



Product Content for DoorDash Marketplace

Dear Brand Owners,

DoorDash Marketplace is a growing network of retailers and customers in the US, Canada, and Australia markets. Our Marketplace enables customers to search products, place online orders and have it delivered to their doorstep. The growing participation from customers is positive for both DoorDash and brand owners and we at DoorDash are playing our part in offering improved customer experiences.

To make our customers' shopping experience even better, DoorDash has joined 1WorldSync to receive product content from the brand owners directly. This will help us to ensure we are providing higher quality product information for your items, and helping shoppers make the right purchase decisions. It is our preference to receive product content including product images directly from the brand owners or manufacturers.

Reasons DoorDash requires product information directly from Brand Owners:

- We believe that brand owners have the most accurate and complete product content for their products.
- It is in the best interest of the brand owner to have their products represented at every channel including DoorDash Marketplace, according to their brand strategy.
- Brand Owners send regular product updates including new attribute values, in a timely manner ensuring consistency and accuracy of product information.

What product information we are requesting from you:

Marketing data that includes product titles, description, feature benefits, why buys, usage instructions, etc.

Nutritional and Ingredient information for food products

Product Images that display high-quality imagery across multiple angles to meet shoppers' needs

Include as much additional information as you can share with DoorDash.

Your next steps:

1. Complete DoorDash Trading Partner Form available via <https://1worldsync.com/community/find-a-trading-partner/doordash/>
2. Review DoorDash GDSN Implementation Guide, Attribute Requirements Guide and Product Photo Guidelines as referenced in the above webpage
3. If you are already subscribed to a GDSN certified data pool, load and send your product information including images to **DoorDash Production GLN: 1200109674730**

- Send all products that are sold in Target Market CA (Canada), AU (Australia) and US (United States)
- The goal is to present all your items to DoorDash customer base with the information verified and supplied by brand owners

4. If you are currently not subscribed to a GDSN certified data pool, please contact 1WorldSync at businessdevelopment@1worldsync.com to get set up in a data pool. Once you have subscribed to a GDSN data pool, follow step 3

Contact Resources:

For any support needed regarding joining a GDSN Data Pool or how to send your product content to DoorDash via GDSN, you can contact 1WorldSync. Call 866.280.4013 or submit an email to: businessdevelopment@1worldsync.com.

The DoorDash team is happy to connect with you if you are interested in learning more about our programs or projects that include syndicating product content with Brand Owners. You can reach out to 1WorldSync to help facilitate this conversation.

We are looking forward to your support in ensuring that we have access to the most accurate and complete product content for your products.

Sincerely,

DoorDash, Inc.