

MARKETPLACE LAUNCH GUIDE

From your first login to your first real order.

Everything a new marketplace owner needs to set up, connect, test, and launch on Ordering.co: step by step, in the order that saves the most time.



Contents

Work through it in order the first time. After launch, keep it as a reference.

PART 0 • START HERE	3
01 Welcome: what you are launching	4
02 Your login and first sign-in	6
03 Your 30-day launch plan	8
04 Key terms	10
PART 1 • KNOW YOUR PLATFORM	11
05 A tour of your dashboard	12
06 Your website and apps: who uses what	14
07 What your plan covers and what you arrange	16
PART 2 • START THE SLOW PARTS FIRST	17
08 Apple and Google developer accounts	18
09 Request your apps: assets and timeline	21
10 Your domain and Google Maps key	23
PART 3 • BUILD THE MARKETPLACE	25
11 Brand your website	26
12 Business categories: how customers browse	28
13 Build your first store, end to end	29
14 Menus: categories, products, and options	31
15 Import menus instead of typing them	33
16 Order types and schedules	35
17 Delivery zones and fees	36
18 Taxes, service fees, and tips	38
19 Accept payments	39
PART 4 • MERCHANTS	41
20 Add merchants and business owners	42
21 Let merchants apply online	43
22 What merchants control and what you control	44
23 Get merchants ready to receive orders	45
24 Commissions and split payments	47
25 Invoice merchants and settle each period	49
PART 5 • ORDERS AND LOGISTICS	50
26 How an order moves	51
27 Drivers and delivery groups	53
28 Automatic dispatch with advanced logistics	55
29 Delivery partners as backup	57
30 Pay your drivers and settle cash	58
PART 6 • GO LIVE	59
31 The test drive	60
32 Pre-launch checklist	62
33 Launch: merchants first, then customers	63
PART 7 • GROW	64
34 Built-in marketing tools	65
35 Notifications and AI ordering	67
36 Keep customers coming back	68
37 Grow merchants and customers together	69
PART 8 • RUNNING IT WELL	70
38 Routines, reports, and your data	71
39 Getting help	72
40 Troubleshooting: the questions owners ask most	73
APPENDICES	74
A Four marketplace setups	75
B Order statuses	76
C Merchant onboarding worksheet	77
D Useful links	78



Start here

Sign in, see the whole launch on one page, and learn the words your dashboard uses.

01	Welcome: what you are launching	4
02	Your login and first sign-in	6
03	Your 30-day launch plan	8
04	Key terms	10

Welcome: what you are launching

You now have your own branded, multi-vendor ordering and delivery marketplace. This guide walks you from the first login to your first real order, in the order that saves you the most time.

Read time 5 min

For the marketplace owner

A marketplace is a place where many businesses sell under **your** brand. Restaurants, grocers, florists, pharmacies, or any local business can join. Your customers order from all of them through one website and one app, your drivers (or a delivery partner) bring the orders, and you earn a commission or fee on the activity you create.

Ordering.co runs the technology underneath: the website, the apps, the dashboard, payments connections, logistics, and hosting. You run the business: the brand, the merchants you sign, the area you cover, the prices and fees you set, and the customers you win.

What is already in your hands

Your dashboard

The control center for everything: stores, menus, users, orders, drivers, payments, marketing, and reports. Everything you change here appears on your website and apps.

Your marketplace website

Live from day one on a temporary web address. You connect your own domain in Chapter 10.

Your apps

A Customer App for the people who order, a Business App for merchants who receive orders, and a Driver App for deliveries. Chapter 6 explains each one.

A support team and knowledge base

Step-by-step articles at docs.ordering.co and live chat inside your dashboard. Chapter 39 explains how to get answers fast.

How this guide is organized

The guide follows the order we recommend you work in. It is built around one idea: **start the slow things first**. Publishing apps in the Apple and Google stores and connecting a domain take days or weeks because they depend on Apple, Google, and your domain provider. If you start them on day one, they run in the background while you build your stores.

PART	WHAT YOU WILL DO
0 • Start here	Sign in, read the 30-day plan, learn the key terms.
1 • Know your platform	Tour the dashboard and understand the apps and what your plan covers.
2 • Start the slow parts first	Open developer accounts, request your apps, connect your domain and maps.
3 • Build the marketplace	Brand the website, create categories, build your first store, menus, zones, and payments.

4 • Merchants	Add merchants, let them apply, set commissions, and invoice them.
5 • Orders and logistics	Understand the order flow, set up drivers, automatic dispatch, and delivery partners.
6 • Go live	Test everything, run the checklist, and launch.
7 • Grow	Use the built-in marketing tools and grow merchants and customers together.
8 • Running it well	Daily routines, reports, getting help, and fixes for common problems.

How to read each chapter

Every chapter tells you why the step matters, then gives numbered steps. Look for these boxes:

TIP

A shortcut or a better way to do something.

WATCH OUT

A common mistake that costs owners time. Read these twice.

PEOPLE OFTEN ASK

Real questions from new marketplace owners, answered.

Dashboard locations appear like this: `Stores > Add new store`. Menu names can vary slightly depending on your plan and dashboard version. If a menu item is not where the guide says, use the search in the knowledge base or ask support in the chat.

OUR EXAMPLE MARKETPLACE

Northside Eats

Throughout this guide we follow **Northside Eats**, a fictional food and grocery marketplace launching in a mid-size city. Its first merchants are Luna Bakery, Casa Verde Kitchen, Grill Nation, FreshCorner Market, and Bloom & Stem, a florist. Its deliveries are handled by its own riders, with a delivery partner as backup. All names and numbers in these examples are illustrations, not real businesses or results.

Your login and first sign-in

Your project is created automatically when you subscribe. Your welcome email holds the three things you need: your project name, your dashboard link, and your super admin login.

Time 10 min

Do this today

The three things in your welcome email

ITEM	WHAT IT IS
Project name	The unique name of your platform, written in lowercase with no spaces. Your merchants and drivers type it when they sign in to the Business App and Driver App, so keep it handy.
Dashboard link	Where you manage everything. Bookmark it.
Super admin login	The email and password of the highest-level account in your project. The super admin can change every setting, create other users, and see every store.

Sign in for the first time

- 1 Open the dashboard link from your welcome email.**
Use a computer for setup. The dashboard works on a phone, but building stores and menus is much easier on a large screen.
- 2 Sign in with your super admin email and password.**
If the screen asks for a project, enter your project name exactly as it appears in the email.
- 3 Change the password to one only you know.**
Open your profile from the menu and update it. Store it in a password manager.
- 4 Open your website.**
From the dashboard, open your website to see what your customers see. It starts on a temporary web address until you connect your domain.
- 5 Find the support chat.**
Look for the chat bubble in the bottom corner of the dashboard. That is the fastest way to reach the support team.

WATCH OUT • NO WELCOME EMAIL?

- Search your inbox and spam folder for "Ordering" and for your project name. Check the email address you used at checkout.
- Add the Ordering.co sending domains to your safe senders list so future alerts arrive.
- Still nothing after an hour? Open the chat on the Ordering.co website and give the support team your project name and the email you subscribed with. They can resend your login.

Create separate logins for your team

Never share the super admin login. Each person should have their own account with only the access they need:

- **Admins** for people who help you run the whole marketplace. [Users > Admins](#)
- **Business owners** for each merchant, so they see only their own stores. Chapter 20.
- **Drivers** for each rider. Chapter 27.

Separate logins keep your data safe, show who changed what, and let you remove access in seconds when someone leaves.

PEOPLE OFTEN ASK

"Is there a separate dashboard for the apps or the website?"

