



How to rank higher on food delivery platforms



Restaurants, control the algorithm, don't let it control you.



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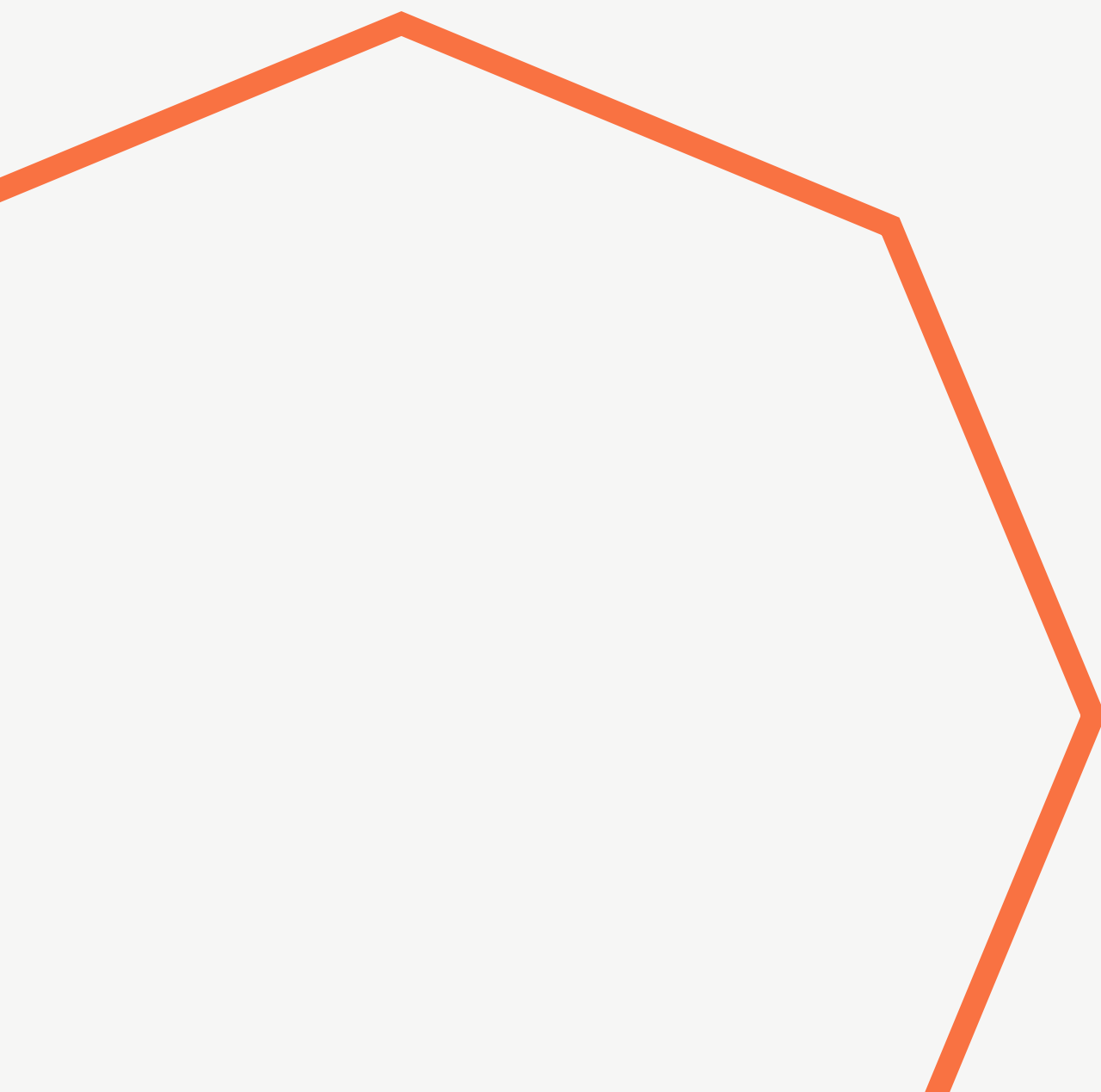
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●●● Part 01

