

# 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 SupplierXM to publish your most up-to-date content to the DoorDash catalogue 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.

#### Get to market faster

Speed up the process by always meeting DoorDash's product content requirements when publishing to their catalogue.

### How?

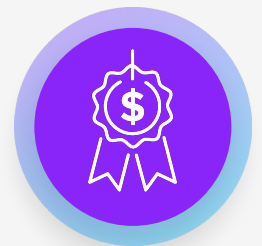
#### Self-Service

A zero-cost option. Enter data on your own and syndicate to the DoorDash catalogue via the supplier portal.

#### Direct Connection

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

### Key Features



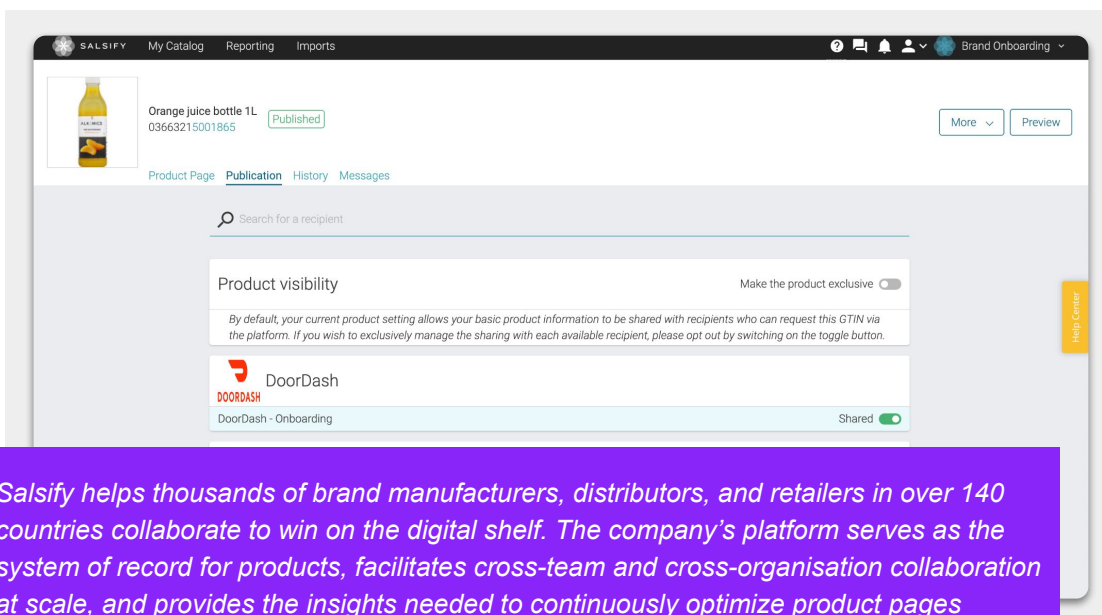
A free option and a scalable option



Always keep up with DoorDash's requirement changes



Receive automated feedback via the portal



Salsify helps thousands of brand manufacturers, distributors, and retailers in over 140 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-organisation collaboration at scale, and provides the insights needed to continuously optimize product pages across channels.



SALSIFY



DOORDASH

## SupplierXM Free Vendor Portal

[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 publish to the DoorDash catalogue. There is ZERO cost to this option.



