

 for Merchants

# MARKETING RESOURCE GUIDE

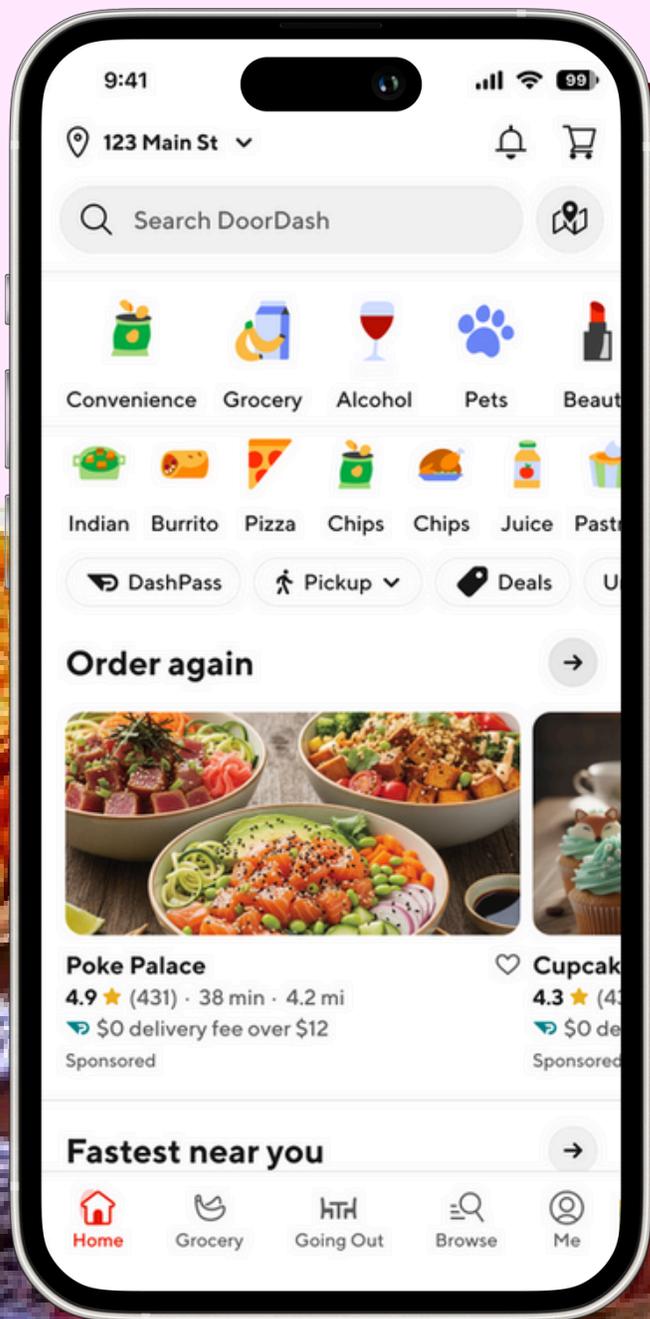


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# MARKETING ON DOORDASH

The Merchant Portal is the heart of your DoorDash partnership. It's an online tool that allows you to keep track of orders, submit refunds, provide Dasher feedback, run reports, and view order data – all from one place.



## SPONSORED LISTINGS

**Sponsored Listings** are ads that are featured in highly visible places on the DoorDash app, like the homepage and search results. Unlike ads on other platforms, you only pay for a Sponsored Listing when an order is placed through it – you aren't charged for clicks or impressions.



## ATTRACT MORE CUSTOMERS

On average, more than 45% of orders generated from ads on DoorDash come from new customers.



## MAKE EVERY DOLLAR COUNT

Our pay-per-order pricing model (rather than per-click or per-impression) means you're only paying for ads when they work.



## HANDS-OFF MARKETING

With the DoorDash Marketplace Premier plan, we automatically run ads on your behalf at no extra cost.\*

## PROMOTIONS

Promotions incentivize customers to order from your store with a discount, \$0 delivery fee, or free item. When you run a promotion, your business will be prominently featured to your target audience in the **Deals** section of the DoorDash app.