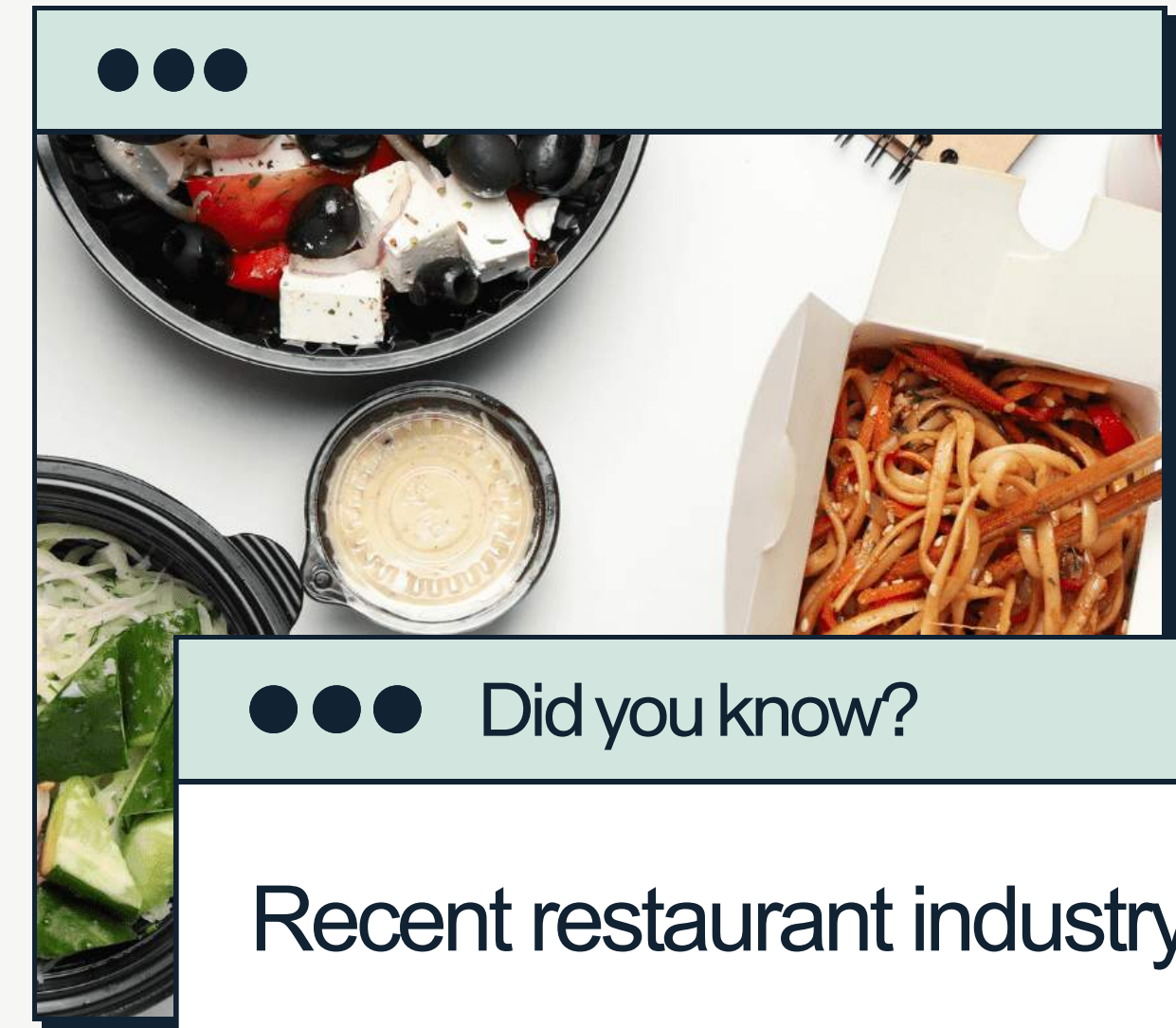
The rise in delivery



Convenience culture's impact on the restaurant industry in 2021 & beyond

It's not news that convenience influences purchase decisions in a big way. In 2021, convenience is so critical that 97% of consumers have abandoned a purchase because the service wasn't convenient enough. **Today, 83% of customers report that convenience is more important now than it was five years ago, and there are no signs of this shift slowing down.**

As convenience has become a major factor within a customer's decision journey, the demand for food delivery has skyrocketed, and restaurants like yours have evolved accordingly. The food delivery industry generated over \$82 billion in gross revenue by 2018, and experts predict that this number would more than double by 2025.



●●● Did you know?

Recent restaurant industry innovations like ghost kitchens could create a \$1 trillion opportunity for food delivery in the next decade as both cost and delivery time decrease.



The evolution of convenience from a nice to have to a *need* to have

When the pandemic hit, the demand for convenience became more than a priority but a necessity for customers, resulting in the restaurant industry's rapid evolution towards delivery.

While the rapid evolution towards majority delivery in the midst of the pandemic was unexpected and oftentimes difficult to navigate, **it paid off with 65% of restaurants reporting that they were able to increase profits during COVID-19 by offering delivery via DoorDash.**

Delivery delivers on your restaurant's bottom line and your customers' need for convenience, but how can you make delivery as convenient for your restaurant as it is for your customers?

As the demand for convenient, online ordering solutions continues to grow, restaurants lacking a streamlined delivery approach are at risk of falling behind competitors. To maintain a steady stream of revenue and stay ahead in the industry, restaurants must adapt to the changing habits of their customers.

●●● Food delivery data & trends

60% of people order delivery or takeout at least once a week.

●●● Food delivery data & trends

60% of Millennials want restaurants to utilize technology to make ordering takeout and delivery more convenient.

●●● Food delivery data & trends

40% of customers report their usage of delivery services has increased as a result of the pandemic, as people rushed to help their favorite neighborhood spots.

●●● Food delivery data & trends

There are more choices than there are customers with restaurants growing at 2x the rate of the population.

●●● Part 02

Consumer behavior around online ordering



Consumer behavior around online ordering

Now that we're familiar with how the restaurant industry is evolving in the face of the shift towards convenience, let's look at how your restaurant can succeed based on evolving **consumer trends** in the restaurant space.



