

Promotion Types That Work

Promotions can drive trial, increase basket size, and improve customer retention. However, each delivery platform offers different promotion tools, and understanding these differences is crucial for effective campaign management.

1. Percentage-Off Discounts

- **DoorDash:** Offers percentage discounts on orders above a specified amount. For example, “20% off orders over \$25” can be set up through the Merchant Portal.
- **Uber Eats:** Allows percentage discounts targeting specific customer segments, such as new or returning users. These can be configured in Uber Eats Manager.
- **Grubhub:** Enables percentage-off promotions targeting various goals, including attracting new customers or encouraging larger orders.

Use Case: A 15% discount on orders over \$20 can incentivize larger purchases, increasing average order value (AOV).

2. Dollar-Off Discounts

- **DoorDash:** Provides fixed-dollar discounts, such as “\$5 off orders over \$30,” which can be set up in the Merchant Portal.
- **Uber Eats:** Offers dollar-off promotions, configurable in Uber Eats Manager, to encourage higher spending.
- **Grubhub:** Supports fixed-dollar discounts targeting specific customer segments or order sizes.

Use Case: Offering \$3 off orders over \$25 can motivate customers to add more items to their cart.