No. Everything now lives in one dashboard: your website, apps, stores, and settings. Your website and app settings are under [My Products](#).

Your 30-day launch plan

A realistic marketplace launch takes about a month. Most of that time is the Apple and Google review, which runs in the background while you build. Here is the order that keeps you moving.

Use it as your checklist

Adjust to your pace

Two tracks run in parallel

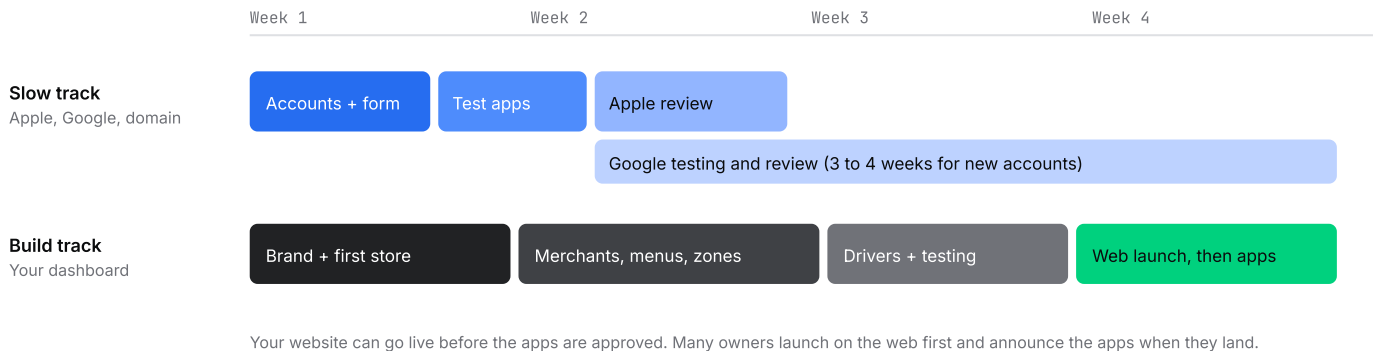


Figure 3.1 · The slow track depends on Apple, Google, and your domain provider. Start it on day one.

Day 1	Sign in (Ch. 2). Open your Apple and Google developer accounts as an organization (Ch. 8). Register or choose your domain (Ch. 10).
Days 2-3	Create your Google Maps API key (Ch. 10). Brand your website: logo, colors, homepage (Ch. 11). Create your business categories (Ch. 12).
Days 3-5	Build your first store completely: details, menu, schedule, zones, payments (Ch. 13 to 19). Place a test order on it.
Days 5-7	Grant Ordering.co access to your developer accounts and submit the app request form with one real store live (Ch. 8 and 9). Point your domain (Ch. 10).
Week 2	Add your first merchants and business owners (Ch. 20 to 23). Import their menus (Ch. 15). Set commissions and payment splits (Ch. 24). Your test apps arrive for review.
Week 3	Create drivers and delivery groups, turn on automatic dispatch (Ch. 26 to 28). Train merchants on the Business App. Run full test orders (Ch. 31).
Week 4	Pre-launch checklist (Ch. 32). Soft launch on the web with friends and merchants' regulars. Prepare launch marketing (Ch. 33 and 34).
Day 30 +	Apps go live in the stores. Announce them. Review reports weekly and keep adding merchants (Ch. 37 and 38).

TIP

Apple and Google reject apps that have no real content. Have at least **one real store with a real menu** live before you submit the app request form. That is why store building sits in the first week.

Key terms

A few words appear on almost every page of your dashboard. Knowing them now will make every other chapter faster.

TERM	MEANING
Project	Your whole platform: one dashboard, one website, one set of apps. It has a unique project name.
Super admin	The top-level account that controls everything in your project. That is you.
Store (business)	One merchant location that sells on your marketplace. A restaurant with three locations is three stores.
Business owner	A merchant's login. It only sees and manages the stores assigned to it.
Business category	A marketplace-level group such as Food, Grocery, or Flowers that customers use to browse stores.
Product category	A group inside one store's menu, such as Starters, Drinks, or Bread.
Product option	A choice on a product: size, extras, cooking point, weight. Options can have their own prices.
Delivery zone	The area a store delivers to, with its own delivery fee and minimum order. Customers outside every zone do not see the store for delivery.
Order type	How the customer gets the order: delivery, pickup, eat-in, curbside, and others.
Driver	A rider account that uses the Driver App to receive and deliver orders.
Delivery group	A team of drivers linked to specific stores and payment methods. An order can only go to drivers in a group that serves its store.
Advanced logistics	Automatic dispatch: the system offers each order to the right driver using rules you set.
Delivery partner	An outside delivery company such as Uber Direct or Shipday that can carry your orders.
Payment gateway	The service that charges cards online, such as Stripe or Mercado Pago. You open the account; your dashboard connects to it.
Split payment	A card payment divided automatically between you and the merchant at the moment of the order.
Order status	Where an order is in its journey: pending, accepted, picked up, delivered, and so on. Appendix B lists them all.
Language Manager	The tool that lets you edit the words your customers, merchants, and drivers see in the website and apps.



Know your platform

Tour the dashboard, meet the apps, and see who handles what before you change a single setting.

05	A tour of your dashboard	12
06	Your website and apps: who uses what	14
07	What your plan covers and what you arrange	16

A tour of your dashboard

The dashboard is where you build and run the marketplace. Spend fifteen minutes clicking through every section before you change anything. Here is what you will find.

Time 15 min

Where left-hand menu

SECTION	WHAT LIVES THERE	LEARN MORE
Home	A summary of today's orders and sales, with shortcuts to your website.	Ch. 38
Orders	The live list of orders, open carts, messages with customers and drivers, and gift cards.	Ch. 26, 31
Delivery	Deliveries and drivers dashboards, drivers, driver managers, and delivery groups.	Ch. 27, 28
Stores	Every store, its details, menu, schedule, zones, payment methods, and fees. Also products, brands, and importers.	Ch. 12 to 19
Users	Customers, business owners, and admins.	Ch. 2, 20
Marketing	Advanced offers and coupons, ad banners, cart recovery rules, and campaigns.	Ch. 34
Reports	Business reports, delivery reports, the invoice manager, and reviews.	Ch. 25, 38
My Products	Your website and apps: branding, images, homepage content, domain, and app build settings.	Ch. 9 to 11
Connect	Menu importers, POS and menu sync, and delivery services.	Ch. 15, 29
Settings	Platform-wide settings: order types, card payments, maps, languages, the CMS for static pages, plugins, notifications, and more.	Throughout

TIP

Your dashboard shows the menu sections included in your plan. If a chapter mentions a section you cannot find, ask support in the chat whether it is part of your plan or needs to be activated.

How changes reach your customers

The dashboard is the single source of truth. When you change a price, a schedule, or a photo, the website and the Customer App show it straight away. You do not publish anything separately. The only exceptions are the images and settings built *into* the mobile apps themselves, such as the app icon and splash screen. Changing those needs a new app build and a new store review (Chapter 9).

PEOPLE OFTEN ASK

"If I add a new product, do I have to update the app?"

No. Products, menus, prices, stores, and offers update everywhere automatically. Only the app's own icon, name, and built-in images need a new version.

Your website and apps: who uses what

A marketplace has three kinds of users: customers who order, merchants who prepare, and drivers who deliver. Each one has its own tool.