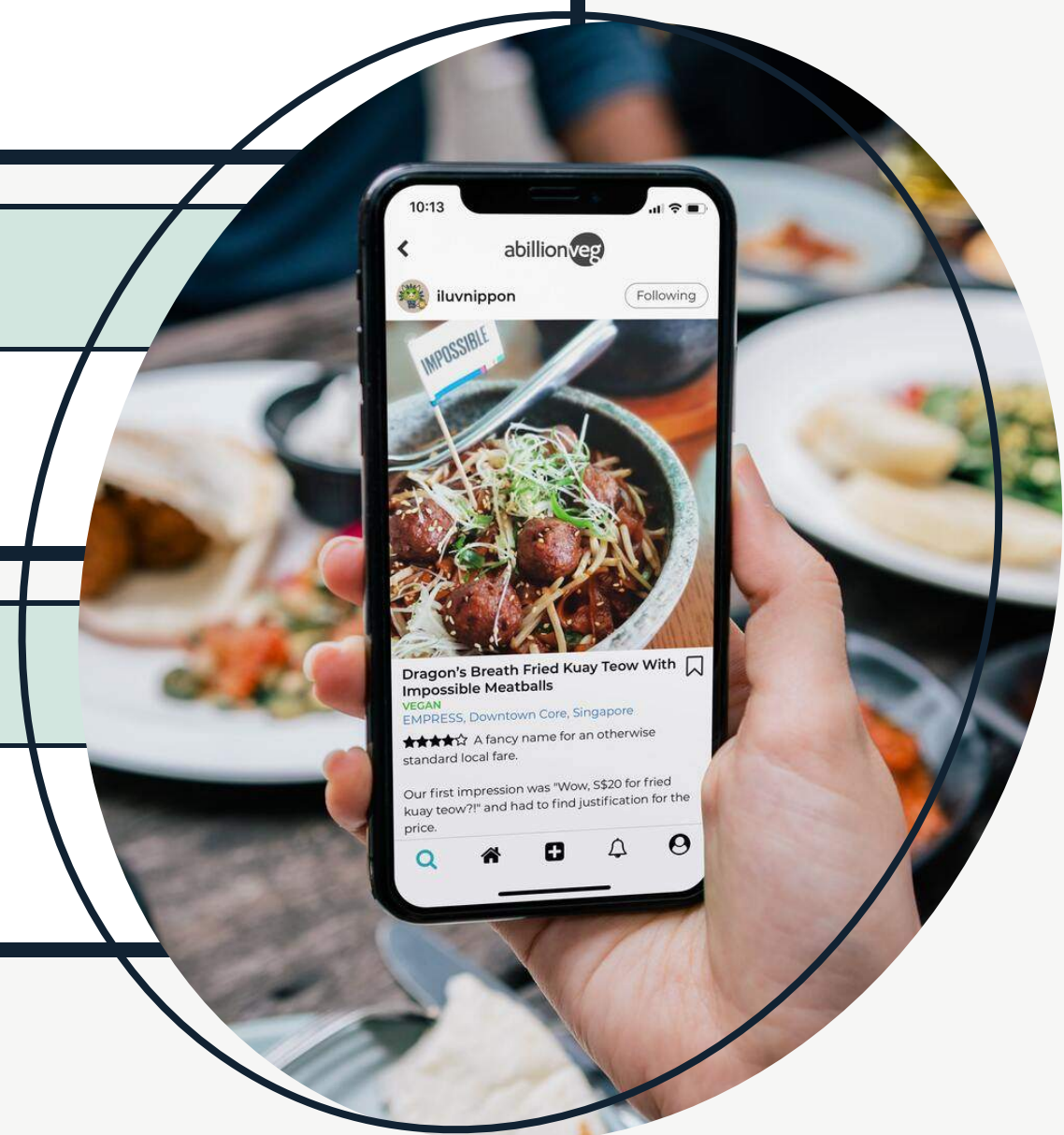
The primary food delivery customers skew younger and go up to 35 years old—a millennial demographic that could include students, young families, full-time employees, or work-at-home professionals.



90% of customers conduct online research before choosing a restaurant.



Consumers order delivery 5.5 times per month.





According to Uber, the highest demand for food delivery occurs around lunch (11 a.m- 2 p.m) and dinner (5 p.m. - 9: 30 p.m.)



33% of customers say they would be willing to pay a higher fee for faster delivery service.



Customers who place an online order with a restaurant will visit that restaurant 67% more frequently than those who don't.



There's a higher demand to order-in when it's raining outside.



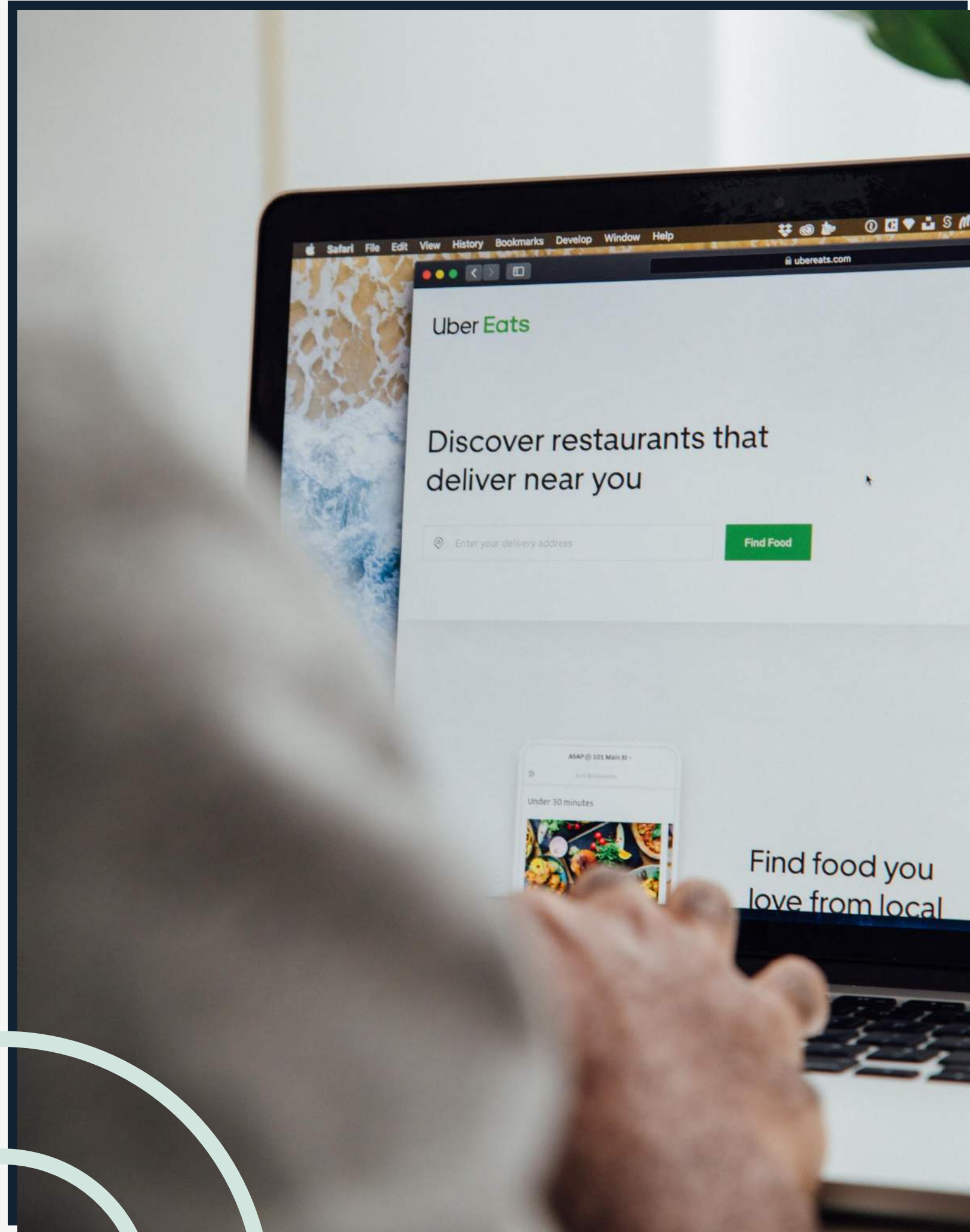
80% of customers place a delivery order from a platform's homepage.