### DRIVE MORE SALES

On average, businesses that use promotions see a 20% increase in DoorDash sales.



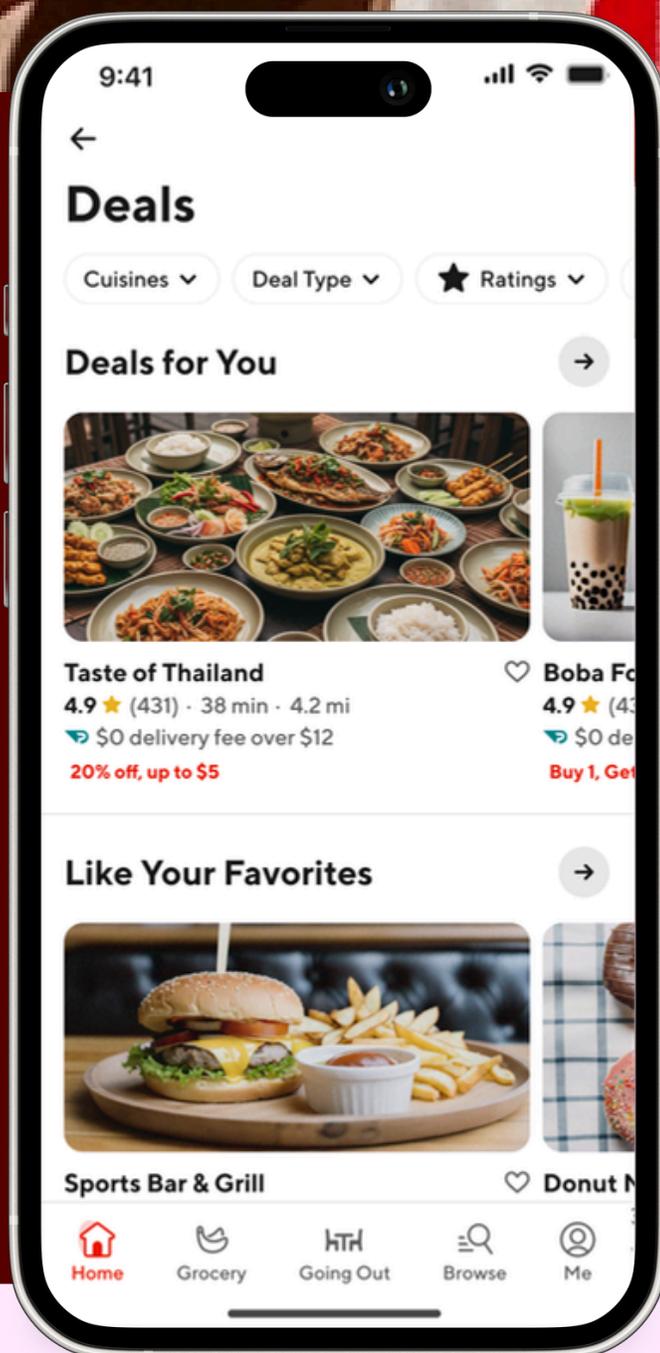
### CUSTOMIZE YOUR OFFER

Choose whether to target new, existing, or lapsed customers and select the discount or offer that fits your business.



### STAND OUT TO CUSTOMERS

You'll be featured in the **Deals** section of the DoorDash app and tagged with a promotion badge.





# HOW TO START A NEW CAMPAIGN

## 1 LOG IN

1. Log in to the DoorDash **Merchant Portal**.
2. Navigate to the **Marketing** tab and select **Run a Campaign**.

## 2 CHOOSE WHICH PROMOTION YOU WANT TO RUN

You can create your own campaign by selecting the type of promotion based on the goal you want to achieve. Some examples of promotions you can select are:



### FEATURE YOUR STORE

Be featured prominently on the DoorDash app and get your store discovered by new customers.