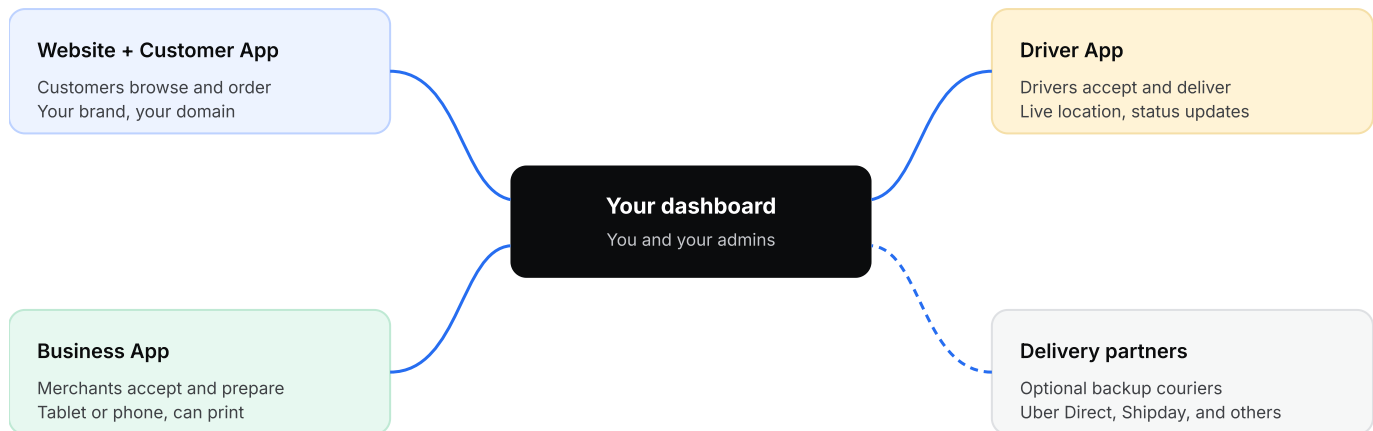


Figure 6.1 · Every app talks to the same dashboard, so an order moves between customer, merchant, and driver in real time.

Marketplace website

Your storefront on the web. Customers enter their address, see the stores that deliver to them, browse by category, order, pay, and track the order. It is live from day one and needs no app store approval, which is why many owners launch on the web first.

Customer App (iOS and Android)

The same experience as the website, as a native app under your name and logo. It is published in the App Store and Google Play under **your own developer accounts**, so customers see your business as the publisher. Push notifications, saved addresses, reorder, wallet, and loyalty all live here.

Business App

What your merchants use to run orders: a new-order alert with sound, accept or reject, set preparation time, update the status, message the customer or driver, and print tickets. It runs on a tablet or phone. Merchants sign in with your project name and their business owner login. Chapter 23 shows how to set merchants up on it.

Driver App

What your riders use: turn availability on, receive offered orders, accept, navigate, update each step (picked up, arrived, delivered), message the customer, and capture a signature. Drivers sign in with your project name and their driver login.

TIP

Depending on your plan, the Business App and Driver App can be published under your brand or used as the ready-made Ordering.co versions from the app stores. Both work the same way. Check your welcome email or ask support which applies to you.

PEOPLE OFTEN ASK

"Can merchants use a POS terminal or an Android POS device instead of a tablet?"

Yes. Android POS devices such as Sunmi can run the Business App and print directly. Merchants that use Square or Clover can also connect their POS (Chapter 23).

What your plan covers and what you arrange

Some pieces of a marketplace belong to outside companies: Apple, Google, your bank, your domain provider. Knowing who does what avoids surprises in week three.

Ordering.co handles

- Hosting, updates, and security of the platform
- Your dashboard, website, and apps
- Building your apps and guiding them through store submission
- The connections to payment gateways, maps, POS, and delivery partners
- Support through chat and tickets, plus the knowledge base

You arrange and own

- Apple Developer and Google Play Console accounts (Ch. 8)
- Your domain name (Ch. 10)
- Your Google Maps account and API key (Ch. 10)
- Your payment gateway account, such as Stripe or Mercado Pago (Ch. 19)
- Contracts with delivery partners, if you use them (Ch. 29)
- Your merchants, drivers, prices, fees, and marketing

Outside costs to plan for

These are paid directly to the third party, not to Ordering.co, and they set their own prices:

SERVICE	WHAT TO EXPECT
Apple Developer Program	An annual membership paid to Apple (currently US\$99 a year).
Google Play Console	A one-time registration paid to Google (currently US\$25).
Domain name	A yearly fee to your domain provider.
Google Maps Platform	Google asks for a billing method. Usage is billed by Google according to its own pricing.
Payment gateway	Processing fees per transaction, charged by the gateway.
Delivery partners, SMS	Per-delivery or per-message fees, only if you use them.

YOUR PLAN DETAILS

For what your specific plan includes, its order limits, and any optional services, check your plan page or ask the support team. This guide focuses on setup and leaves plan terms to your agreement.

PEOPLE OFTEN ASK

"Do I own my data?"

Your menus, stores, customers, and orders are yours. You can download your order and customer records from the dashboard. Chapter 38 shows how, and we recommend doing it every month so you always keep your own history.

2

Start the slow parts first

App store accounts, app builds, and your domain depend on other companies. Start them on day one so they run while you build.

08	Apple and Google developer accounts	18
09	Request your apps: assets and timeline	21
10	Your domain and Google Maps key	23

Apple and Google developer accounts

Your apps are published under your own name, from your own developer accounts. Opening them is the single slowest step of a launch, so do it on day one.

Your time 1 to 2 hours

Waiting time days to weeks

Do this day 1

Apple and Google require the business that owns an app to hold the developer account. That is good for you: your company appears as the publisher, the apps stay yours, and nobody can tell which technology runs underneath. You never share your passwords with us. You invite the Ordering.co team as a user, and you can remove that access whenever you want.

Before you start, have these ready

- ☐ Your company's legal name, address, and main phone number, exactly as registered
- ☐ A **D-U-N-S number** for your company. It is a free nine-digit business ID from Dun & Bradstreet. If you do not have one, request it first: it can take up to two weeks to arrive
- ☐ An Apple ID with two-factor authentication turned on, created with a company email
- ☐ A Google account for the business, also with a company email
- ☐ A company website or landing page (your temporary marketplace address works while you set up your domain)
- ☐ A card to pay Apple's annual fee and Google's one-time fee

WATCH OUT • ENROLL AS AN ORGANIZATION

Choose **Organization** (or Business), not Individual, in both stores. An individual account shows your personal name in the stores instead of your brand, and new personal Google accounts face extra testing requirements and longer reviews.

Apple: open your developer account

- 1 Go to developer.apple.com and sign in with your company Apple ID.**
Open your account page.
- 2 Choose "Join the Apple Developer Program" and enroll.**
Select Organization, enter your D-U-N-S number and company details, and pay the annual fee.
- 3 Answer Apple's verification.**
Apple usually calls or emails the company's main contact to confirm the details. Keep your phone close for a few days.
- 4 Wait for the confirmation email.**
Once it arrives, you can sign in at appstoreconnect.apple.com.

PEOPLE OFTEN ASK

"Apple says my account is not activated for App Store Connect. What did I do wrong?"

Nothing is broken: your Apple ID exists, but the paid developer enrollment is not finished. Go to developer.apple.com, open your account, choose the option to join the Apple Developer Program, and complete the enrollment and payment. App Store Connect opens once Apple approves it.

Apple: give the Ordering.co team access

1 Sign in at appstoreconnect.apple.com.

Open `Users and Access` and click the + button.

2 Add the Ordering.co support team.

First name **Ordering**, last name **Support**, email **support@ordering.co**.

3 Choose the Admin role.

Under additional resources, tick **Access to Certificates, Identifiers & Profiles**. Then click Invite.