●●● Part 03

Why ranking matters





Why ranking matters

We've established that millennials are the primary audience ordering delivery, they do their research on restaurants before placing an order, delivery is an "all-the-time" thing rather than a "from-time-to-time" thing (especially for lunch and dinner), if they order from you online, they'll visit you for dine-in, too, if it's raining outside, they're ordering in, and they place an order from the platform's homepage more often than they search.

This information provides your restaurant with multiple opportunities to increase your reach and orders. **In this guide, we're going to focus on how you can take advantage of the fact that 8 in 10 customers place an order from a platform's homepage – without ever navigating to the search bar in their app of choice.**

●●● Part 04

Top 3 ways to boost ranking on delivery platforms

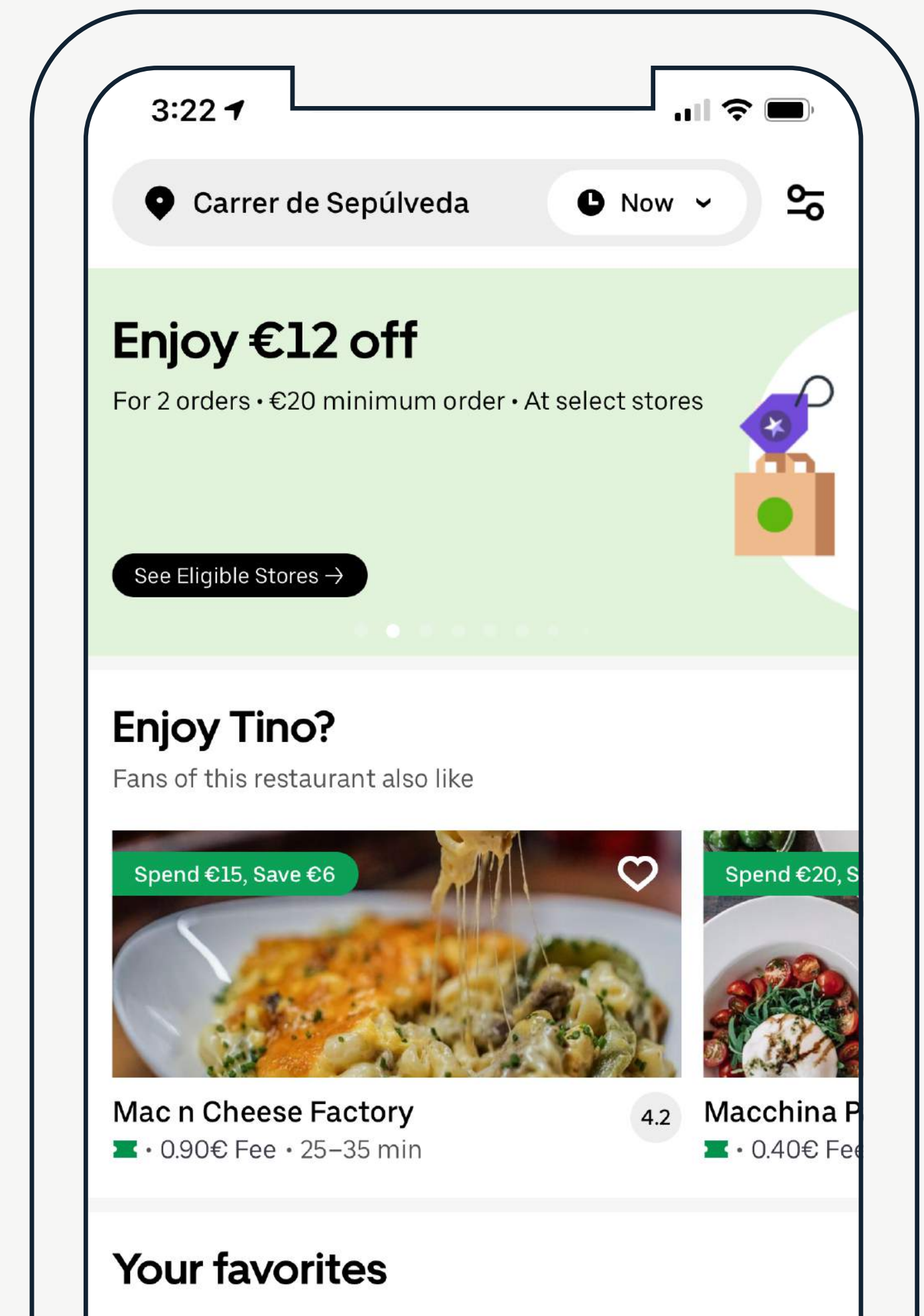


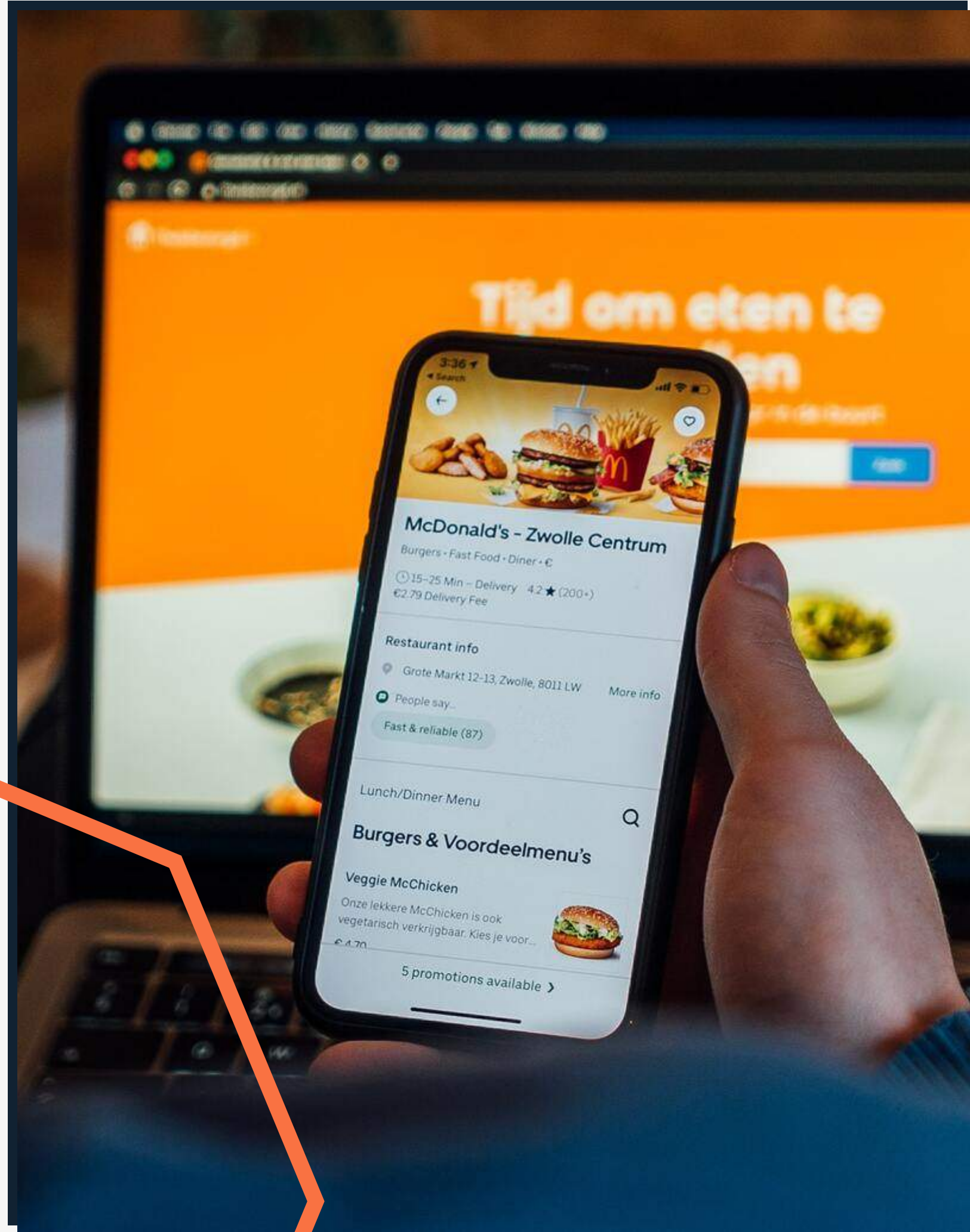
How to boost your ranking on delivery platforms

We'll give it to you straight – now that we know the majority of delivery customers are ordering straight from an app's homepage, if your restaurant isn't listed on the homepage of your delivery services, you're missing out on orders.

Increasing your ranking on food delivery platforms will help your restaurant show up on an app's homepage which **will result in more money in your pocket.**

If you're thinking "Okay, I get it. But the algorithm is such a mystery. How can I control where it ranks my restaurant?" We've got some good news for you.





Let's dig into the 3 steps towards boosting your ranking on delivery platforms.

Put simply, ranking higher on delivery platforms requires a mix of speed, ratings, service, promotion, operational efficiency, and conversion. And delivering on speed, ratings, promotion, efficiency and conversion generally relies on a mix of ingredients.

