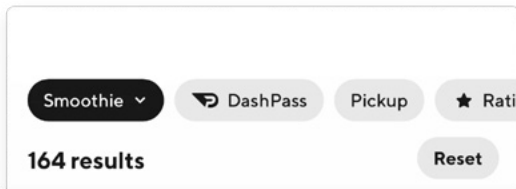
[LOGIN](#)



Restaurant Success Story:

BON BON BERRY

This açai and frozen yogurt establishment fuels its business with DoorDash and brings in repeat customers with DashPass.



“DashPass has helped us to get new and loyal customers that order regularly. Most order 5 out of 7 days a week.”



Michael Lee
Owner, Bon Bon Berry

[READ THE SUCCESS STORY](#)

DoorDash Marketplace

PROMOTIONS

Drive sales by enticing customers to order more and spend more per order with promotions.

WHAT IS IT?

Incentivize new, existing, and/or lapsed customers to order more and spend more with a discount, \$0 delivery fee, or a free item. When you run a promotion, your restaurant will be prominently featured in the Offers tab on the DoorDash app.

On average, restaurants who run promotions see up to a 20% sales increase.

“Our willingness to take advantage of [DoorDash’s] marketing tools contributes to our growth. We’ve seen the delivery and takeout business triple.”



Gianluca Pesce
Director of Marketing &
Communications, York

KEY BENEFITS

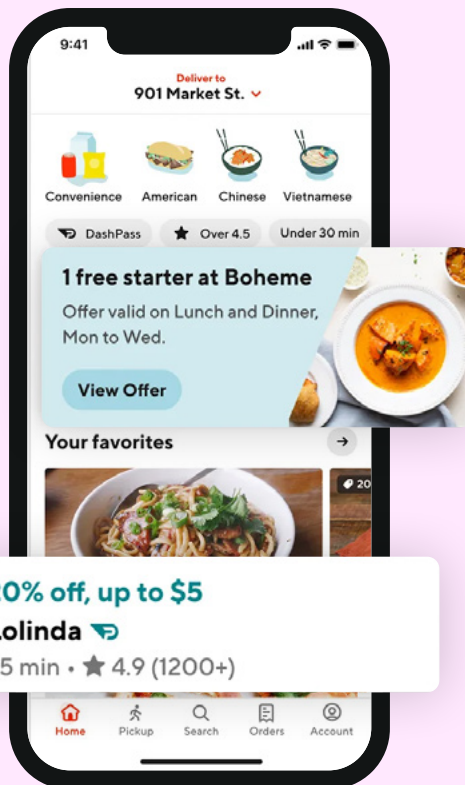
- **Drive more sales:** Stores that run promotions see an average 5X return on every dollar spent.
- **Reach different audiences with customizable offers:** Choose whether to target new, existing, or lapsed customers and select the discount or offer that fits your business.
- **Stand out and get discovered:** You’ll be featured in the Offers tab of the DoorDash app and tagged with a promotion badge.

New to DoorDash?

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Already on DoorDash?

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HOW IT WORKS

1

Once you’re a DoorDash partner, log into the Merchant Portal and navigate to the Marketing tab.

2

Select “Create Campaign” and choose the campaign type based on your goals.

3

Customize your promotion details, set a duration, select participating stores, then launch your campaign.

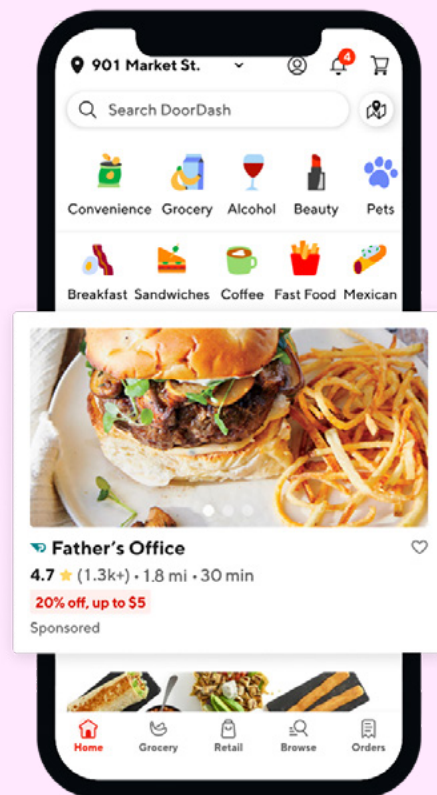
SPONSORED LISTINGS

Get your store seen by new customers with prominent ad placements in the DoorDash app.

WHAT IS IT?

Sponsored Listings are ads that are featured in highly visible places on the DoorDash app, like the homepage and search results. They'll help your store stand out from the crowd, and unlike ads on other platforms, Sponsored Listings are pay-per-order, not per click.

Businesses that run ads on DoorDash see more than a 6X return on ad spend over one month, on average.



KEY BENEFITS

- **Increase visibility:** Make your store stand out to hungry customers in your area by getting prime real estate in the DoorDash app.
- **Make every dollar count:** Only pay for confirmed orders placed through your ad – not per ad click or ad view.
- **Hassle-free, easy setup:** Designed for any level of marketing experience, you can set up an ad in just a few clicks.

HOW IT WORKS

1

Once you're a DoorDash partner, log into the Merchant Portal and navigate to the Marketing tab.

2

Select "Create Campaign" to customize your campaign details, set a duration, select participating stores, then launch your campaign.

3

Once your ad is live, you'll easily be able to make adjustments and monitor its performance in the Merchant Portal.

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GRILLED. CHEESE. BURGERS.

Restaurant Success Story

THE MELT

This fast-casual chain partnered with DoorDash to transform into a delivery-focused business and attract new customers.



INCREDIBLE RESULTS IN JUST TWO MONTHS:

500

New DoorDash customers acquired

\$13,000

Sales driven by DoorDash Sponsored Listings

50%

of their overall sales now come from delivery



“Sponsored Listings is like getting a billboard on the big highway DoorDash has built — but I’m not paying money for everyone that passes by.”