4 Tell support it is done.

Send a message in the dashboard chat with your project name so the team can accept the invitation.

IF SUPPORT ASKS FOR AN API KEY

For some builds the team needs an App Store Connect API key. In App Store Connect open

`Users and Access > Integrations > App Store Connect API`, create a key under **Team Keys** (any name works), and download the key file. Note the **Key ID** and **Issuer ID** shown on that page, and your **Team ID** from developer.apple.com. You can revoke the key at any time. The key file can only be downloaded once, so keep it somewhere safe.

Google: open your Play Console account

1 Go to play.google.com/console and sign in with the business Google account.

2 Choose an Organization account.

Enter the organization name (shown publicly on Google Play), your D-U-N-S number, a public contact email and phone, and pay the one-time fee.

3 Complete Google's identity and organization verification.

Google may ask for company documents. Verification usually takes a few days.

Google: give the Ordering.co team access

1 In Play Console open `Users and permissions > Invite new users`.

2 Enter **support@ordering.co**.

On the **Account permissions** tab, tick **Admin (all permissions)**, then click Invite user.

3 Tell support it is done.

Send your project name in the chat so the team knows which account the invite belongs to.

WATCH OUT

- Send Google invitations on a weekday. An invite sent on a Friday night can expire before it is accepted.
- Use the email in this chapter, typed exactly. Invites to any other address will not reach the team that builds your apps.

REAL SCENARIO

The owner who only had an Android account

A new marketplace owner in Argentina had his Google Play access ready but could not open App Store Connect. He had created an Apple ID, but never completed the Apple Developer Program enrollment. On his onboarding call he finished the enrollment from his Apple account page in a few minutes, and his iOS app went into the queue the same week. **Lesson:** an Apple ID alone is not a developer account. Check that you can open appstoreconnect.apple.com before you send the app request.

Request your apps: assets and timeline

Once your developer accounts are open and shared, send the app request form. The Ordering.co team builds your branded apps, sends you test versions, and guides them through Apple and Google review.

Your time 1 hour

Do this by day 7

Send the app request form

Open the form here: share.hsforms.com/1Z45SRiL6Qe-bA8ZVwI1bFwrr9sb. It asks for your project name, the apps you need, their names, and your brand files. Fill it in once, completely. A form with missing pieces waits in the queue until everything arrives.

What to prepare

ITEM	DETAILS
App names	The name under the icon and in the store listing. Google allows up to 30 characters. Treat it as final: changing a name after submission restarts reviews. Example: <i>Northside Eats: Food & Grocery</i> .
App icon and logo	Your logo as a high-resolution PNG with a transparent background. Square artwork works best for icons.
Brand colors	Your primary color and background color as hex codes, such as #1F5FD1.
Short and full descriptions	What the app does in plain words: who it is for, what customers can order, and where you deliver.
Privacy policy URL	Required by both stores. Create it as a page in your website's CMS (Chapter 11) and paste its link.
Account deletion URL	Google asks for a page where users can request account deletion. A CMS page explaining how works.
Support contact	An email and URL where customers can get help.
Test logins	Store reviewers need a working business owner login and driver login to review the Business App and Driver App.
One real store	At least one complete, real store with a real menu. Apple and Google reject apps that only show demo content.

WATCH OUT • IMAGES LIVE INSIDE THE APP

The app icon, splash screen, and tutorial images are compiled into the app. Changing them later means a new build and a new store review. Get them right before you submit. Menus, stores, and prices are different: those update instantly from the dashboard.

What happens after you send it



Typical times, not guarantees: plan on roughly one month. Apple and Google set the review times, not Ordering.co.

Figure 9.1 · The app timeline. Apple and Google reviews run in parallel after you approve the test versions.

1 Test versions arrive in about five business days.

You receive links to install them on your own phones: TestFlight for iPhone, and a Google Play testing link for Android.

2 Test them and reply with any changes.

Place an order, check the name, icon, and colors. Small text fixes are quick; image changes need a new build.

3 Apple review typically takes about a week.

Rejections are usually small: a missing screenshot or a privacy detail. The team fixes and resubmits.

4 Plan three to four weeks for Google.

Google's review of a new developer account usually takes longer than Apple's. Personal accounts must also run a closed test with real testers before the app can go public, which is one more reason to enroll as an organization. If a test is needed, you receive a "join" link to share with your testers.

TIP · GOOGLE CLOSED TESTING

Testers must open the join link while signed in to the same Google account that is on the tester list, then accept the invitation. If a tester sees "URL not found", they are almost always signed in with a different Google account on that phone. Recruit friends, staff, and merchants as testers early.

PEOPLE OFTEN ASK

"Can I launch before the apps are approved?"

Yes. Your website takes orders from day one. Many owners launch on the web, sign up their first customers, and announce the apps when they go live.

Your domain and Google Maps key

Your own web address makes the marketplace yours. Your own Google Maps key makes addresses, zones, and tracking work on it. Set up both in the first week.

Time 45 min

Waiting time minutes to 48 hours

Choose the right domain

- **Short and easy to say.** If you have to spell it out loud, it is too long.
- **Use a subdomain if you already have a website.** For example, `order.northsideeats.com` keeps your main site untouched and sends ordering traffic straight to the marketplace.
- **Buy it from any registrar.** You manage the domain; you only point it to the platform.

Point your domain to the platform

- 1 **Create your Google Maps key first (next section).**
The default key only works on your temporary address. Your own domain needs your own key.
- 2 **Open the DNS settings at your domain provider.**
Add a **CNAME** record for `www` pointing to `cname.my-sites.app`. For a subdomain, use the subdomain name instead of `www`, for example `order`.
- 3 **Handle the root domain.**
If your provider allows a CNAME (or ALIAS, ANAME, or flattening) on the root (@), add one with the same value. Either way, add a redirect from the root domain to the `www` address.
- 4 **If you use Cloudflare,**
turn the proxy off (grey cloud) on these records, add a cache purge rule, and set caching to "Respect Existing Headers", as described in the knowledge base article on domains.
- 5 **Enter the domain in your dashboard.**
Go to `My Products > Ordering Website`, type your domain in the custom domain field, and save.
- 6 **Check it.**
Open the domain on your phone using mobile data, not office Wi-Fi.

GIVE IT TIME

DNS changes can take from a few minutes up to 48 hours to spread across the internet. If the domain does not load right away, wait. Re-entering the records again and again only restarts the clock. If it still does not work after 48 hours, open a ticket with a screenshot of your DNS records.

- ☐ The domain shows your marketplace, not a parking page
- ☐ The browser shows the padlock (secure https) with no warning
- ☐ Both the `www` and the bare domain reach the site
- ☐ Addresses autocomplete when you type them at checkout

Create your Google Maps API key

Maps power address search, delivery zones, distance-based fees, and live driver tracking. Google requires a billing method on the account; usage is billed by Google under its own pricing.

1 Go to mapsplatform.google.com and click Get Started.

Sign in with your business Google account, choose your country, and accept the terms.

2 Create a billing account.

Without billing, maps show a "for development purposes only" watermark.

3 Enable the APIs.

In Google's setup pop-up, select all the options offered, click Next, then Enable. Copy the key Google shows you. If you are unsure which APIs your project needs, ask support before you restrict the key.

4 Paste it in your dashboard.

Open the Maps section of your settings and paste it in the **Google Maps API Key** field. Save.

5 Send it with your app request.

The team adds the same key to your apps when building them.

TIP

In the same Maps settings you can limit address search to your country and set the default map center to your city. Both make address entry faster and more accurate for customers.

3

Build the marketplace

Brand your website, organize categories, and build one complete store: menu, schedule, zones, fees, and payments.

