

How Port of Peri Peri Increased Orders by 56% with DoorDash Storefront

Learn how this Illinois-based grilled chicken franchise captured incremental sales with commission-free online ordering.



The Challenge

Port of Peri Peri wanted to set up online ordering on their website in order to convert organic traffic into sales. They also needed a centralized system to track analytics across owned and franchised locations.

The Solution

They chose Storefront, DoorDash's white-label, commission-free online ordering solution that enables customers to place orders directly on a Port of Peri Peri-branded website. Storefront is designed to drive larger order sizes with built-in upsell features, while giving Port of Peri Peri full ownership of sales data.

The Result

Since signing up for Storefront, Port of Peri Peri has seen a 56% increase in DoorDash orders and a 17% increase in DoorDash sales.

Port of Peri Peri also added Storefront links to their Google Business profile, which drove an additional \$4,000 in weekly sales – proving that small promotional efforts go a long way with Storefront.

17%

increase in DoorDash sales after adding Storefront

56%

increase in DoorDash orders after adding Storefront

\$4K

increase in weekly sales after adding Storefront link to Google Business profiles



“So many people look at restaurant menus online. Storefront helps us capture those customers by providing a convenient ordering experience – without spending a penny on advertising or commission.”

Syed Pasha

President, Port of Peri Peri

Port of Peri Peri leverages the following DoorDash products to grow their business:

- Storefront
- First Order 20% Off
- DashPass
- Pickup
- Marketplace
- Order Again & Save

Ready to get started?

Contact your local DoorDash representative today to explore which DoorDash products work best for your business.