### BUY 1, GET 1 FREE

Encourage repeat business and sales of high-margin items by offering a free item with the purchase of the same item.



### HAPPY HOUR

Attract more customers with a discount when they order between 2-5 pm local time.



### LUNCH SPECIALS

Attract more customers with a discount when they order between 11-2 pm local time.

## 3 SET PARAMETERS FOR YOUR CAMPAIGN

The parameters will differ between types of campaigns and promotions, but you will always need to select: **target audience, campaign length, scheduling, and weekly budget**

# INTRODUCING SMART CAMPAIGNS

## WHAT ARE SMART CAMPAIGNS?

Smart campaigns use data and AI to automatically adjust your promotions in real time — so the right customers see the right offer at the right time. With Smart Campaigns, DoorDash manages different promotion types in one campaign, helping you save time while boosting performance.

DoorDash will automatically adjust the discount amount and subtotal minimum per customer, based on customer type and value. You should use Smart Campaigns when you want to:

**Create personalized offers customized for every customer.** DoorDash will create the most effective discount for each potential customer, based on customer type, value, and behavior.

**Drive loyal and repeat customers to spend more.** For example, for a store with a \$30 average ticket size, we may require a higher spend for power users before providing a discount to encourage them to add more items to their cart (e.g. Spend \$40, get \$5 off.)

**Attract new customers and re-engage past ones.** For example, for a store with a \$30 average ticket size, we may offer higher discounts to new users or customers who haven't ordered from you within the last six months (e.g. Spend \$30, get \$7 off).

As a merchant, you pay only when your campaign leads to an order. Restaurants that use Smart Campaigns see a 20% boost in sales and gain 30% more new customers on average.





# HOW TO RUN A SMART CAMPAIGN

## 1 LOG IN

1. Log in to the DoorDash **Merchant Portal**
2. Navigate to the **Marketing** tab and select **Run a Campaign**
3. Select **Smart Campaign** to get started

## 2 CUSTOMIZE YOUR SMART CAMPAIGN

Under **Settings**, select the following parameters:

- **Stores:** If you have multiple stores, select the stores you'd like to run the smart campaign for.
- **Campaign length:** This is the length of time you wish for your campaign to run. If you select **keep it going**, your campaign will run until you pause or cancel it. By letting it run, you can choose to extend the campaign if you see it's successful. If you **choose end date** your campaign will end the day you set.
- **Scheduling:** Decide whether you run your campaign all day or during certain store hours.
- **Average weekly budget:** This is the amount you're comfortable spending, on average, for orders across all the stores selected in the campaign. You can either set **no cap on average weekly budget**, which allows every eligible customer to redeem the promotion, or can set an **average weekly budget** to limit the number of customers who can redeem the promotion.
- **Promotion item:** This allows you to select or exclude items from your campaign. A minimum of five items must be included, and for best performance, we suggest including at least one best seller.

Once you've established your campaign settings, tap **Create campaign** to launch your campaign.