11	Brand your website	26
12	Business categories: how customers browse	28
13	Build your first store, end to end	29
14	Menus: categories, products, and options	31
15	Import menus instead of typing them	33
16	Order types and schedules	35
17	Delivery zones and fees	36
18	Taxes, service fees, and tips	38
19	Accept payments	39

Brand your website

Your website is the first impression for customers and merchants. Logo, colors, images, a clear homepage, and your legal pages make it look like a real business from day one.

Time 1 to 2 hours

Where My Products > Ordering Website

Basic settings

Open `My Products > Ordering Website`. In Basic Settings you set the site name and description, the theme (Marketplace), and your two main colors: background and primary button. Then upload your images:

IMAGE	SIZE (PX)	WHERE IT SHOWS
Site logo	512 × 512	Browser tab and square placements
Header logo	900 × 200	Top of every page
Site image	1920 × 1280	Used when your link is shared
Homepage background	1920 × 1280	Hero area on desktop
Homepage mobile background	1440 × 770	Hero area on phones

WATCH OUT • USE PNG FOR LOGOS

Upload logos as **PNG with a transparent background**. A JPG logo carries a white box around it on colored headers. If you only have a JPG, remove the background with any free tool and export PNG. Also check each image carefully before saving: some image slots can be replaced but not cleared once uploaded.

Advanced settings

Advanced Settings controls typography, button styles, the header (background color, logo position, language selector), which homepage blocks show, placeholder images for stores and products, and the favicon. It also has fields to add third-party code such as Google Tag Manager or a Meta pixel (Chapter 34).

Homepage content

The homepage content block is HTML, which gives you full freedom. You do not need to code it yourself:

1 Ask an AI assistant to write it.

For example: "Write homepage content in HTML for Northside Eats, a food and grocery delivery marketplace in [city]. Include a short headline, three benefits, a section for merchants who want to join, and an app download section. No header or footer."

2 Open Homepage Content in your dashboard.

Go to `My Products > Ordering Website > Homepage Content` and switch to Code View.

3 Copy the current code to a text file first.

That is your backup.

4 Paste the new HTML, click Accept, then Save.

Refresh your website to see it.

The footer works the same way under Footer Content. Link your legal pages there, for example `<a href="/privacy-policy">Privacy</a>`.

Legal and help pages

Create these in [Settings > CMS](#). Each page has a name, a URL slug, SEO fields, and content. Your project may already include default pages, such as a privacy policy and terms, ready for you to edit.

- ☐ Privacy policy (needed for the app stores)
- ☐ Terms and conditions
- ☐ How account deletion works (needed for Google Play)
- ☐ Help with an order, with your support email or WhatsApp
- ☐ "Sell on Northside Eats": a page for merchants who want to join

Words customers see

Every label in the website and apps can be edited in the **Language Manager** ([Settings > Language manager](#)). Pick the product (website, Customer App, Business App, Driver App), search for the text, and change it. Use it to match your tone, translate, or rename things, for example renaming a payment method to "Cash or card at the door".

WATCH OUT

The Language Manager has no save button: changes save automatically as you type. Check which language is selected in the top corner before you edit.

Business categories: how customers browse

Business categories are the shelves of your marketplace: Food, Grocery, Pharmacy, Flowers. They help customers find stores fast and make a mixed marketplace feel organized.

Time 20 min

Plan your categories before you add stores

Think about how your customers search, not how you organize suppliers. Start with five to eight broad categories with clear icons. You can add more as you grow.

Food-first marketplace

Restaurants · Fast food · Bakery & café · Healthy · Desserts · Drinks

Multi-vertical marketplace

Food · Grocery · Pharmacy · Flowers & gifts · Pets · Liquor · Beauty

Create a category and assign stores

1 Open a store's details.

Go to **Stores**, open any store, and choose the **Categories** tab in its details.

2 Add a new business category.

Give it a name and upload a simple icon. Use the same icon style for every category so the row looks consistent.

3 Assign the store.

Tick every category the store belongs to. A bakery-café can sit in both Bakery and Breakfast.

4 Repeat for each store.

Categories you created are available to every store.

TIP

Mark your best stores as **Featured** from the store list. Featured stores appear first, which is useful for launch partners or merchants who pay for promotion.

REAL SCENARIO

Food trucks next to beauty supplies

A US marketplace owner delivering for very different businesses (food trucks, restaurants, beauty supply stores) asked how to keep them apart. The answer was business categories: one category per vertical with its own icon, and each store assigned to the right one. Customers tap "Food trucks" and only see food trucks.

Build your first store, end to end

Build one store completely before you add more: details, menu, schedule, zones, and payments. It becomes your template, and it is the real content the app stores need to see.

Time 1 to 3 hours

Where Stores > Add new store

Create the store

- 1 **Go to** `Stores > Add new store`.
- 2 **Enter the business name and check the slug.**
The slug is the store's web address, generated from the name. It must be unique.
- 3 **Add contact details.**
Phone, and the email that should receive order notifications.
- 4 **Set the address.**
Type it or search on the map. The address anchors the delivery zones and sets the store's time zone, so be precise.
- 5 **Upload images.**
Logo 512 × 512 px and header 1350 × 400 px, PNG or JPG. Add gallery photos if you have them.
- 6 **Choose payment methods.**
At least one is required. You can start with cash and add card payments in Chapter 19.
- 7 **Save, then choose "Start with an empty menu"**
or import a menu (Chapter 15).

Complete the store details

Open the store again to finish the details. The tabs include Information, Owner, Categories, Location, Images, and SEO. On Information you can add a short description, mark the store as featured, add a ribbon such as "New" or "Free delivery", and link the store's social profiles.

The five things every store needs to appear

A store can exist in your dashboard and still be invisible to customers. Customers only see it when all five are true:

- | | | | | |
|--|---|--|---|---|
| 1
Enabled
Store switch on | 2
Schedule
Open now, or pre-orders | 3
Menu
At least one product | 4
Order type on
Platform and store | 5
Zone covers
the customer address |
|--|---|--|---|---|

If a store is missing on the website, check these five in order. It is almost always one of them.

TIP • KEEP IT HIDDEN UNTIL IT IS READY

Leave a new store disabled while you load it. Turn it on only when its menu, hours, and zones are complete, so no customer lands on a half-built store.

Duplicate it for the next store

When your first store is complete, use **Duplicate** on the store's summary panel to create the next one, then change the name, address, owner, and products. It saves hours when many merchants share a similar setup.

WATCH OUT • ZONES DO NOT COME WITH THE COPY

A duplicated store does **not** keep its delivery zones. Create them again, or share a zone from the original store (Chapter 17). Then check the schedule, payment methods, and owner on the copy before you enable it.

REAL SCENARIO

A ready-made base for every merchant

A marketplace owner in Argentina wanted every new merchant to start from the same base and only load their own products and hours. He built one complete store, deleted its sample products and categories, and kept it disabled as a template. For each new merchant he duplicates it, adds the zones, and hands it over to the business owner.

Menus: categories, products, and options

The menu is where customers spend their time and make their choice. Structure it the way people order, price everything correctly, and add photos to your best sellers.

Time varies by menu

Where Stores > store > Products

1. Product categories

Every product lives in a category, so create categories first: Stores > store > Products > Add Category. Order them the way a customer decides: Starters, Mains, Sides, Drinks, Desserts. Keep names short so they read well on a phone. A category can also be a subcategory of another.

2. Products

Add a product inside a category with its image, name, price, and description. The product's tabs hold more:

- **Information:** price, regular price (to show a discount), inventory, and a ribbon such as "Best seller".
- **Advanced:** SKU, minimum and maximum quantity per order, upselling, featured, calories, taxes and fees, and an alcohol flag.