Ingredients that make for a great ranking on delivery platforms

Fast prep-times

Order accuracy

Streamlined courier & customer pick-ups

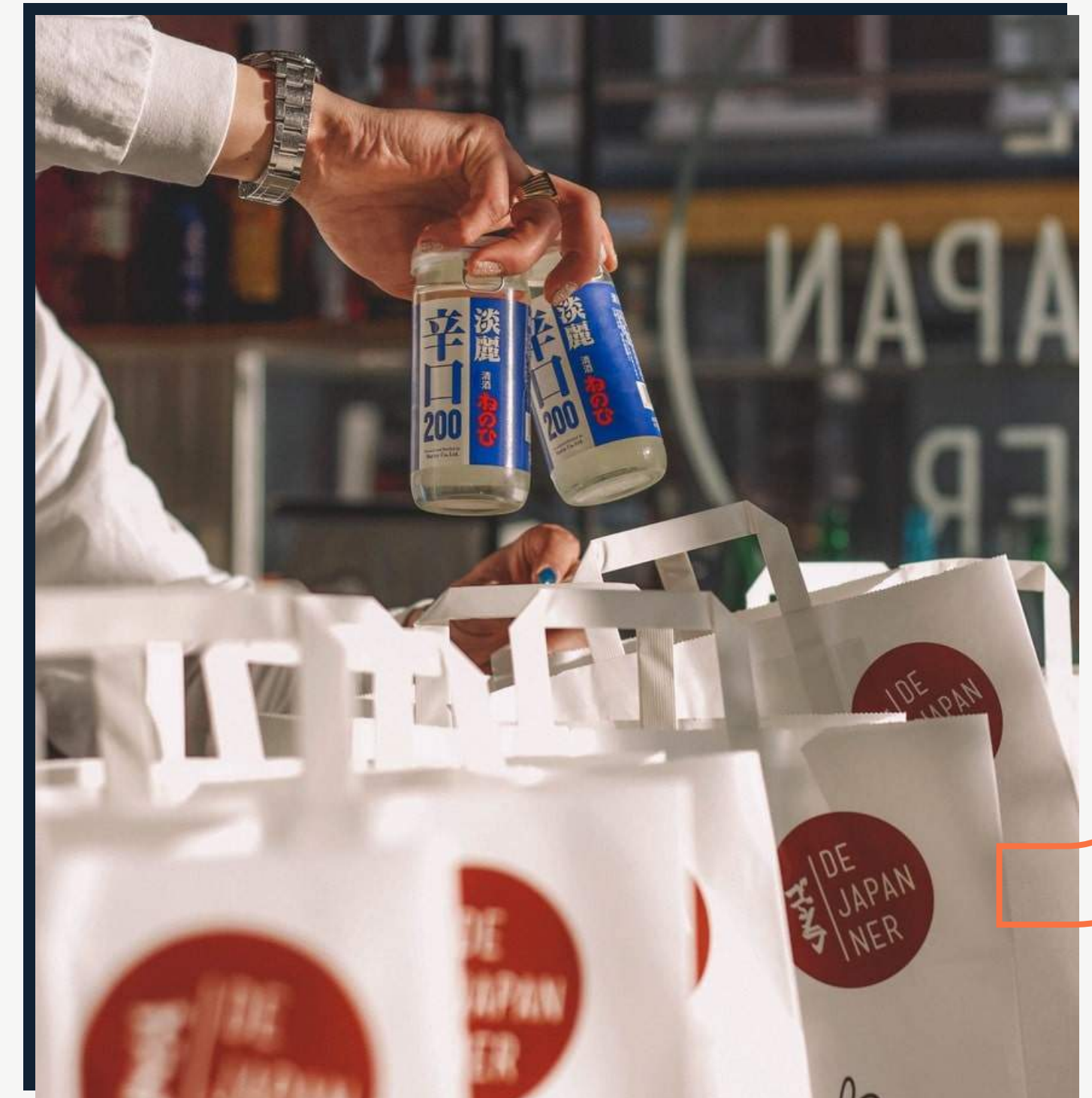
Marketing & promotion

Get orders out the door quickly and accurately, every time

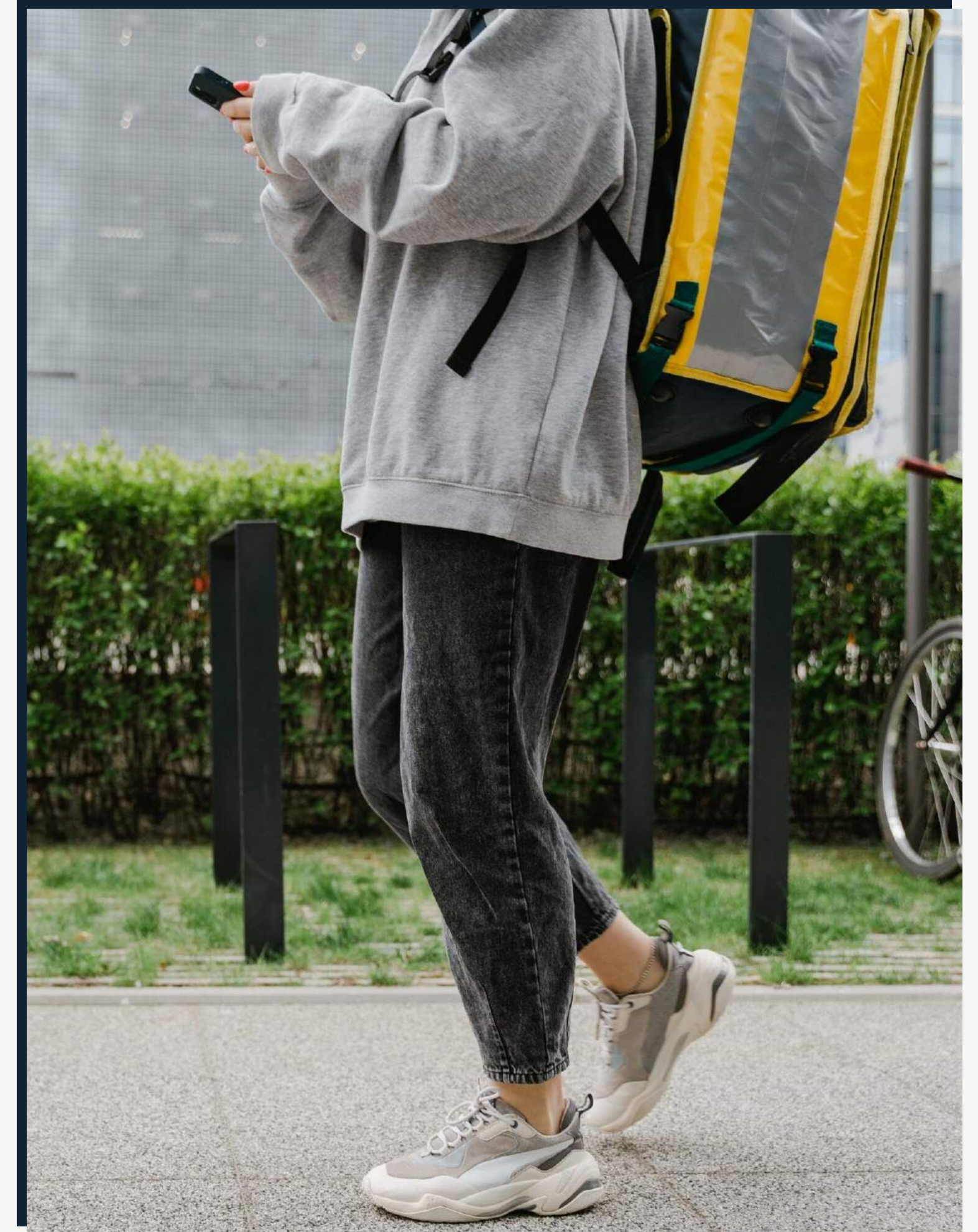
It's no secret that people want their food delivered fresh, hot, and as fast as possible. That means customers are going to choose a restaurant with fast arrival times. More importantly, delivery services like UberEats consider a restaurant's preparation time for both projected ETAS and yep, you guessed it, rankings.