Sean Reiter
Director of Revenue, The Melt

[READ THE SUCCESS STORY](#)

DoorDash Marketplace

ALCOHOL

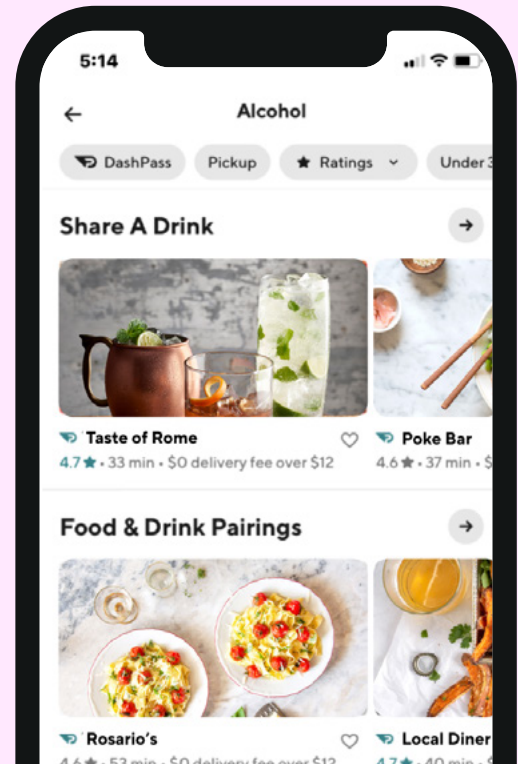
Add alcohol to your menu to help reach new customers and increase subtotals.

WHAT IS IT?

Provide your customers with alcohol delivery and pickup while maintaining compliance with local laws and regulations.

KEY BENEFITS

- **Built-in compliance:** DoorDash holds the required permits for compliant alcohol delivery where applicable.*
- **Grow sales:** Adding alcohol to your menu can increase your profit margin.
- **Increase customer exposure:** Put your store in DoorDash's dedicated alcohol section, allowing customers looking for alcohol to find you more easily.



40% of consumers are using alcohol delivery more in 2024 than in 2023, according to the **2024 Restaurant & Alcohol Online Ordering Trends report.**

HOW IT WORKS

1

Sign up for DoorDash and our team of specialists will reach out to verify your retail alcohol permit and get you set up as an alcohol delivery partner on DoorDash.

2

Customers discover your restaurant on DoorDash and place orders. Then, your team packages orders for same-day delivery or pickup.

3

To ensure compliance, customers agree to validate their age when purchasing alcohol. Dashers verify customer IDs through the DoorDash app when delivering.

New to DoorDash?

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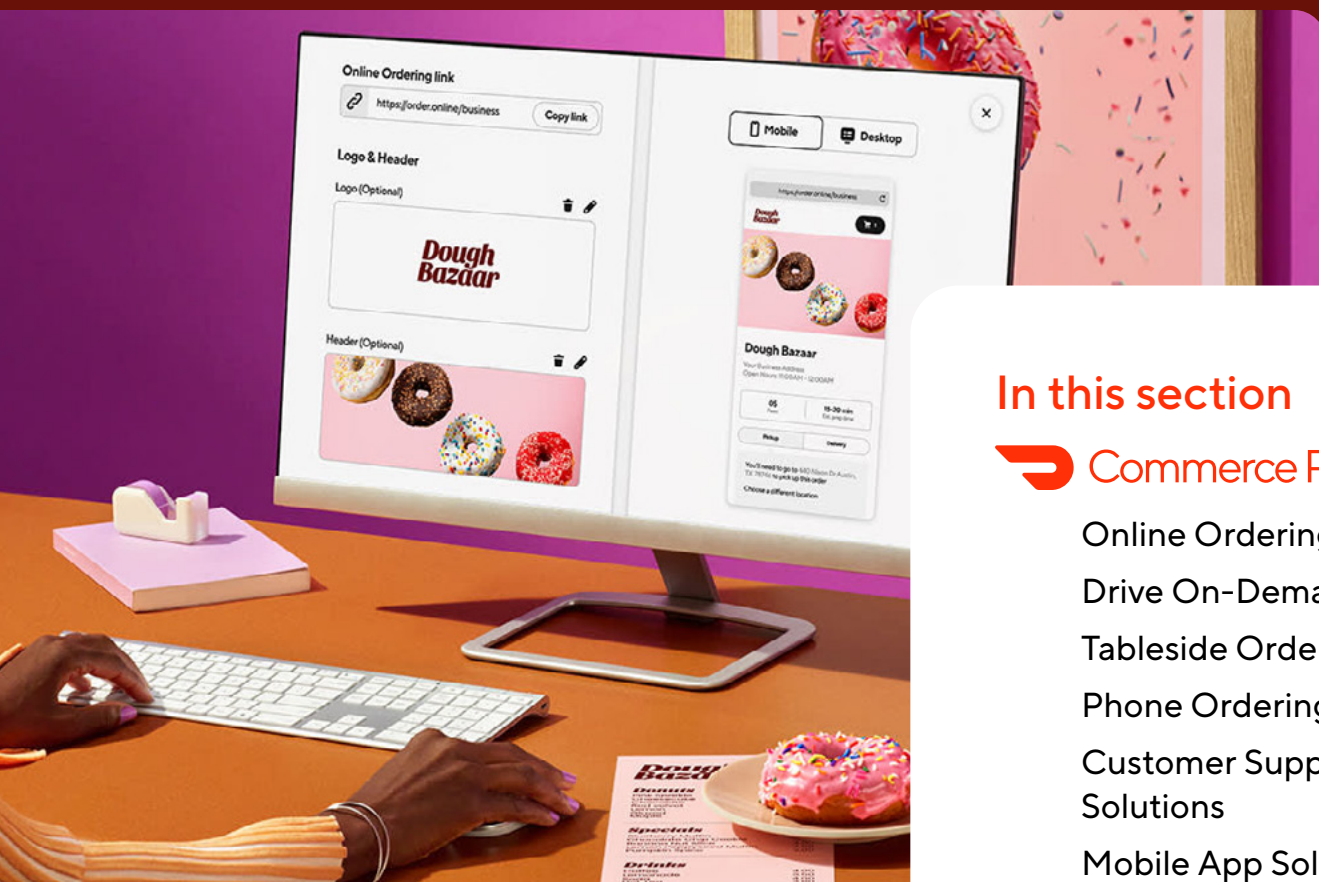
Already on DoorDash?

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DOORDASH COMMERCE PLATFORM

Deliver a best-in-class customer experience — whether that's in-store or off-premise — with this à la carte suite of first-party solutions.

Our newest product suite, DoorDash Commerce Platform, helps restaurants grow sales and acquire new customers through their own channels.



In this section 

 Commerce Platform

Online Ordering

Drive On-Demand

Tableside Order & Pay

Phone Ordering

Customer Support
Solutions

Mobile App Solutions

DoorDash Commerce Platform

ONLINE ORDERING

Set up commission-free online ordering directly through your own channels.