# HOW TO VIEW CAMPAIGN PERFORMANCE

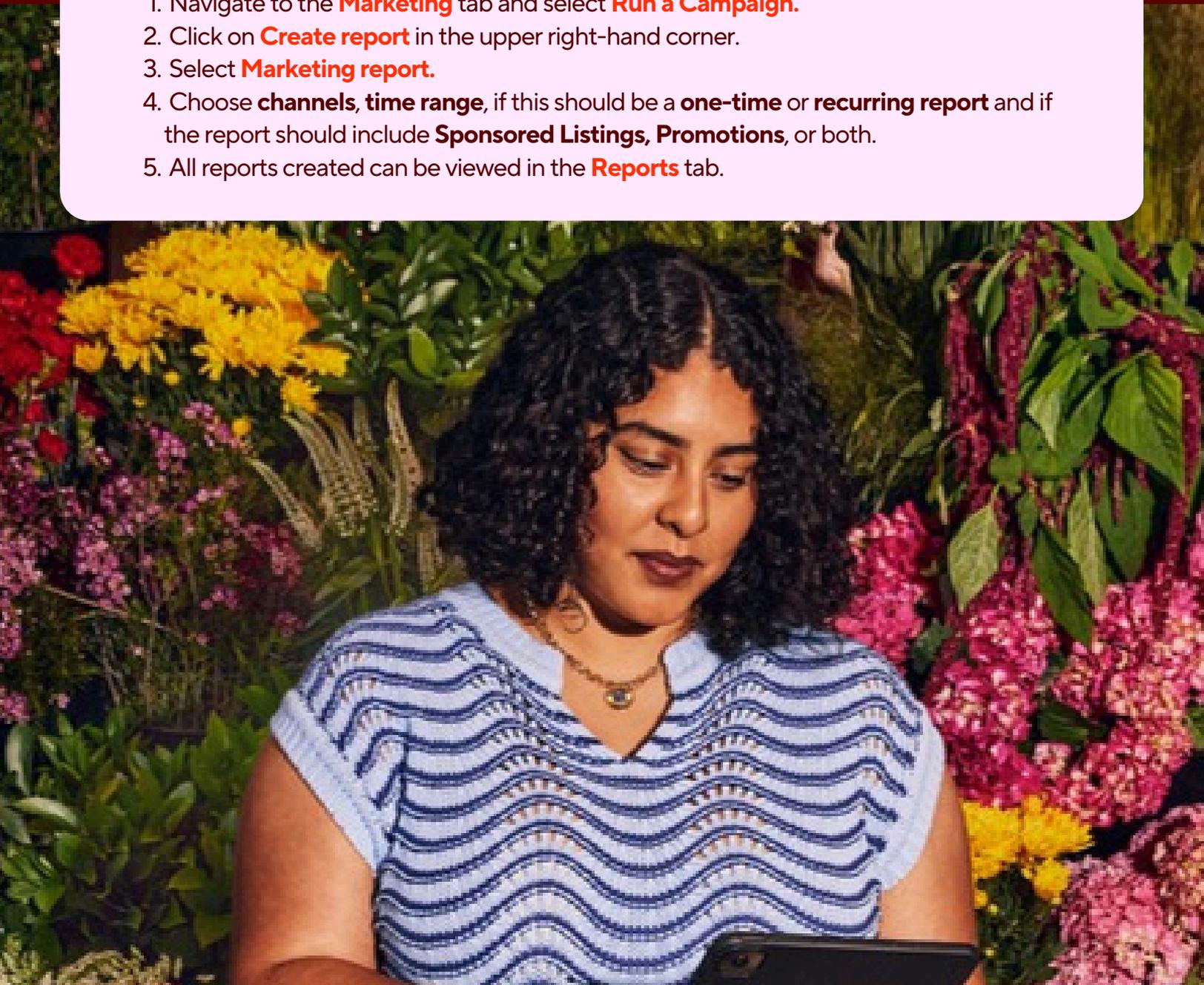
There are two ways to see a detailed breakdown of how your campaign is performing:

## To view your campaign details page:

1. Navigate to the **Marketing** tab and select **Run a Campaign**.
2. Click on your **campaign** and if desired, filter by timeframe.
3. You can view your performance over time, gross sales, marketing spend and ROAS (return on ad spend).

## To create a report:

1. Navigate to the **Marketing** tab and select **Run a Campaign**.
2. Click on **Create report** in the upper right-hand corner.
3. Select **Marketing report**.
4. Choose **channels**, **time range**, if this should be a **one-time** or **recurring report** and if the report should include **Sponsored Listings**, **Promotions**, or both.
5. All reports created can be viewed in the **Reports** tab.





# HOW TO END A CAMPAIGN

## SPONSORED LISTINGS

### EDITING A CAMPAIGN

If your campaign is active, you can edit it any time by clicking **Edit**. You'll be redirected to the **Sponsored Listings** setup page, where you can edit the campaign selections and run it again.