Boosting your speed, accuracy and order fulfillment requires these ingredients:

→ **Quick prep-times:** How do you get orders prepared quickly? You make sure the menu items you have on your delivery menus can be prepared quickly. [Learn more about delivery menu optimization here.](#)



- **Streamline courier & customer pick-ups:** How do you get orders out the door as fast as possible? You implement a process that lets couriers know when orders are ready so they can be on their way to your customer as fast as possible. Did we mention we have a new product that does just that? [Learn more about Handoffs by Otter here.](#)
- **High order accuracy:** How do you get said orders out the door quickly and correctly? You both 1. Ensure your menu is constantly up-to-date (Our [Menu Management solutions](#) have you covered here) and 2. Keep your platforms, orders, and order status organized (Having all your platforms, orders, and order statuses in one place could help with this. [Did we mention we do that?](#))
- **High order acceptance rate:** Why not automate your order acceptance to reduce human error? With Otter, you can [turn on auto-accept](#) to ensure you never miss an order.



Make your customers so happy that they can't help but tell the world

Here's the good news – if you make good food, you've already won half the battle here (and we know you make good food). But how do you make the experience of delivery and your food so good that your customers want to talk about it?

Today, having good ratings on delivery apps like Uber Eats, Postmates, and Doordash directly correlates with the number of orders your restaurant receives on these platforms.

How can your restaurant achieve consistently high ratings? The solution is twofold: understanding your customer's behavior and ensuring the best delivery experience possible, from start to finish.

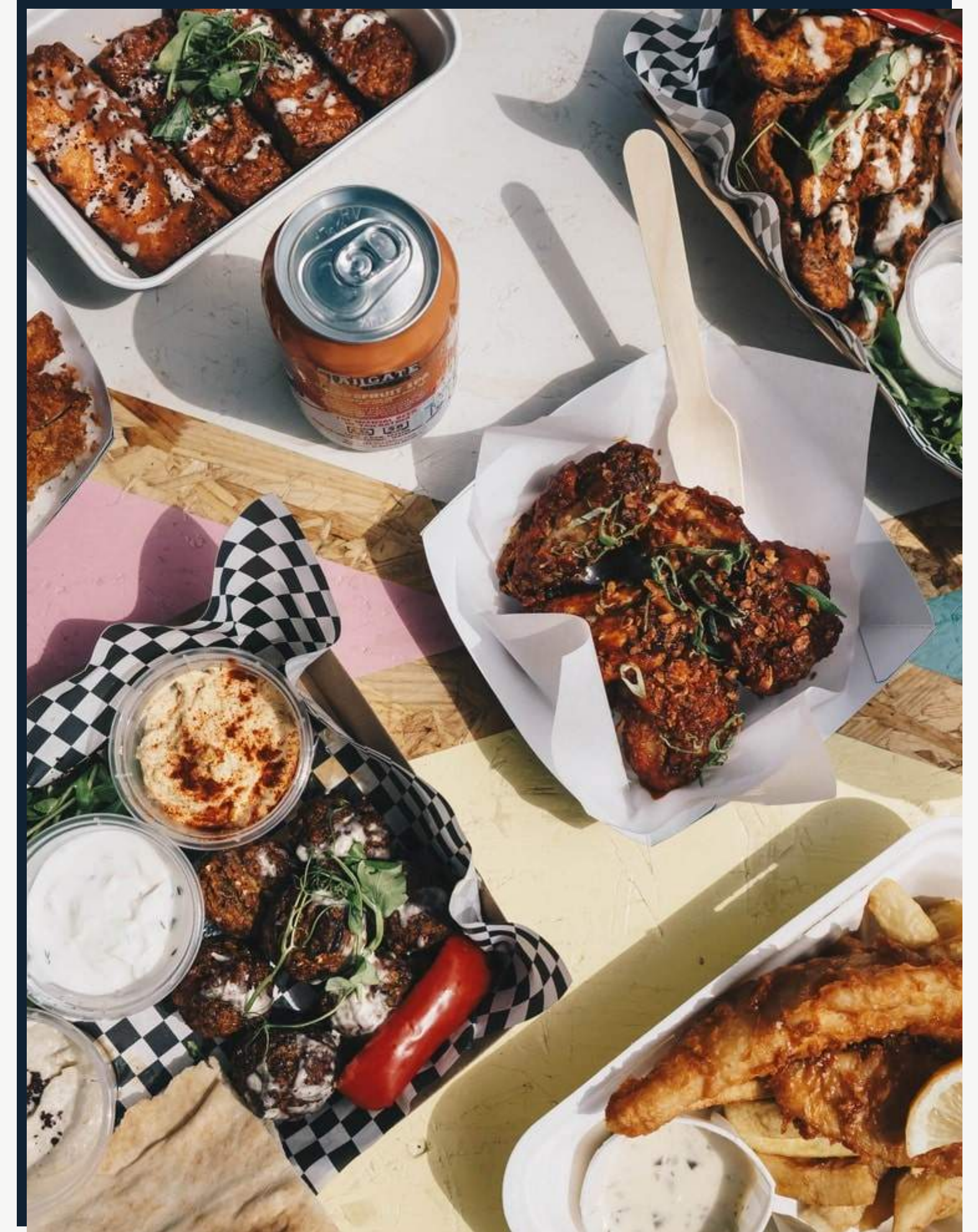
●●● Did you know?

22% of customers will not buy from your restaurant after reading just one negative review, and after three negative reviews, that number jumps to 59%.



Boosting your in-app ratings and reviews requires these ingredients:

- **High order acceptance rate + low order cancellation rate:** If there's one way to make a hungry person hangry, it's not getting them their food. Make hungry people happy by feeding them.
- **Quick prep-times:** How do you make hungry people happy? Get them their food fast.
- **High order accuracy:** How do you make hungry people really happy? Get them their food fast & exactly as they ordered it.
- **Marketing & promotion:** How do you make sure hungry people know that your restaurant exists and is ready to make them happy? You let them know you exist.