**Step 1:**  
Create a Supplier  
Portal account



**Step 2:**  
Import Product  
Data



**Step 3:**  
Fill in Any Missing  
Attributes



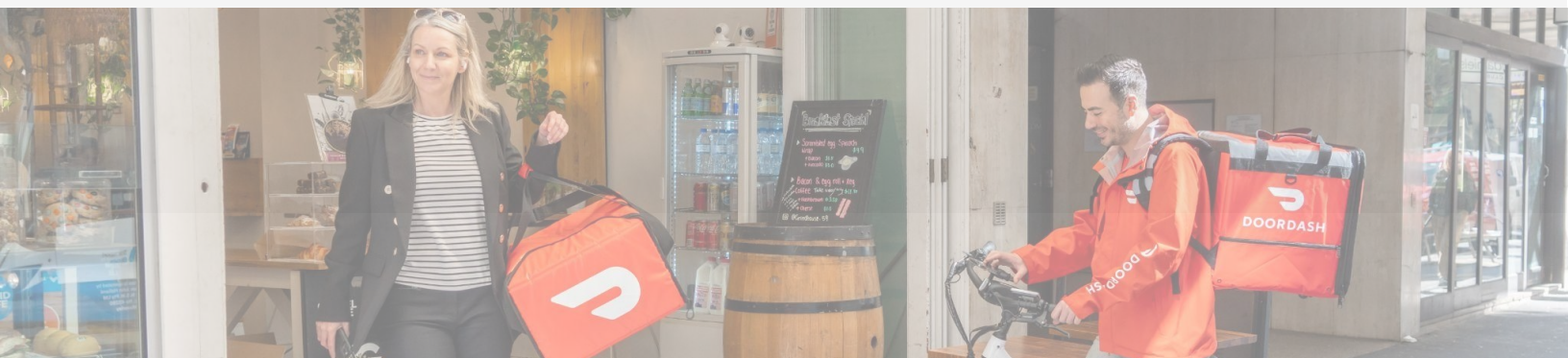
**Step 4:**  
Review Data



**Step 5:**  
Publish

### Tips on setting up your free account:

- 1. Enter Your Business Name** – Type your business name and click 'ADD'.
- 2. Modify if Needed** – If your company appears in the dropdown, select it and add "(Australia)"—don't submit it as-is.
- 3. Select Your Market** – Choose 'Australia' from the list.
- 4. Choose Your Organization Type** – Select 'Supplier'.
- 5. Provide Contact Details** – Enter your contact information to receive important alerts and stay updated on key platform changes.



To learn more more about how Salsify can help you win on DoorDash, visit the [\*\*DoorDash Client Portal\*\*](#)

## Mandatory Data Requirements

ATTRIBUTE	CATEGORY	DESCRIPTION
Product Name (Long)	All categories	<p>It is the sum of the fields: Brand + Product Name + Package            It must start with the first letter in capital letters            The package should only be included if it is a liquid product (drinks) or if it is a pack with several units.            Only products that are liquids/beverages must include the net quantity of the product in the product name.            Example: (250 ml). In cases where it is a pack, the number of pieces it contains must be included accompanied by the unit of measurement used in the country.            Example: (12 pack, 355 ml)            If we have a pack and it is not a beverage, the number of pieces must be included.            Example: (45 pack) / (30 ct).</p>
Brand	All categories	<p>Brand name of the product. It corresponds to the name of the primary commercial identification of the product. It must be the brand of the product and not that of the distributor or manufacturer.            It is important to take care of the spelling of the brand name.            Do not use trademark symbols ™, ®, ©            The use of emojis is not allowed.</p>
Net content	All categories	<p>Net content refers to the amount of product contained in a package or container, after accounting for any empty space, packaging material or liquid overlay. It represents the weight, volume, or count of the actual product that a consumer is purchasing. Net content is typically displayed on the label of a product.</p> <p>For example, the net content for a pack of 10x330ml could be 3.3 litres or 10 piece, whereas the net weight would be approximately 3.3kg. The measurement units used for net content can vary depending on the product, but are usually expressed in standard units such as milliliter, liter, gram, kilogram, piece or pair. Canned products, we use the net content of the drained mass.</p> <p>Input a value in ONE column (N-S). Note the corresponding unit of measure in row 6 for each of the columns (milliliter   mL, liter   L, gram   g, kilogram   kg, piece   pce, Pair   PAIR)</p> <p><b>NOTE:</b> This field is displayed below the product name in the app and so it is important to select the correct unit to match its label.</p>

## Mandatory Data Requirements

ATTRIBUTE	CATEGORY	DESCRIPTION
Front Image	All categories	<p>It is the first approach that the client will have with the product, so it must meet the minimum requirements in order to obtain an effective visualization.</p> <p>SKULibrary users - Hero image should be loaded into 'Slot 0-1'            SXM users - Hero image should be in 'Main Image' slot</p> <p>Format JPG / JPEG / PNG            Min acceptable: 1500 x 1500 pixels.            Minimum 300 DPI with RGB colour profile            Ideally white background without shadows</p>
Set as main image	All Categories SXM User Only	You must define a main image to share your product with DoorDash (SXM users main image for Hero). If you have 1 image, this will be the default main image.
Units Per Consumer Unit	All categories	Indicates the number of non-sellable units inside the sellable package. These units are not individually wrapped or barcoded. Liquids should not use Units per Consumer Unit > 1
Alcohol by volume	Liquor	The ABV is a standard measure of how much alcohol (ethanol) is contained in a given volume of an alcoholic beverage, expressed as a percentage. For example, if a beer has an alcohol ABV of 5%, it means that 5% of its volume is pure alcohol, while the rest is water, malt, hops, and other ingredients
Beer segment	Liquor - Beer Only	Segment the market based on variables such as: Type of Beer: Lager, ale, malt, stout, porter, etc
Varietal designation	Liquor - Wine	A varietal wine is made primarily from a single grape variety, and the label typically displays the name of that grape variety, like "Cabernet Sauvignon" or "Chardonnay"
Image order	All categories SXM User Only	The image order is required for SXM users only Eg If you upload 5 images to SXM, you need to order them in order of preference 1, 2 etc with Image 1 = Hero Image
Picture type	All categories SXM User Only	<p>Description required for SXM users of they type of image.</p> <p>Example;            Product Image (use as default)            Hero Image            Mobile Ready Hero Image            Optimised Hero Image            Out of Package Image</p>