WHAT IS IT?

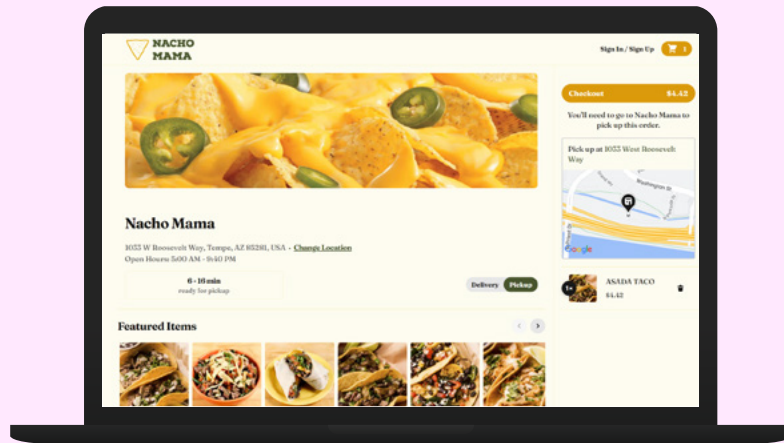
Online Ordering is a brandable online ordering solution that makes it easy to grow sales across your own digital channels. Adopting online ordering for the first time can help grow your sales by 13% and order volume by 11%.*

Add your Online Ordering link to your website, social media, email newsletters, and more – you'll just pay 2.9% of the total transaction amount + \$0.30 per order for payment processing, with no commissions or monthly fees.

Online Ordering is automatically included in the DoorDash Basic, Plus, and Premier partnership plans.

KEY BENEFITS

- **Grow profitability:** No monthly fees or commissions. Seriously.
- **Build your brand:** Totally own the look and feel of your online ordering channel with customizable branding.
- **Increase customer loyalty:** Encourage repeat business with easy ordering and personalized loyalty and gift card programs.



HOW IT WORKS

1

Orders placed through your own channels (website, native apps, social media, Google page) will show up on your tablet or POS system.

2

Delivery orders will be fulfilled by Dashers, and pickup orders will be collected in your store by customers.

3

You will not be charged a commission for Online Ordering orders, you just pay payment processing (2.9% + \$0.30 per order).

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ADDITIONAL ONLINE ORDERING FEATURES

Encourage more orders on your website and increase commission-free sales.

Smart “Order Now” Button: By adding a Smart “Order Now” Button to your own channels when you install your Online Ordering system, you’re adding a clear call to action that helps increase visibility to your new online ordering channel.

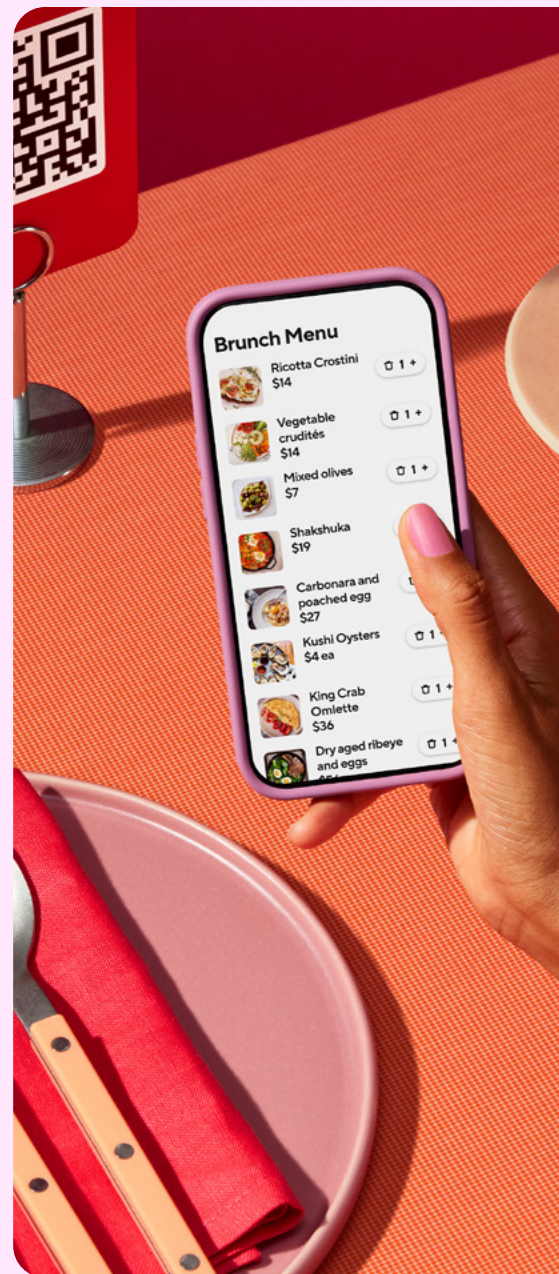
Promotions: Encourage orders on your website and increase commission-free sales with custom promotions. Use our easy setup process to choose your target audience and promotion type, including a percentage of off-menu items, \$0 delivery fee, or discounts for large orders.

Valuable Customer Data: Use Report Builder in the Merchant Portal to create and download custom reports about your Online Ordering customers, including name, delivery address, email, phone number, and customer lifetime value.

Order with Google: Introduce your restaurant to customers using Google Search or Maps to find food. Allow them to order and reorder food directly from your restaurant in just a few taps using your Google Business Profile.

Convenient Payment Options: Checkout is easy; customers can pay with Apple Pay, PayPal, Venmo, or a credit or debit card. They can also redeem gift cards through integrations with eCard Systems, Valutec, and Paytronix. Customers can easily reorder their favorites or schedule orders ahead of time.

Gift & Loyalty Solutions: Build repeat business with gift cards and loyalty integrations, allowing customers to redeem gift cards online and earn loyalty points with online orders. Loyalty members visit more often and spend more per visit. Gift card orders are 50% higher than orders paid for with alternative methods, on average.*



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Restaurant Success Story:

HONEY'S KETTLE

Learn how this fried chicken restaurant bounced back from a 50% drop in sales during COVID-19 by implementing a new online ordering system with Online Ordering



IN JUST 7 MONTHS AFTER LAUNCHING ONLINE ORDERING:

62.5%

increase in
online sales

20%

increase in
overall sales

\$628,533

Combined Storefront
and DoorDash sales

"The biggest bonanza of Online Ordering is that it's commission-free. I mean, you can't beat it."



