

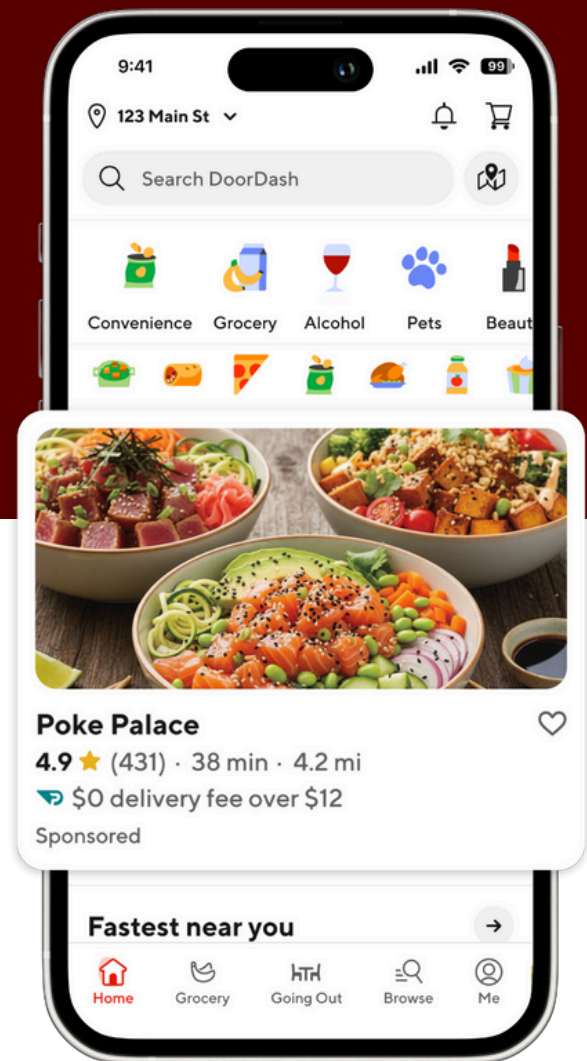
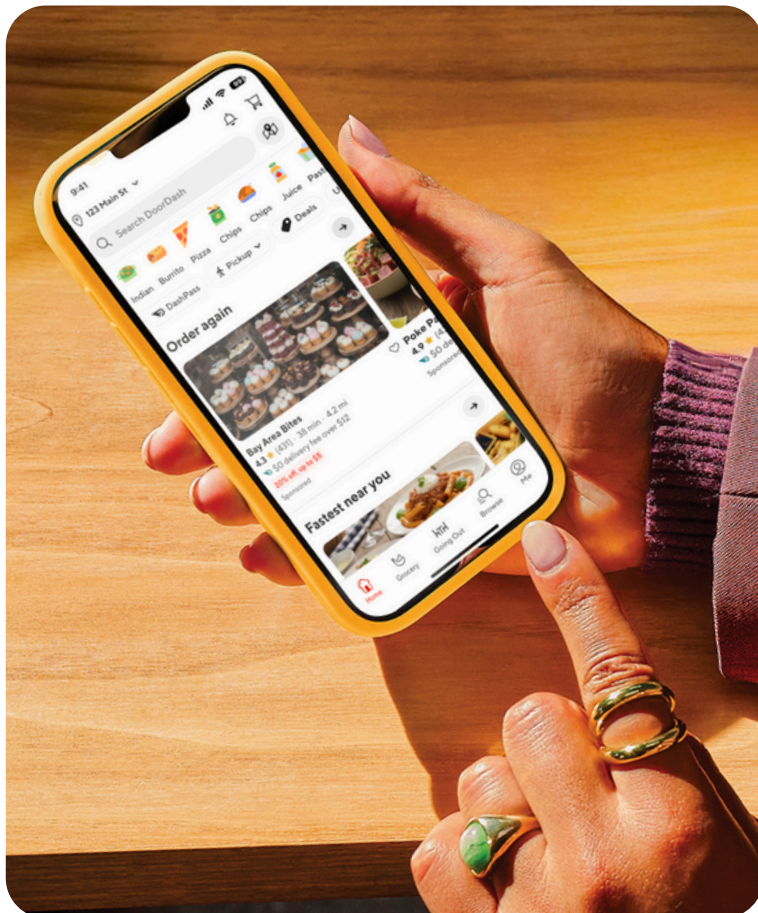
# REACH MORE CUSTOMERS WITH SPONSORED LISTINGS

Increase DoorDash sales and reach more customers with targeted in-app advertisements.

## WHAT IS A SPONSORED LISTING?

Sponsored Listings, also known as Ads, allow you to stand out to customers in your area by giving your restaurant prime real estate on DoorDash. Unlike ads on other platforms, they are pay-per-order. That means you'll only be charged for orders placed through your ad — not for clicks or impressions.

On average, businesses earn \$6 for every \$1 spent on ads over one month, and more than 45% of orders generated from ads on DoorDash come from new customers.\*



## HOW DO I GET STARTED WITH SPONSORED LISTINGS?

Visit the Marketing tab in Merchant Portal and select **Run a Campaign**. Follow simple guided instructions to create your first ad.

- 1 Choose your audience.** Decide whether to target your ads to new, existing, lapsed or all customers
- 2 Select your budget, bid** (automatic bidding is recommended), **number of stores**, and **duration**. DoorDash optimizes your budget to match customer demand and ensure you get the most visibility.
- 3 Review your campaign and go live.** You can view performance, edit or end your campaign at any time in the Marketing tab.