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HOW IT WORKS

How do customers access Storefront from my website?

Customers can access your online ordering page via a button on your website. Upon completing set up, we will provide you with your restaurant's unique link, which you can add to a button labeled "Order Pickup / Delivery" or "Order Online" on your website. Once a customer clicks on that button, they will be sent to your branded Storefront, powered by DoorDash.

How will I update my menus and available hours for Storefront?

DoorDash Storefront uses the same menus and hours that you have available on DoorDash Marketplace (your listing on our app/website). You can use the DoorDash Merchant Portal to make updates to your menus and hours. Any changes you make will apply to both Marketplace and Storefront. To make Marketplace edits, navigate to Menus on the left-hand menu bar and click on the menu you need to edit. More information is available here.

Can I have different menu prices / items than my Marketplace menu?

We are currently rolling out a new feature that allows for separate pickup and delivery pricing, as well as the ability to have unique items only on Storefront. Please review this one-pager for more information.

Can I pause my Storefront if I get too busy?

Yes. Whenever you temporarily deactivate a store on your tablet or in the Merchant Portal, both Storefront and Marketplace (your listing on our app/website) will be paused. You cannot temporarily deactivate just Storefront or just Marketplace.

Can you send orders directly to my POS?

You can have DoorDash orders sent to your POS either through direct POS integrations (SICOM, Novadine, Shift4, Xoikos, Eatsa, Redcat, Aloha, Square, Toast, Adora, Xenial and a few others) or several middleware providers (e.g. Olo Rails, ItsACheckmate, Chowly, Ordermark, Omnivore, Otter, and others).

We've also partnered with ItsaCheckmate to offer Storefront customers steeply discounted rates for new POS integrations. To learn more, please please send an email to storefronthelp@doordash.com to request this with the subject line that starts with [POS INTEGRATION].

There are limitations with POS integrations (for example, you can only see future scheduled orders and look up a Dasher's live location on the tablet), so we recommend keeping your tablet nearby even if orders are being sent directly to your POS.

Do you support mobile apps / promos / loyalty?

We are able to work with mobile apps via a web browser that opens inside a native app. Our promotions feature is currently in beta. Please reach out to storefrontgrowth@doordash.com to sign up. Promotions will be available to all merchants soon. Your customers cannot currently earn / use loyalty points with Storefront, but we plan to offer this in the future.

Can I try out Storefront at specific locations?

At this time, Storefront is only available for locations that also are on Marketplace (your listing on the DoorDash app/website). We can, however, exclude locations that are on Marketplace. We will notify you when it is possible to offer locations just on Storefront.

Can I limit Storefront to only pickup / only delivery orders?

Any ordering methods available on DoorDash Marketplace (your listing on our app/website) will also be available on Storefront. If you offer both pickup and delivery on Marketplace, you will also be live for both pickup and delivery with Storefront.

Can I have a single Storefront link for my multiple business IDs?

We currently can only support a single Storefront link under 1 business ID. If a Mx wants to aggregate all their stores into one SF link, they will first need to merge their business IDs.

How do I receive an order?

You will receive DoorDash Storefront orders the same way you currently do for Marketplace (your listing on our app/website). We also offer direct integration with select point-of-sale providers.

How do orders get fulfilled?

You fulfill orders just as you do for those that come in from DoorDash Marketplace (your listing on our app/website). Pickup orders will be retrieved directly by customers, and delivery orders will be fulfilled by DoorDash's Dasher fleet. Keep in mind that customers will be picking up orders directly from your restaurant and will not reference DoorDash.

Can I use my own drivers?

We do not currently offer the ability for merchants to use their own drivers.

How do I update my website logo?

Please contact an onboarding representative through this form with the latest logo you prefer for your Storefront.

How do I put my Storefront link on my website?

You can integrate your Storefront link onto your website using your website builder. If you need help with the implementation of the links, you can reach out to our onboarding experts for help via this form.

PRICING

What fees does the customer pay for orders placed via DoorDash Storefront?

Customers pay no fees on pickup orders. For delivery orders, customers pay a $3.99 delivery fee (CAD $4.99 in Canada) plus 10-15% service fee on their order subtotal, depending on location. If orders have a subtotal less than $10, a small order fee of $2 applies.

How and when will I get paid for my DoorDash Storefront orders?

You will receive payments on the same schedule that is set up for DoorDash Marketplace (your listing on our app/website) orders.

What does DoorDash Storefront cost me?

DoorDash Storefront is always commission-free, and you can cancel at any time. Pricing details can be found in your Merchant Portal, but you only pay a 2.9% + $0.30 credit card processing fee for every order.

REPORTING/FINANCIAL

Where can I access reporting on my DoorDash Storefront performance?

Your sales and order-level reporting is available in your DoorDash Merchant Portal. Currently, your Storefront sales are not separated from your Marketplace sales.

How do I access my customer data?

Customer data will be provided upon request. Please reach out to your account owner to receive a customer data report by emailing storefronthelp@doordash.com.

How am I charged for Storefront?

Your monthly fees will be withheld, just as it is with Marketplace (your listing on our app/website). You will be charged any monthly subscription fees on the first of each month (prorated fees apply from the date of your first order if you launch Storefront mid-month), and per-order fees will be deducted from each order total.

Who is responsible for refunds?

- Pickup: Refunds can be handled directly by the in-store staff. They can refund the customer to their credit card by using our new tool in the orders tab of the Merchant portal, using the form on the tablet, or by emailing onlineorderingrefunds@doordash.com with the customer's name, order date, order ID and total refunded amount.
- Delivery: All delivery support will be handed by DoorDash

SUPPORT

How does support work?

Pickup support will be handled by you, the merchant. It will be easier for your staff to manage refunds and missing item requests in-person with the customer. Delivery support is handled by DoorDash, which is a complimentary service for all Storefront merchants.

How does pickup support work?

Pickup support is handled by you, as you are the best equipped to handle any question from customers during the pickup process. Your staff can handle any refunds, missing items, or other questions. Customers should be able to speak to a staff member in person about their Storefront order or call you directly. Refunds can be handled directly by the staff for customers by using our refunds tool in the Merchant portal. They can tell the customer a refund will be processed to their account within 3-5 business days.

How does delivery support work?

Delivery support is handled by DoorDash. Customers will be able to get in touch with DoorDash for their support needs via the instructions in their order confirmation.

If I have issues with order refunds, who do I contact?

You can offer customers a refund at your discretion when requested by using our refunds tool. If you have issues, email onlineorderingrefunds@doordash.com with the customer's name, order date, order ID, and total refunded amount to have that deducted from their total - no questions asked. Please note that this email should not be used for questions about refunds. It should only be used for submitting refunds that you have already given Storefront customers.

CONTACT US

I need help with processing a refund.

You can offer customers a refund at your discretion when requested by using our self-serve tool in the Merchant portal. If you need additional help, email onlineorderingrefunds@doordash.com with the customer's name, order date, order ID, and total refunded amount to have that deducted from their total. Please note that this email should not be used for questions about refunds. It should only be used for submitting refunds that you have already given Storefront customers.

I have more questions not answered here.

 Please fill out this form and a member of our Storefront team will reach out as soon as possible.

How do I cancel Storefront?

Email storefronthelp@doordash.com with the subject line "Cancel Storefront" so that we can process your cancellation request. In the email, include your store's name, address, and storefront link.