Vincent Williams
Co-Owner, Honey's Kettle

[READ THE SUCCESS STORY](#)

DoorDash Commerce Platform

DRIVE ON-DEMAND

On-Demand delivery from your own site or app.

WHAT IS IT?

With Drive On-Demand, you can maximize profits by offering delivery from your site or app without managing a fleet of drivers. It is a reliable and easy-to-use delivery fulfillment solution that allows you to offer customers delivery through your own app, website, or other ordering channel.

You pay a flat fee per order, and a Dasher will deliver directly to your customers. You can either automate deliveries through your middleware provider or request Dashers when you need them.

KEY BENEFITS

- **Unmatched delivery quality:** Tap into a network of over 7 million Dashers to offer faster delivery to customers.
- **Easy integration:** Over 1,000 integrations for seamless operation without managing back-end tech.
- **Lower costs:** You only pay a flat fee per delivery – no signup, subscription, or hidden fees.

HOW IT WORKS

1

Customers order from you: Offer customers delivery through your own app, website, or ordering channel.

2

Your system dispatches drivers: You pay a flat fee per order dispatched, and a Dasher will deliver directly to your customers.

3

DoorDash handles logistics: You can automate deliveries through your Middleware Provider or request Dashers.

[GET STARTED](#)

“We still partner with DoorDash, but with Drive On-Demand, we are able to keep our delivery menu prices the same as in-store and launch promotions on our own website without any lead time.”



Kelly Tracey
National Operations Manager, Roll'd

DoorDash Commerce Platform

TABLESIDE ORDER & PAY

QR code in-store ordering that streamlines service, payment, and more.

WHAT IS IT?

Tableside Order & Pay is a digital in-store ordering solution that uses QR codes to streamline the in-store experience for customers and merchants.

The solution integrates seamlessly with many POS systems, loyalty programs, and reservation services — including Revel, Square, Deliverect, Thanx, Paytronix, and Spendgo.

HOW IT WORKS

1

Use QR codes: Customers can easily place orders, open tabs, and settle their bills using a QR code or handheld device.

2

You receive orders: Orders are sent directly to your tablet, printers, or POS.

3

Enjoy seamless operations: Get printer, KDS routing, and matching table mappings to help food runners find guests easily.

[GET STARTED](#)



KEY BENEFITS

- **Increase check sizes & tips:** On average, guests spend 15% to 25% more on their meal (tips included)* with a digital in-store ordering solution.
- **Improve in-store experience:** Reduce wait times and long lines with an easy-to-use service and payment system.
- **Branding that's yours:** Easily customize your in-store ordering experience, from QR signage to checkout.

“You just flip [Tableside Order & Pay] on and allow people to scan the codes. The beer starts flowing and the food gets run. The first month that we used it full-time, we had \$65,000 in additional revenue that we wouldn't have had.”



Vinnie Quinzio
General Manager, Hofbrauhaus

DoorDash Commerce Platform

PHONE ORDERING

Offer phone ordering for your customers with live, highly trained agents or customized AI messaging.

WHAT IS IT?

With Phone Ordering, you can route call-in orders to live, highly trained agents or customized automated messaging to free up your staff and deliver great customer experiences.

KEY BENEFITS

- **Never miss a phone order:** One in five customers prefer to order takeout via phone.
- **Improve the customer experience:** Unlimited call capacity and an average wait time of under 10 seconds.
- **Increase sales and cut labor costs:** Seamless phone ordering can help boost check sizes and staff tips.



HOW IT WORKS

1

Customers call you: Route all customer call-in orders to live, highly trained agents, AI, or customized automated messaging.

[SIGN UP FOR UPDATES](#)

2

DoorDash handles orders: They take and submit orders directly into your DoorDash system, and agents are trained to politely upsell and take menu modifications.

CUSTOMER SUPPORT SOLUTIONS

Use a dedicated customer support line staffed with highly trained agents.

WHAT IS IT?

DoorDash's Customer Support Solutions provides a white-labeled exclusive customer support line staffed by highly-trained agents to quickly resolve any delivery-related issues and keep customers happy.

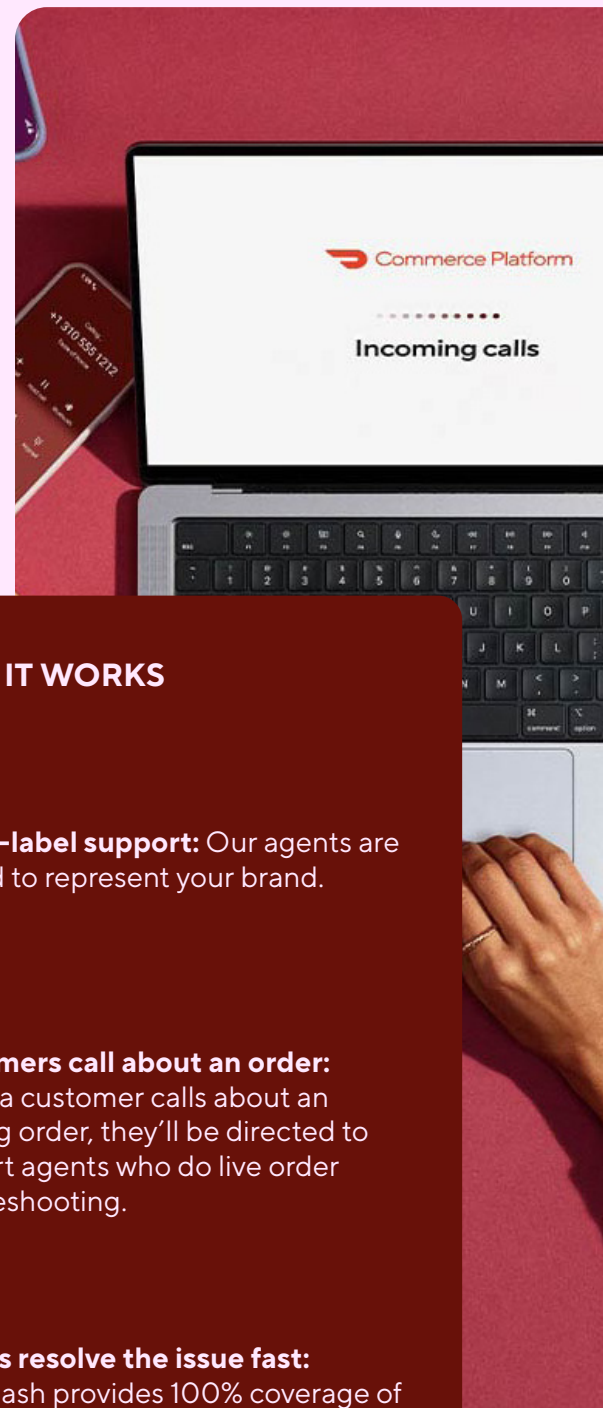
When a customer calls into the support line, they will be greeted by agents trained to represent your brand, handle order questions, issue refunds, and manage other needs.