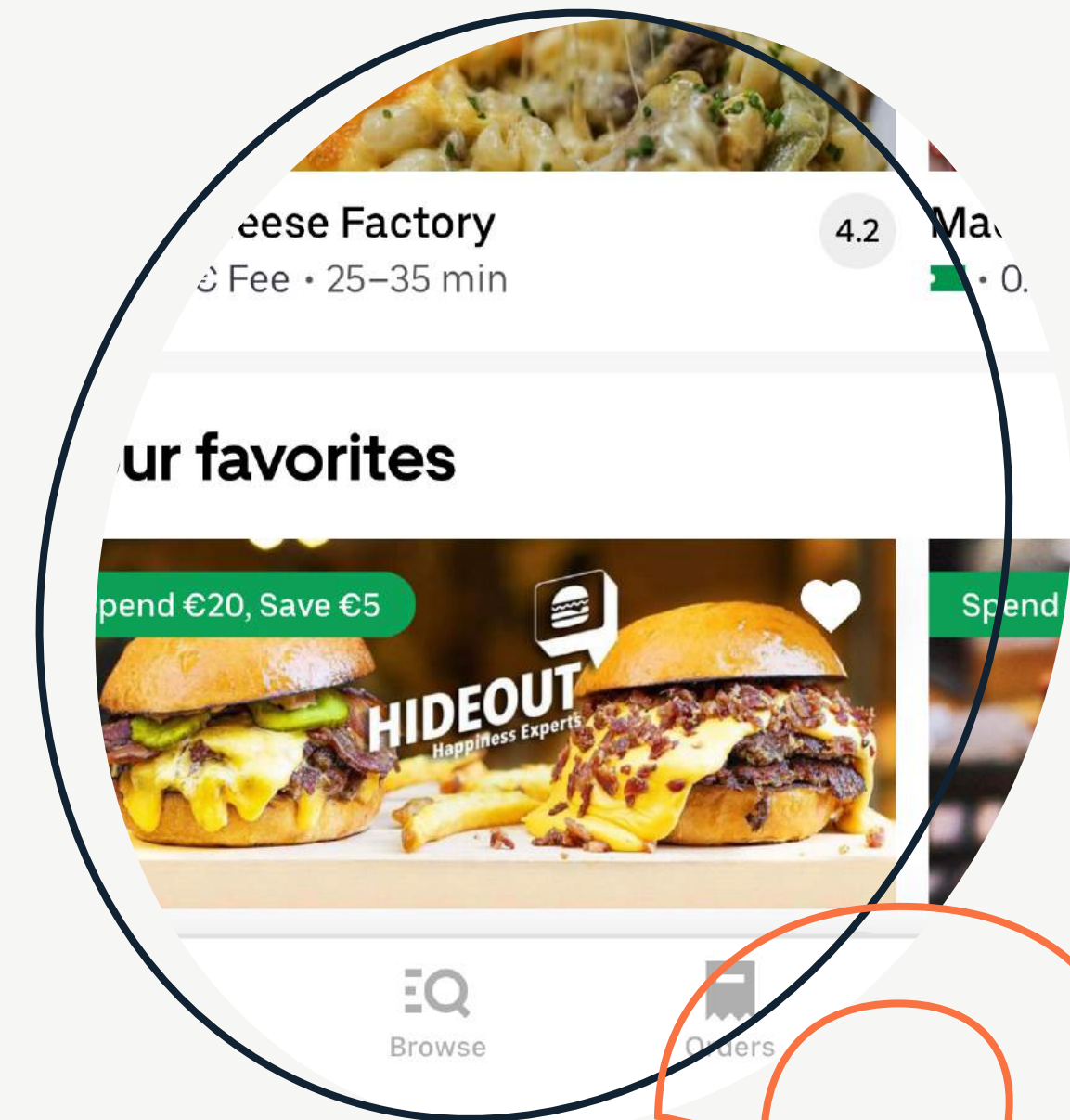


Run marketing & promotions to get your name out there and stand out from the competition

If customers on delivery platforms don't know your restaurant is an option, you won't get as many orders as you like – no matter what you do. Running in-app marketing & promotions is a surefire way to ensure that you show up in the most important real-estate within the delivery platforms. It's critical that your restaurant takes advantage of the promotional tools & features within each delivery service you partner with.

Increasing your visibility within the delivery apps requires one key ingredient:

→ **Marketing & promotion:** Get your name out there and make sure you're getting the attention you want from the audience you want. With in-app marketing & promotion, your restaurant will get more orders delivered to more hungry customers to boost your ranking on delivery platforms.



●●● Want even more?

If you're thinking "Yeah, but I'm running a restaurant over here. I don't have time to constantly run marketing campaigns too." Don't worry, we'll take that off your plate. **The team at Otter recently launched a marketing & promotion automation solution called Boost by Otter.**

Think of Boost by Otter as your personal marketing team that runs effective promotions & campaigns on your behalf.

Boost by Otter lets restaurants like yours run marketing & promotions without lifting a finger.

1. Run weekly promotions - Let Boost run effective, weekly promotions on each of your delivery services based on data.
2. Target customers in your area - Boost's algorithm will learn what promotion is optimized for your local market to drive sales.
3. Let Boost optimize campaigns for you - Once you sign up for Boost, we'll begin running & optimizing promotions for your restaurant.

Learn more about what Boost by Otter can do for your restaurant [here](#).

●●● Part 05

Predictions on how the landscape will evolve





Delivery is here to stay

Now that we've let you in on the secret recipe for higher rankings on food delivery platforms, what can you look forward to next?

Like it or not, the pandemic has accelerated the demand for food delivery. **Customers are hooked on ease, convenience, and variety.** Exciting possibilities await for restaurants (like yours!), who see this shift—not as a hurdle — but as an opportunity. In the meantime, we'll be here adding *order* to your orders.

If you're interested in getting started with Otter, [click here to receive three months free today!](#)



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