### ENDING A CAMPAIGN

Navigate to the **Campaign Reporting** page. Click the **...** on the right-hand side and then click **End campaign**.

Your ad will stop showing to users immediately, but you will still be charged for any users who place an order within 7 days of clicking your ad when it was live.

## PROMOTIONS

Promotions can't be edited, but you can cancel them at any time.

From the **Merchant Portal**, click **Marketing**, then, **Campaign Reporting**.

Find the campaign you want to end, select the **...** on the far right of the promotion, and click **End Campaign**.

When you end a campaign, your promotion will stop showing to users immediately.

# MENU OPTIMIZATION BEST PRACTICES



## USE HIGH QUALITY PHOTOS

Take clear, well lit photos of your menu items. Make sure to accurately represent the dish in your pictures.

Not a photographer? [Schedule a free photoshoot.\\*](#) You get up to 20 mouthwatering photos of your menu items and a header shot of your store to make your store page pop. The only cost to your business is the food itself.

For those with the Premier Partnership Plan, DoorDash will also provide a \$200 credit to cover extras like food, styling, or setup, meaning you can take advantage of this professional photoshoot at no additional cost to your business.

You can also [connect your DoorDash account to your Instagram profile](#) and utilize those photos in your menu.



## WRITE COMPELLING DESCRIPTIONS

Writing clear, enticing menu descriptions can give customers more confidence in what they're ordering. If you need help to craft the perfect descriptions, you can utilize our item description generator.

The [item description generator](#) is a built-in tool that helps you quickly update menu descriptions using AI. It takes the details you already provide and turns them into clear, helpful descriptions.

\*Subject to availability in your area. Premier Merchants who have not yet completed their DoorDash complimentary photoshoot are eligible to receive a \$200 payment to cover food prep, setup, or other costs after completing their complimentary photoshoot. Premier Merchants that are outside of the DoorDash photoshoot service area are eligible to receive the \$200 payment after uploading 10 approved photos to their menus. If a Premier Merchant has previously received a \$300 incentive payment from DoorDash for uploading menu photos, they will not be eligible for this \$200 payment. Amount of payments are inclusive of any applicable taxes.

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# FREQUENTLY ASKED QUESTIONS



# GENERAL FAQs



## WHAT IS THE DIFFERENCE BETWEEN SPONSORED LISTINGS (ADS) AND PROMOTIONS?

**Sponsored Listings** (also known as ads) allow your restaurant to get top visibility on relevant channels, such as the DoorDash homepage and in search results. If customers search for your cuisine type or for keywords related to your restaurant, you will have more visibility in their search results.

**Promotions**, on the other hand, are special offers you provide to your customers to encourage them to order from you. Think about Promotions like coupons: whether it's free delivery, item discounts, or other discounts, you incentivize customers to order from you by offering them a deal.



## CAN I RUN A SPONSORED LISTING CAMPAIGN ALONG WITH A PROMOTION?

Yes, you can run a Sponsored Listing along with Promotions. In fact, we recommend it, because Sponsored Listings will help you reach more customers and Promotions will give them an extra nudge to place an order.

If the customer places an order within 7 days of clicking your ad, you will be charged for both the Sponsored Listing and the Promotion (which includes the customer incentive and marketing fees per redemption).



## HOW CAN I TELL IF MY CAMPAIGN WILL BE SUCCESSFUL?

When you create your campaign, we'll show maximum cost, estimated sales, and estimated return on ad spend (ROAS) to give you an idea of what results to expect.



## HOW CAN I TRACK THE SUCCESS OF MY CAMPAIGN?

From the **Merchant Portal**, click **Marketing**, then **Campaigns**. You'll see all active campaigns and can learn more about sales, cost, new customers, and return on ad spend (ROAS) for each.

# SMART CAMPAIGN FAQs



## WHO IS ELIGIBLE TO RUN SMART CAMPAIGNS?

Smart campaigns are available to US small and medium-sized restaurant businesses. For merchants currently running campaigns, most discount promotions can be migrated to [smart campaigns](#).