KEY BENEFITS

- **Excellent customer service:** Dedicated support agents provide around-the-clock, 24/7 coverage.
- **Reduce refund costs:** Lose less on refunds with robust fraud detection and prevention tools.
- **Simplify operations:** Create a singular touchpoint for delivery customers to resolve issues.

As DoorDash further develops and scales Customer Support Solutions, restaurateurs are encouraged to sign up for updates.

[SIGN UP FOR UPDATES](#)



HOW IT WORKS

1

White-label support: Our agents are trained to represent your brand.

2

Customers call about an order: When a customer calls about an existing order, they'll be directed to support agents who do live order troubleshooting.

3

Agents resolve the issue fast: DoorDash provides 100% coverage of Drive On-Demand customer support calls with more than 14,000 trained agents across 31 locations.

MOBILE APP SOLUTIONS

Make your mobile app your most powerful sales channel.

WHAT IS IT?

Set up a customizable, commission-free, branded mobile app that makes it easy to grow sales on iOS and Android devices.

KEY BENEFITS

- **Grow your business:** Boost sales with push notifications, promotions, and loyalty integrations.
- **Build your brand:** Own your digital presence with a fully customizable branded mobile app.
- **Increase customer loyalty:** Drive repeat business with an easy ordering experience and an integrated loyalty program.

“We’ve seen mobile app customers reorder 71% more often than web customers, and have been impressed with the performance of the Online Ordering platform.”



Jaclyn Bambino
Chief Brand Officer at 3Natives



HOW IT WORKS

1

Customers order online: Orders placed through your mobile app appear on your tablet or POS system.

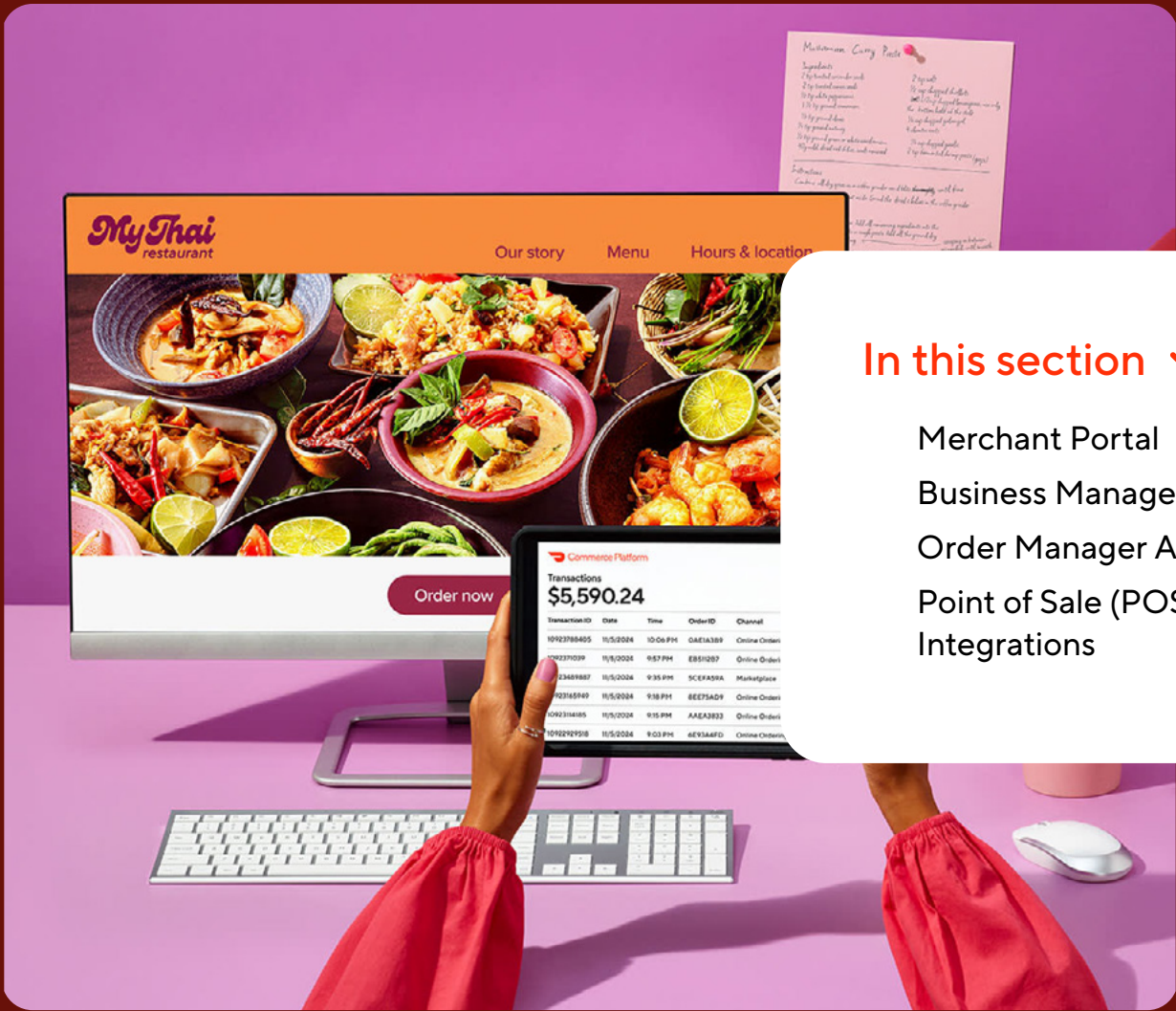
2

Dashers deliver: Delivery orders are fulfilled by Dashers, while pickup orders are collected in-store.

3

Commission-free ordering: You only pay payment processing (2.9% + \$0.30 per order) – not commission fees.