TIP • PHOTOS SELL

Products with a clear, well-lit photo outsell products without one. Shoot on a plain background in daylight, keep the framing consistent, and start with the best sellers. Images can be PNG or JPG; keep files light so menus load fast on phones.

3. Product options

Options are the choices on a product: size, extras, sauces, cooking point, weight. Open the product and use **Add product option**. For each option you set a minimum and maximum number of choices, and each choice can have its own price.

YOU WANT	HOW TO SET IT
A required single choice (size)	Minimum 1, maximum 1
Optional extras, up to 3	Minimum 0, maximum 3
Allow two of the same extra	Turn on suboption quantity
Half-and-half pizza	Allow half option, with a half price per choice
Show a choice only after another	Use a conditional option

REAL SCENARIO

Selling meat by weight

A butcher on a marketplace sells beef in 400 g, 1 kg, and 2 kg packs. Instead of three products, the store has one product "Beef" with price zero and a required option "Choose your size" with three choices, each with its own price. For wholesale buyers the owner duplicated the store as a separate wholesale store, with 10 kg packs that can be chosen up to a set maximum.

4. Upselling

Mark products such as drinks, sides, or extras for upselling and they are suggested in the cart before checkout. It is the simplest way to raise the average order. Upselling is turned on at the platform level in your settings.

5. Large menus: spreadsheet mode and bulk images

For stores with hundreds of items, use **Spreadsheet Mode** in the store's products. It works like a spreadsheet: you can copy rows from Excel and paste them in, as long as the columns are in the same order.

To add images in bulk:

- 1 **Find each product's ID**
in Spreadsheet Mode.
- 2 **Rename each image file with the product ID**
, for example 3116.png.
- 3 **Choose "Upload images in batch"**
and drag in all the files at once. Keep the page open until they finish, then save.

WATCH OUT

Wrong prices erode trust instantly. Before a store goes live, read every price out loud, check that options add up, and have someone else look at the full menu on a phone.

Import menus instead of typing them

Most merchants already have a menu online. Importing it takes minutes instead of hours, and it is the fastest way to bring many merchants on board.

Where Connect > Importers

Your import options

SOURCE	WHAT YOU NEED
Uber Eats	The store's public Uber Eats link.
DoorDash	The store's public DoorDash link.
GloriaFood	The restaurant key and master key, created in the merchant's GloriaFood account as a menu integration.
Another Ordering.co platform	The store's link on that platform.
Excel or CSV	A spreadsheet in the importer's format, or rows pasted into Spreadsheet Mode (Chapter 14).
Square POS	The merchant connects Square and syncs the menu (Chapter 23).

Import from Uber Eats, DoorDash, or GloriaFood

- 1 Create the store first**
(Chapter 13), with an empty menu.
- 2 Go to** Connect > Importers
and pick the store.
- 3 Choose the source card**
and follow the short video on the screen.
- 4 Paste the link or the keys**
and start the import.
- 5 Review the menu**
in the store's products: prices, options, and photos.

WATCH OUT

- A success message does not guarantee every item came across. Always check the menu after importing.
- Do not start the same import twice while it is running, or you may get duplicates.
- Treat GloriaFood keys like passwords.
- Imported prices are the merchant's delivery-app prices, which are often higher than in-store prices. Ask the merchant which prices they want on your marketplace.

PEOPLE OFTEN ASK

"Can I import from Just Eat or another app not listed?"

Not directly today. Export the menu to a spreadsheet and use the spreadsheet route, or ask support whether a new importer is planned.

REAL SCENARIO

Moving from GloriaFood

A café owner in South Africa was taking orders through GloriaFood, which Oracle is retiring. On his onboarding call he created his store, opened Connect > Importers, generated the two keys in his GloriaFood dashboard, and his full menu arrived in a few minutes. He spent his time on photos instead of retyping products.

Order types and schedules

Order types decide how customers receive their order. Schedules decide when stores accept orders. Get both right and customers never hit a closed door.

Turn on order types at two levels

An order type must be enabled **both** for the whole platform and for the store.

1 Platform:

`Settings > Standard settings > Order Types`. Choose the types your marketplace offers (delivery, pickup, eat-in, curbside, drive-thru, catering, and others) and the default type.

2 Store:

in each store's menu settings, turn on the types that store offers. A bakery may do pickup only; a restaurant delivery and pickup.

TIP

If you offer eat-in, also add it to the order types that do not need an address, so checkout does not ask dine-in customers where they live.

Set each store's schedule

1 Open `Stores > store > Schedule`.

2 Set opening and closing times for each day.

Use the + to add a second block, for example lunch and dinner with a break in between.

3 Copy times to other days

with the copy button instead of typing them again.

WATCH OUT • KITCHEN HOURS, NOT DOOR HOURS

Stop taking orders early enough to prepare the last one. A store that closes at 10 p.m. might take its last delivery order at 9:30 p.m. Forgetting to set hours, or leaving a test schedule, is the most common launch-day mistake we see.

Pre-orders and scheduled orders

Let customers order ahead, even when a store is closed. Turn on pre-orders in

`Settings > Pro settings > Advanced order schedule` and set how many days ahead customers can order. Useful for bakeries, catering, and grocery delivery slots.

Closing for a holiday or a rush

For a planned closure, adjust that day's schedule ahead of time. For an unexpected rush or kitchen problem, the merchant can disable the store temporarily from the store list or the Business App, and turn it back on when ready.

Delivery zones and fees

Zones decide who can order delivery from each store and what they pay. Customers outside every zone of a store simply do not see it for delivery.

Where Stores > store > Delivery, pickup & more > Zone

Zone types

TYPE	HOW IT WORKS	BEST FOR
Circle	Click the store and drag the radius.	A fast first launch
Polygon	Click points on the map to draw the exact area.	Following roads, skipping a river or highway
Distance-based	Fee and minimum change with distance from the store.	Fair pricing over a wide area
Everywhere	Delivers to any address.	National shipping, rarely for food

Create layered zones

Each zone has its own **delivery fee** and **minimum order**. Layer several zones so nearby customers pay less and distant orders are worth the trip.

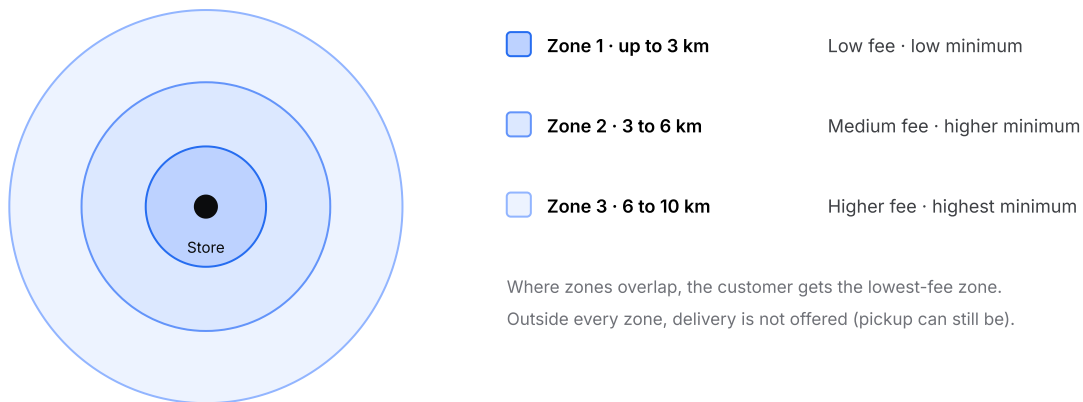


Figure 17.1 · Layered zones. Example structure only; set fees and minimums that fit your market.