## WHICH OF MY CURRENT CAMPAIGNS ARE EXCLUDED FROM SMART CAMPAIGNS?

Happy Hour, Lunch Specials, and item promotions are currently excluded.



## HOW DO SMART CAMPAIGNS WORK WITH TRADITIONAL DISCOUNT PROMOTIONS?

All traditional promotions will remain available for Merchants that use Smart Campaigns. In order to optimize your campaign performance, we recommend running smart campaigns only.



## HOW DO SMART CAMPAIGNS WORK WITH SPONSORED LISTINGS?

Similar to traditional promos, smart campaigns can complement a Sponsored Listing campaign by driving additional impressions and conversions to sales.



## HOW DO SMART CAMPAIGNS WORK WITH BUY ONE, GET ONE FREE (BOGO) PROMOTIONS?

Smart campaigns and BOGO promotions offer different incentive types to consumers. Smart campaigns will typically offer smaller subtotal discounts (mostly 15%-25% off), while BOGO can help drive additional sales by offering stronger incentives on specific items.

# PROMOTIONS FAQS



## HOW DO I PAY FOR A PROMOTION?

You only pay for promotions when a customer places an order through it. For each promotion, you'll cover the cost of the customer incentive (whether it's a discount, \$0 delivery fee, item promotion, etc.) and a \$0.99 marketing fee. DoorDash will deduct both from your payout automatically.



## WHICH TYPES OF PROMOTIONS ARE AVAILABLE?

There are a number of different promotions to choose from. Start by deciding whether you want to offer a promotion that covers your entire menu, one that only applies to certain items, or one that's only valid during a certain time of day.

Examples of promotions are:

- **Menu-wide:** Best for restaurants that want to optimize for overall sales or new customers, regardless of when or what those customers are ordering.
- **Item-specific:** A good choice for restaurants that want to offer some discounts, but only on certain items, either because they're easy to prepare, have a high profit margin, or are new to the menu.
- **Time-specific:** A great option for restaurants that want to increase orders during a specific time of day.



## WHERE CAN CUSTOMERS FIND MY PROMOTION?

Customers may see your promotion in select homepage carousels, your store page, and the **Deals** section of the DoorDash app.



## CAN I DECIDE WHO SEES MY PROMOTION?

Depending on the type of promotion, you can target new customers, existing customers, lapsed customers, or all customers in your delivery radius.

# SPONSORED LISTINGS (AD) FAQs



## HOW DOES SPONSORED LISTING (AD) BIDDING WORK?

When you set up a Sponsored Listing campaign, you will need to make a bid. Your bid is the maximum amount you're willing to pay for each order. You have the choice of setting a **Custom Bid** amount or using **Automatic Bidding**.

Here's how it works:

- **Customer Search:** When a customer searches for a relevant keyword or browses the app, your ad may come into play.
- **Auction Time:** If your ad matches the customer's search, you enter an auction to secure the ad spot.
- **Winning the Auction:** The merchant with the highest bid and the best relevancy score wins the auction, and their ad is shown to the customer.
- **Payment:** If the customer clicks the ad and places an order, you only pay the second-highest bid price. For example, if the first restaurant bids \$100 but the second bids \$3, the first restaurant wins the bid and is only charged the minimum amount they would have needed to win the auction.



## HOW DO I CHOOSE A BID METHOD?

We recommend Automatic Bidding because it optimizes your budget by adjusting bid amounts to maximize returns. Remember, you're charged only when an order is placed, not for ad views or clicks.



## HOW WILL I BE CHARGED FOR RUNNING A SPONSORED LISTING (AD)?

You'll only pay for orders placed within 7 days of clicking your ad — you won't pay for clicks or impressions. Ad charges will be deducted from your payout at the same time you are paid for the order attributed to the ad. Following a 3-day processing period, the ad charges will be deducted from your next scheduled payout.

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