[GET STARTED](#)



In this section ▾

- Merchant Portal
- Business Manager App
- Order Manager App
- Point of Sale (POS)
- Integrations

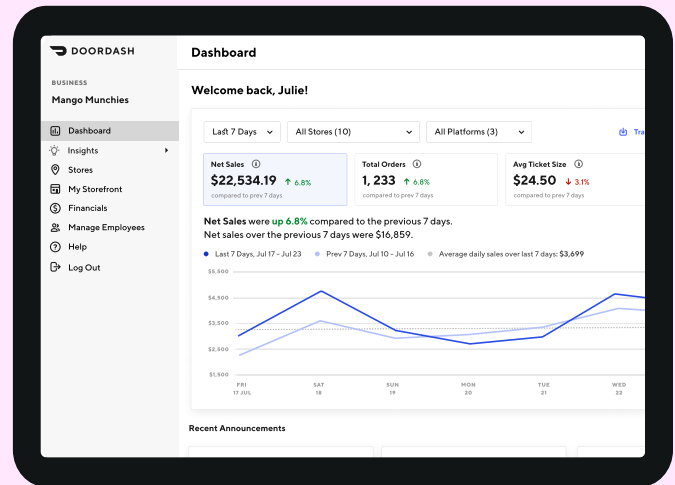
TECHNOLOGY TOOLS FOR RESTAURANTS

Manage your business on DoorDash with tools to analyze sales performance, process orders, and improve the customer experience.

Technology Tools

MERCHANT PORTAL

The digital hub to manage your store and operations on DoorDash.



WHAT IS IT?

Use the Merchant Portal to track business performance and payments, manage your DoorDash store page and menu, and get actionable insights about your customers.

When you sign up for any DoorDash product, you'll automatically get access to the Merchant Portal. It's where you add and edit your menu, track payments, update menus, change your hours, review customer feedback, manage promotions, analyze business performance, and much more.

KEY BENEFITS

- **Get useful data:** View key data points like net sales, average order size, unique customers, and most popular items across any period of time.
- **Review customer feedback:** View customer ratings and reviews and respond directly to customers.
- **View customer insights:** Get a breakdown of new, occasional, and frequent customers, plus a heatmap of locations and zip codes where customers are placing orders.

How to Navigate the Merchant Portal

Learn the basics of navigating the Merchant Portal and where to find the different sections you'll need to manage your store using the dashboard.

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Technology Tools

BUSINESS MANAGER APP

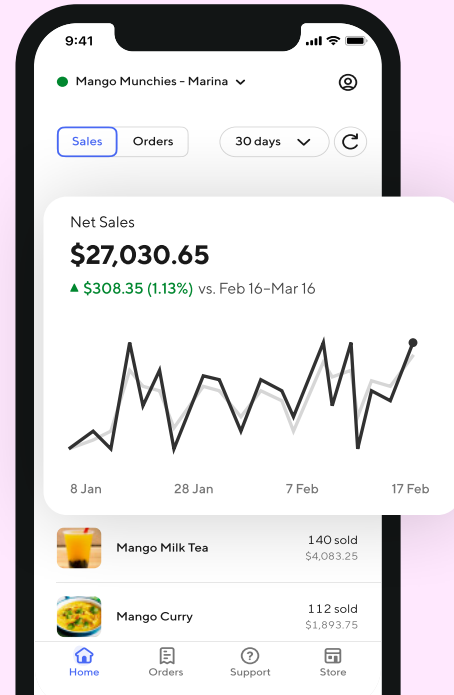
Easily manage your DoorDash business from anywhere.

WHAT IS IT?

The Business Manager App lets you manage your DoorDash business on the go. You can track orders in real-time, resolve issues, access Support, and get important notifications. If you have multiple stores, it's easy to toggle between stores, businesses, and group IDs.

KEY BENEFITS

- **Manage live orders:** Connect with Support via chat or phone, cancel orders, mark items out of stock, or get in touch with a customer or Dasher.
- **Address urgent issues:** Quickly adjust hours, pause your store, or let us know about closures.
- **Get useful data:** Stay up-to-date on your daily and weekly sales and top-selling menu items.



“The Business Manager App has made my life easier. Before I was able to only see the data on the computer and tablet. Now I can see the data I want to see on the go. To be able to know what’s going on in the store without being there is amazing.”



Michael Lee
Owner, Bon Bon Berry Acai Bowl

Make Strategic Business Decisions Using DoorDash Reporting

Learn how to leverage data in the Merchant Portal to increase sales and provide a better customer experience.

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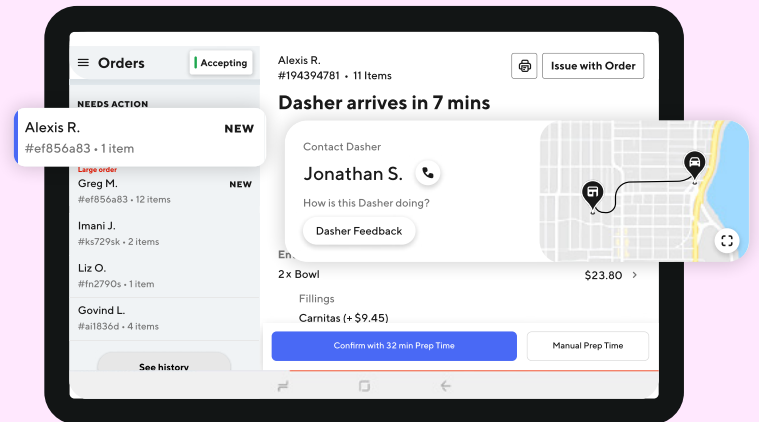


ORDER MANAGER APP

Easily manage your DoorDash orders on a tablet.

WHAT IS IT?

Whether you use a DoorDash-provided tablet or download the Order Manager App on your own Android tablet, DoorDash Order Manager helps you manage orders in real time, mark items out of stock, communicate with Dashers, and resolve issues with 24/7 access to Support.



KEY BENEFITS

- **Track live orders:** Get instant notifications about new and in-progress orders.
- **Easy communication:** Communicate with Dashers and customers, leave Dasher feedback, and access DoorDash Support 24/7.
- **Simple store management:** Make changes to your store hours or mark an item out of stock.

“I never expected the volume we were getting. The tablet started ringing around 3:00 p.m., usually a slow time, and never stopped ringing. We quickly fell in love with third-party delivery.”



Frankie DiCarlantonio
Director, Scaffidi Restaurant Group

How to Avoid Missing or Incorrect Items

Not every order is perfect. Here's how to avoid orders with missing or incorrect items.