- 1 Open the store's zones**
and click to add a zone.
- 2 Choose the type and draw it.**
- 3 Set the delivery fee and minimum order.**
- 4 Add the next zone**
with a larger area, higher fee, and higher minimum.
- 5 Set the store's estimated delivery time.**
It is the total time the customer sees, from order to door.

Share zones between stores

Many merchants in the same neighborhood can use the same zones. Open a zone, use its **Share with** tab, and choose the stores. The zone's name, type, fee, minimum, and area are copied to them. This is also the fastest way to add zones to a duplicated store.

Test the edges

- ☐ An address just inside a zone shows the right fee
- ☐ An address just outside gets no delivery (pickup can still show)
- ☐ No gaps or overlaps you did not intend
- ☐ Zones match real drive times, not just straight-line distance

START TIGHT, THEN GROW

It is far better to launch with a slightly smaller, reliable area and expand once merchants and drivers find their rhythm than to promise too much, deliver late, and collect bad reviews in week one.

Taxes, service fees, and tips

Set what the customer pays on top of the products, and make it clear at checkout. Check your local tax rules with your accountant before you go live.

CHARGE	WHERE TO SET IT	NOTES
Product tax	Store › Tax & fees, or per product	A percentage; set whether prices include it.
Service fee	Store › Tax & fees	A percentage on the order.
Delivery fee	Each delivery zone (Chapter 17)	Delivery tax can be set separately.
Custom customer fees	Customer fees	Fixed or %, limited to an order type, payment method, or channel, with optional dates.
Platform fee	Settings › Platform settings	A fixed or percentage fee for the whole marketplace.
Driver tips	Settings › Platform settings	Percentage or flat amounts, preset options, and a custom tip.

PEOPLE OFTEN ASK

"Can I add a surcharge when customers pay by card?"

Yes. Create a customer fee and limit it to the card payment method. It only applies when the customer chooses that method, and it shows clearly at checkout.

TIP • KEEP IT SIMPLE AT LAUNCH

Every extra line at checkout is a reason to abandon the cart. Start with a clear delivery fee per zone and, if you need one, a single small service fee. Add more only when you have a reason.

Accept payments

Customers pay through a payment gateway that you open in your business's name. Connect it once at the platform level, then switch it on for each store.

Time 30 min plus gateway approval

Choose your gateway

The platform connects with many gateways, including Stripe (and Stripe Connect for split payments), Mercado Pago, PayPal, Apple Pay and Google Pay, Adyen, Mollie, Paystack, Razorpay, and several regional options. Some are self-service and some need a short setup review with the team. Choose one that works in your country and pays out in your currency. If you plan to split card payments with merchants automatically, choose a gateway with split support, such as Stripe Connect or Mercado Pago (Chapter 24).

Connect Stripe (example)

- 1 Open and verify your Stripe account**
in your company's name.
- 2 Copy your four keys from Stripe**
: live publishable, live secret, test publishable, and test secret.
- 3 Paste them in** `Settings > Card payments`
with your currency. Turn testing mode on while you test.
- 4 Turn Stripe on in each store.**
Open the store's `Payment methods`, tick Stripe, and choose the order types and channels where it applies. It does not switch on automatically for all stores.
- 5 Place a test order**
with a test card, then switch testing mode off before launch.

WATCH OUT

Changing any of the Stripe keys later resets the Stripe Connect configuration. Set them once, carefully.

Cash and card on delivery

Turn them on per store in Payment methods. You can limit cash to delivery orders, for example. Cash and in-person card payments do not go through your gateway: they go to whoever collects them, so settle them later through invoices (Chapter 25).

Wallet and gift cards

Customers can also pay with their wallet balance, gift cards, or loyalty points if you turn those features on (Chapter 36).

PEOPLE OFTEN ASK

"Do customer card payments go to me or to the merchant?"

With a standard gateway, payments go to your account and you pay merchants later. With split payments, each payment is divided at the moment of the order. Chapter 24 explains both.

4

Merchants

Bring merchants on board, set clear roles, get them ready to receive orders, and get everyone paid.

20	Add merchants and business owners	42
21	Let merchants apply online	43
22	What merchants control and what you control	44
23	Get merchants ready to receive orders	45
24	Commissions and split payments	47
25	Invoice merchants and settle each period	49

Add merchants and business owners

Each merchant gets a business owner login that only sees its own stores. You stay in control of the whole marketplace; they run their kitchen or shop.

Where Users > Business owners

Create a business owner

- 1 **Go to** Users > Business owners > Add user .
- 2 **Enter name, email, phone, and a temporary password.**
Use the merchant's real work email; order alerts can go there.
- 3 **Assign the stores.**
Open the owner again and tick their stores in the business section, or choose the owner from the store's Owner tab.
- 4 **Send them their login**
with your project name and the merchant starter kit (Chapter 23).

What a business owner sees

Business owners sign in to the same dashboard and the Business App, but only with their own stores: their orders, their menu, their reports. They cannot see other merchants, your customers list, or your platform settings.

TIP • ONE OWNER, MANY LOCATIONS

A merchant with several locations gets one business owner login with all its stores assigned. For a brand with many locations, you can also group them under a **Brand** in Stores > Brands , so customers see them as one brand.

Who builds the store: you or the merchant?

You build it (recommended at launch)

You create the store, import the menu, set zones and payments, then hand it over. Merchants switch faster when the store is ready on day one. This is the best approach for your first ten merchants.

The merchant builds it

You send a ready template (Chapter 13) and the merchant adds products, photos, and hours. This scales once you have dozens of merchants and a clear onboarding kit.

REAL SCENARIO

Giving switching merchants a reason to switch

An owner preparing a marketplace in the UK pointed out that restaurants leaving the big delivery apps are tired of setup work. The plan: tell them "this is your dashboard", but load their menus, schedules, and zones for them as part of the offer. With the menu importers (Chapter 15) that takes minutes per merchant, and a ready store is a strong reason to switch.

Let merchants apply online

Once your marketplace is known, merchants will want to join. Business signup lets them apply from your website, and you approve them.

Where Settings > Platform settings

1 Turn on business registration.

In your platform settings ([Settings > Platform settings](#)), turn on business registration.

2 Require approval.

Turn on business signup approval so new merchants cannot log in until you enable them.

3 Get notified.

Turn on the email or push alert for new business owner signups in your notification settings.

4 Add a "Sell with us" link.

Point it to the business signup page from your homepage and footer, and explain the benefits on a CMS page (Chapter 11).

What the merchant experiences

The merchant opens your website, chooses to sign up as a business, fills in the form, and sees a message that you will contact them. When you enable their account, they receive an email with dashboard access and can start creating their store.

TIP • CALL BEFORE YOU APPROVE

Approval is your quality filter. A five-minute call to confirm the merchant is real, can deliver on time, and understands your fees prevents bad first orders. Approve, then send the onboarding kit the same day.

What merchants control and what you control

Clear roles avoid disputes. Decide them before you sign your first merchant, and write them into your merchant agreement.

AREA	MERCHANT (BUSINESS OWNER)	YOU (SUPER ADMIN)
Menu, prices, photos	Can edit their own	Can edit any store
Store hours, temporary closing	Their own stores	Any store
Accepting orders, prep time	Yes, in the Business App	Yes, from the dashboard
Delivery zones and fees	Depends on your setup	Yes. Many owners keep this central
Promotions and coupons	No	Yes, platform-wide or per store
Commission and invoices	Sees results	Sets and issues them
Drivers and dispatch	Can be allowed to assign	Yes
Customers, platform settings, branding	No	Yes

PEOPLE OFTEN ASK

"Can a merchant run its own discounts?"

