

DoorDash Onboarding



Salsify is the best solution for brands to onboard product content to DoorDash.

DoorDash has partnered with Salsify

DoorDash has partnered with Salsify to onboard rich product content and accurate data to deliver premium customer experiences. Use Salsify to publish your most up-to-date content to the DoorDash catalog and maintain a consistent brand experience while always keeping up with the latest schema requirements.

Why?

Increase traffic

Attract more customers to your product pages by improving visibility of your products in DoorDash searches.

Increase conversions

Drive an increase in sales and conversion rates by building a great consumer shopping experience.

Scale your syndication

Centralize and manage your product data on the Salsify platform, before you syndicate to DoorDash and any other endpoint with a Salsify Activation license.

How?

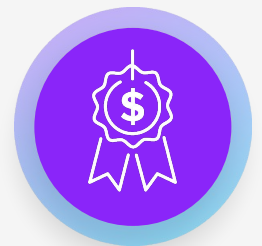
Self-Service

A zero-cost option. Enter data on your own and syndicate to the DoorDash catalog via the Supplier Portal.

Direct Connection

Gain access to the Salsify platform with features built to scale your business. Centralize and syndicate product content to DoorDash, as well as to *any other destination*.

Key Features



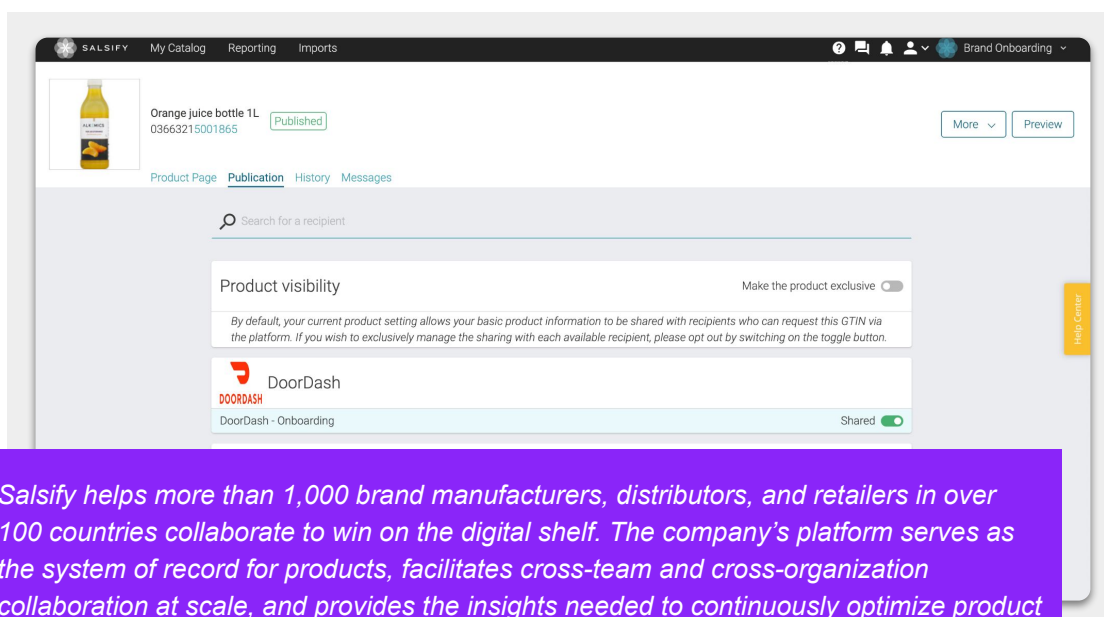
A free option and a scalable option



Always keep up with DoorDash's requirement changes



Receive automated feedback via the portal



Salsify helps more than 1,000 brand manufacturers, distributors, and retailers in over 100 countries collaborate to win on the digital shelf. The company's platform serves as the system of record for products, facilitates cross-team and cross-organization collaboration at scale, and provides the insights needed to continuously optimize product pages across channels.



SALSIFY +



DOORDASH

Salsify offers two different options to syndicate your product data to DoorDash and **set you up for success:**

Self-Service (free option)

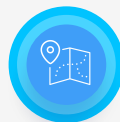
Create a supplier portal account for free where you can onboard product data directly via either templated export/import or manual data entry. You will receive automated feedback via the portal to ensure your data meets DoorDash’s requirements and validation rules before you syndicate. There is ZERO cost to this option.

Direct Connection (scalable option)

With a Salsify license, you can centralize all product content and digital assets in our market-leading PIM and easily connect to the DoorDash catalog with Salsify Activation. Use the direct connection to syndicate content that's been automatically transformed to meet DoorDash's requirements and validated for accuracy. Easily use the same method to activate content broadly on the Digital Shelf and scale your business with Salsify



Step 1:
Centralize product content



Step 2:
Map data from PIM to DoorDash channel



Step 3:
Transform data



Step 4:
Syndicate



Step 5:
Review retailer feedback



Step 6:
Repeat the same steps to activate content to other endpoints

Salsify is recognized as a **Leader** in the PIM Market by:



To learn more more about how Salsify can help you win on DoorDash and to request a demo of our best-in-class solutions, visit

<https://www.salsify.com/resources/doordash-salsify-partnership>