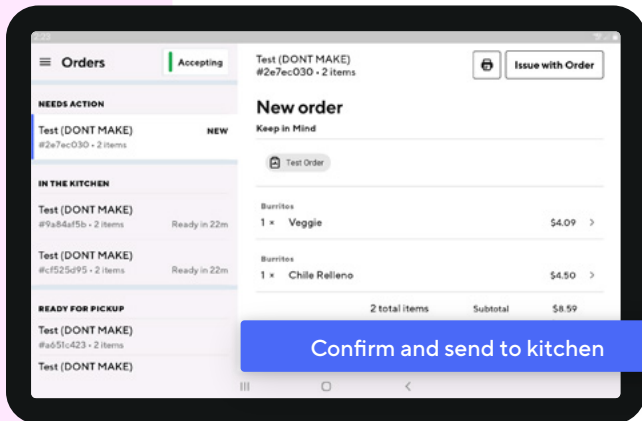
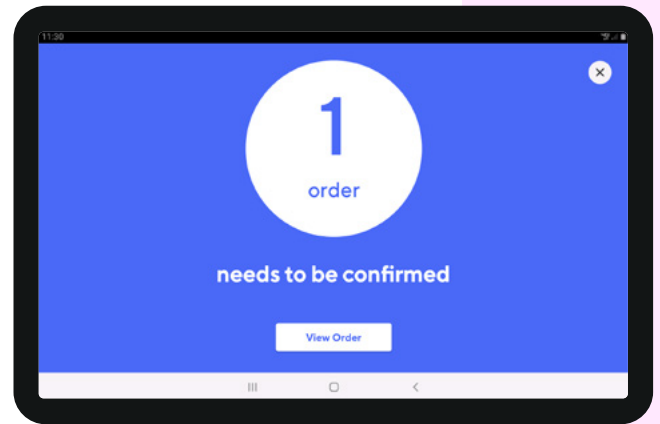
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Technology Tools

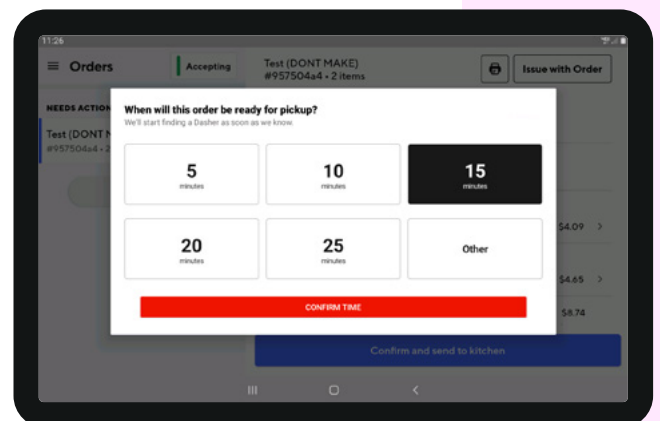
How the DoorDash Order Manager App works:

- 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, or you can manually enter a 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.



Technology Tools

INTEGRATE YOUR POS OR MIDDLEWARE

Streamline operations, easily manage your menu, and increase order accuracy by integrating your point of sale (POS) system or middleware provider (MWP) with DoorDash.

WHAT IS IT?

Our integrations create a bridge for DoorDash to send and retrieve data from your POS system so you can manage incoming orders and menu updates in one place.

“The integration of DoorDash and Deliverect saves us time and labor.”



Oussama Ben Tanfous
Chef and Owner, Roch Le Coq

KEY BENEFITS

- **Smoother operations:** Have your dine-in, takeout, and delivery orders appear in the same place – no extra tablet or printer needed.
- **Simple menu & store management:** Menu and store changes made on your POS or MWP will automatically sync to your DoorDash menu.
- **Increase order accuracy:** DoorDash orders are automatically sent to your POS, eliminating room for error.



Otter



[SEE ALL INTEGRATION PARTNERS](#)

Integrate Your Point-of-Sale System with DoorDash

DoorDash can be integrated with several leading POS and MWP providers, so that everything – menu data, ordering channels, and sales – is in one place, no matter where the order came from. Learn how you can benefit from this technology integration.

[VISIT THE LEARNING CENTER](#)



EXPANSION

Find new growth opportunities and expand your brand with merchant financing.



In this section 

DoorDash Capital

Expansion

DOORDASH CAPITAL

Manage your business with fair and convenient financing.

WHAT IS IT?

Whether you need to cover unexpected expenses, open a new location, or invest in new equipment, DoorDash Capital provides fair and convenient financing to grow your business.

Get easy access to capital (typically \$5,000 to \$15,000 or more) through a partnership between DoorDash and Parafin*, a business financing provider. There are no hidden charges, no recurring interest, and no prepayment penalty. The proposed financing is a cash advance, not a loan.

KEY BENEFITS

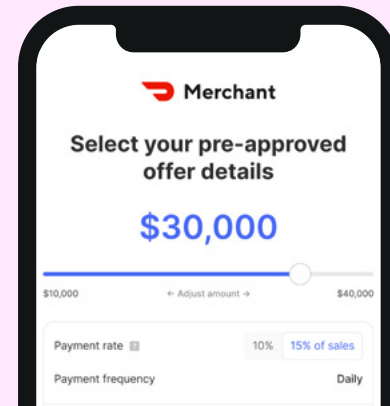
- **Fast & convenient funding:** Eligible restaurants** can see a pre-approved amount in the Merchant Portal. View, customize, and accept the offer, then receive funds in as little as 1-2 business days.
- **Transparent pricing:** Pay a one-time flat fee, and then repayment will be automatically deducted from your payout based on a percentage of your DoorDash sales.
- **Cover business expenses:** How you use this funding on your business is up to you – you can pay employees, cover unexpected expenses, upgrade equipment, and more.

New to DoorDash?

[GET STARTED](#)

Already on DoorDash?

[CHECK ELIGIBILITY](#)



HOW IT WORKS

1

Check eligibility: Opt in to data sharing in order to see if you have a pre-approved offer from Parafin in the Merchant Portal and verify your business information.

2

Customize terms: Choose your advance amount and payment rate.

3

Accept your offer: Agree to the terms of service to accept your amount. Then, you can monitor your payment progress.

DoorDash Capital allowed us to renovate, install an air conditioning system, and pay for deep cleaning services in our restaurant. We are so thankful to have access to this financing to help grow our business.”



Noree Tyler
Owner, Chada Thai

*Merchant cash offers and advances are provided by Parafin and governed by Parafin's [Terms of Service](#). Merchant cash offers and advances and bank transfers are subject to review and may be rescinded. Merchant cash offers and advances are not extensions of credit or loans and they may not be used for personal, family, or household purposes.

**If you are eligible, you will see a pre-approved offer on the [Capital](#) tab in the Financials section.



In this section

Pricing overview

Commissions and fees, explained

What commissions and fees cover

DOORDASH PRICING AND PARTNERSHIP PLANS

Learn more about pricing plans for the DoorDash Marketplace, Online Ordering, and Drive On-Demand as well as what commissions and fees cover.

