

# DoorDash on how it's expanding its platform to maximize value and convenience

Article

**Victoria's Secret, Party City, and Lush Cosmetics** are the newest retail partners DoorDash has added to its platform as it expands beyond restaurant delivery to offer customers on-demand

delivery for alcohol, grocery, and convenience items.

We spoke with Tom Pickett, chief revenue officer at DoorDash, about the company's journey beyond meal delivery, balancing cost and convenience, and how it's expanding its business model.

**Cost vs. convenience:** Value is increasingly important to shoppers as inflation persists. But consumers expect delivery options that are faster and more convenient than ever.

To cater to cost-conscious consumers, DoorDash has expanded its network of retail partners to include discount grocers like **Aldi**, **Grocery Outlet**, and **Dollar General**, said Pickett. Meanwhile, for those interested in convenience, DoorDash offers on-demand grocery delivery services.

"We've seen a significant change in customers' desire to get everything in minutes, not hours or days," said Pickett. "When you can get something in 30 to 45 minutes, it's a complete game changer. The near future for everything is on-demand and same-day."

**The everything store:** In an effort to expand its customer base, DoorDash has recently brought on several nongrocery partners, including Dick's Sporting Goods and Sephora.

"We want to bring consumers all the best of their neighborhoods to their doorstep," he said. "And that starts with bringing every business on Main Street online. We're hyper-focused on selection and we've made significant progress toward connecting every retail, grocery, and convenience store to every local consumer."

**Beyond delivery:** DoorDash is exploring business opportunities beyond delivery through services like **Package Pickup** and its **first-ever credit card**.

The company has also made **several upgrades to its ad platform**, including self-serve ad products with a consumer packaged goods ads manager, third-party platform partnerships with Pacvue and Flywheel, and API integrations. In addition, DoorDash's self-serve Sponsored Listings have been expanded to Canada and Australia.

"Ads on DoorDash continue to be a [helpful] way for consumers to discover new businesses and products that are relevant to them for every shopping occasion," said Pickett.

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