Pricing Overview

MARKETPLACE PARTNERSHIP PLANS MADE TO WORK FOR YOU

Enjoy all our partnership plans* with zero payment processing fees. Change or cancel your plan at any time.



Basic

DoorDash at the lowest cost

Let customers order from you on DoorDash and add marketing programs when you need them.

Your Cost

15% **6%**

Delivery
Commission

Pickup
Commission

Key Benefits

- ✓ Reach customers nearby
- ✓ Highest customer delivery fee
- ✓ Online Ordering

- ✗ DashPass
- ✗ Growth Guarantee

GET STARTED

Plus

More sales with Drive On-Demand

Increase sales and reach our most loyal and frequent customers with DashPass.

Your Cost

25% **6%**

Delivery
Commission

Pickup
Commission

Key Benefits

- ✓ Reach customers farther away on DoorDash
- ✓ Lower customer delivery fee**
- ✓ Online Ordering

- ✓ **DashPass:** Increase your sales by accessing DashPass customers, who pay no delivery fees and reduced service fees.
- ✗ Growth Guarantee

GET STARTED

Premium

The most orders and new customers

Maximize sales with the biggest delivery area, DashPass, and more. Backed by our Growth Guarantee.

Your Cost

30% **6%**

Delivery
Commission

Pickup
Commission

Key Benefits

- ✓ Reach customers farther away on DoorDash
- ✓ Lower customer delivery fee**
- ✓ Online Ordering

- ✓ **DashPass:** Increase your sales by accessing DashPass customers, who pay no delivery fees and reduced service fees.
- ✓ **Growth Guarantee:** Accept at least 20 orders per month or we'll refund your commission costs for that month.***

GET STARTED

*Partnership Plans (Basic, Plus, Premier) are available for restaurants with 75 or fewer locations in the U.S. 6% Pickup is available to all partners in the U.S. who comply with the [DoorDash Merchant Terms of Service](#), including having DoorDash Pickup menu prices match in-store prices.

**For Non-DashPass orders only.

***For the Merchant Location's first 6 months on the Marketplace platform as a Premier merchant partner, they are eligible for this rebate if (1) they cancel fewer than 5 orders that month and (2) maintain "open hours" on DoorDash for 90% of the Store Hours that they have set in the Merchant Portal.

Pricing Overview

COMMERCE PLATFORM PRICING THAT'S SIMPLE

Explore pricing for our à la carte suite of products designed to help you grow on your own channels.

Online Ordering

Grow your business with Online Ordering, which helps you generate commission-free orders directly through your website.

- ✓ No monthly software fees
- ✓ No commission rate on orders
- ✓ No contracts; cancel anytime

Your cost

2.9% + \$0.30

Payment processing fee

GET STARTED

Drive On-Demand

Let Dashers fulfill your direct delivery orders. Pay a flat fee per order, and we'll handle all the logistics of delivery.

- ✓ On-demand delivery from your ordering platforms
- ✓ No signup fees, subscription fees, or service termination fees
- ✓ Flat delivery fee per order, no commission rates

Your cost

\$6.99 - \$10.99

Flat fee for delivery orders

GET STARTED

Tableside Order & Pay

Drive sales without adding staff. Customers can order and pay without a server present.

- ✓ Integrates with Toast, Square, and Revel
- ✓ Free trial with waived subscription fee available
- ✓ Payment processing & subscription fees, no commission rates

Your cost

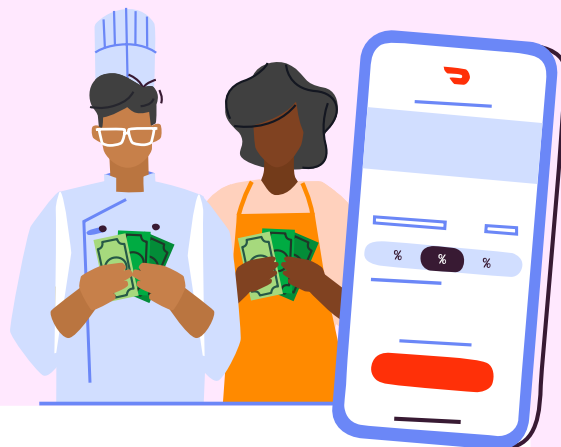
\$50/month + 2.9% + \$0.30

Subscription fee + payment processing

GET STARTED

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.



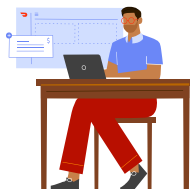
DoorDash Marketplace
Commission rates

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 with our Basic Partnership Plan

Order subtotal: \$30.00
Tax: \$3.00
Commission (15%): -\$4.50

You keep: \$22.50



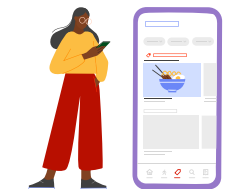
Online Ordering
Credit card processing costs only

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

An order through your website with Online Ordering

Order subtotal: \$30.00
Tax: \$3.00
Credit card processing + \$.30: -\$1.17

You keep: \$25.83



Drive On-Demand
Flat dollar fees

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

An order through your app or website with Drive On-Demand

Order subtotal: \$30.00
Tax: \$3.00
Flat fee: -\$6.99

You keep: \$20.01

WHAT COMMISSIONS AND FEES COVER

DoorDash charges fees and commission rates to bring value to your business and community. Here are some of the items they cover:

- ✔ **Advertising and marketing**

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

- ✔ **Delivery driver costs**

We empower the 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 exclusive discounts. Learn more about the Dasher Community at [Dasher Central](#).

- ✔ **Customer service and support for customers, restaurants, and Dashers**

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

- ✔ **Technology platform costs**

It takes a worldwide, 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 team.

- ✔ **Credit card processing**

With the exception of Online Ordering (where you only pay a credit card processing fee with no additional commissions, monthly fees, or per-order 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 merchants.doordash.com and tell us about your restaurant.
- 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 to a sales representative?

CONTACT US

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



About DoorDash

DoorDash (NASDAQ: DASH) is a technology company that connects consumers with their favorite local businesses in more than 30 countries across the globe. Founded in 2013, DoorDash builds products and services to help businesses innovate, grow, and reach more customers. DoorDash is your door to more: the local commerce platform dedicated to enabling merchants to thrive in the convenience economy, giving consumers access to more of their communities, and providing work that empowers.