Promotions are created by the marketplace owner. If a merchant wants a deal, they ask you and you create it for their store only. That keeps your margins and your brand consistent.

Put it in writing

Your merchant agreement should cover at least: your commission or fees, how and when you pay them, who sets delivery fees, prep-time expectations, what happens with refunds and complaints, how menus and prices are kept up to date, and how either side can end the agreement. Ask a local lawyer to review it.

Get merchants ready to receive orders

The best marketplace fails if a merchant misses an order. Set every merchant up with the Business App, a loud alert, and a printer if they need one.

The merchant starter kit

Send every new merchant the same short package:

- ☐ Their business owner email and temporary password, and your **project name**
- ☐ Download links for the Business App on iOS and Android
- ☐ A one-page summary of your rules: prep times, accepting within a few minutes, what to do when an item is out of stock
- ☐ Who to contact at your marketplace for questions
- ☐ Your commission and payment schedule

Set up the Business App

- 1 Install it on a tablet or phone that stays at the counter.**
A dedicated device works best; a personal phone in someone's pocket misses orders.
- 2 Sign in**
with the project name and the business owner login.
- 3 Turn the volume up and allow notifications.**
New orders play an alert until someone opens them.
- 4 Practice the flow:**
open a new order, accept it, set the preparation time, mark it ready.

TIP • AUTOMATIC ACCEPTANCE

Busy merchants who accept every order can use automatic order acceptance. It accepts each order as it arrives; it does not assign drivers. Ask support to help you enable it if a merchant needs it.

Printing tickets

The Business App prints kitchen tickets on supported printers, including many Star Micronics and Epson models, by Bluetooth or network. Android POS devices with built-in printers, such as Sunmi, can run the Business App and print directly. Turn on **auto print after accepting the order** so every accepted order prints without an extra tap.

POS integration

Merchants that use **Square** can connect their POS from [Connect > POS & Menu Sync](#) and sync their menu, so they maintain it in one place. Clean the menu in Square first: the sync copies it as it is. For Clover, Toast, and other POS systems, ask support which options apply to your plan and region.

REAL SCENARIO

Ten minutes at the counter

When Northside Eats signs a merchant, a team member visits once: installs the Business App on the merchant's tablet, places a test order from a phone, and watches the staff accept it and print the ticket. Ten minutes in person saves a week of missed orders.

Commissions and split payments

How you earn from each order, and how merchants get their share. There are two models: collect and pay out, or split each payment automatically.

A • Collect, then pay out



B • Split at the moment of payment

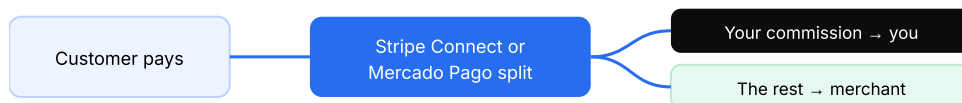


Figure 24.1 • Two ways to get paid. Model B saves you from paying merchants by hand, but each merchant needs its own gateway account.

Model A • Collect, then pay out

All card payments land in your gateway account. On a fixed schedule you create an invoice per merchant with the invoice manager (Chapter 25), deduct your commission, and transfer the rest. It is simple to start and works with any gateway, but it means manual transfers.

Model B • Split payments with Stripe Connect

1 Set up Stripe Connect once.

Follow the Stripe Connect platform setup article in the knowledge base: it gives the exact Stripe settings for your project. Copy your live and test Client IDs into the Stripe Connect add-on settings in your dashboard.

2 Connect each store.

In the store's `Payment methods`, choose Stripe Connect and click **Connect with Stripe**. The merchant logs in to, or creates, their own Stripe account. Review the fields that come back, then save.

3 Set your commission

on the store: a fixed fee or a percentage per order.

Your percentage is calculated on the product subtotal. Taxes, the delivery fee, and the driver tip are not part of the commission base. Check the knowledge base article for your gateway for the exact rules.

Model B • Split payments with Mercado Pago

1 Install the Mercado Pago plugin

(`Settings > Pro > Developers > Plugins`) and enter your marketplace account credentials in its plugin settings. That is where your commission arrives.

2 In each store's payment methods

, set your commission percentage and connect the merchant's own Mercado Pago business account, with the connect option or by entering the merchant's credentials, depending on your setup.

3 Test in sandbox first

, keeping the sandbox setting the same at plugin and store level.

WATCH OUT • CASH IS NEVER SPLIT

Cash and card-on-delivery payments do not pass through the gateway, so they are not split. Settle them with each merchant and driver through invoices at the end of each period.

Invoice merchants and settle each period

The invoice manager turns a period of orders into a clear statement for each merchant: what they sold, what you charge, and what is owed.

Where Reports > Invoice manager

- 1 Open the invoice manager**
and choose a business invoice.
- 2 Choose the type:**
charge the business (your commission and fees) or pay out the business (their share of payments you collected).
- 3 Pick the date range and the store.**
- 4 Enter your fees:**
a percentage, a fixed fee, tax, and any miscellaneous amount with a description.
- 5 Filter if needed**
by payment method or order type, for example to settle cash orders separately.
- 6 Choose whether to include cancelled orders and orders with discounts.**
- 7 Save and download**
the invoice for your records and send it to the merchant.

TIP • PICK A RHYTHM AND KEEP IT

Settle on the same day every week or every two weeks. Merchants trust a marketplace that pays on time more than one with a lower commission.

Recurring fees per merchant

Some marketplaces charge merchants a monthly membership on top of, or instead of, a commission. In each store's **Business fees** you can set fixed or percentage fees, limit them to order types or channels, and make them recur weekly or monthly.

EXAMPLE

Northside Eats settles with Casa Verde Kitchen

Card orders are split automatically with Stripe Connect, so Northside's commission is already in its account. Every second Monday, the team creates one invoice for Casa Verde's **cash orders only** (filtered by payment method) to collect the commission on cash the restaurant received directly, and sends it with the payment due date.

5

Orders and logistics

Follow an order from checkout to door, organize your drivers, automate dispatch, and add delivery partners.

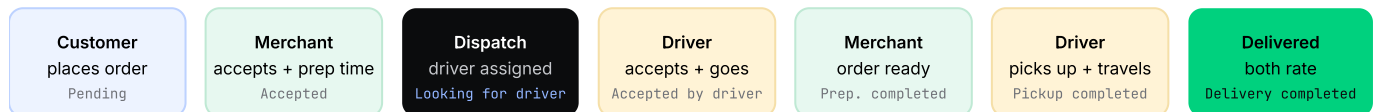
26	How an order moves	51
27	Drivers and delivery groups	53
28	Automatic dispatch with advanced logistics	55
29	Delivery partners as backup	57
30	Pay your drivers and settle cash	58

How an order moves

Every order passes through the same steps between customer, merchant, and driver. Knowing them lets you spot a stuck order in seconds and explain any delay to a customer.

Where Orders › Orders list

A delivery order, step by step



Customers see each status change in the app and by notification. Pickup orders skip the driver steps and end in "Pickup completed by customer". Statuses can also be changed by hand from the dashboard. Appendix B lists every status and what it means.

Figure 26.1 • The order journey. The order in which "driver accepts" and "order ready" happen depends on your dispatch rules.

Watch orders from the dashboard

The orders list groups orders into Pending, In progress, Completed, and Cancelled. Open any order to see what was ordered, the customer, the store, the driver, a timeline of every status change, and the messages between everyone involved. You can change the status, assign or change the driver, and create a manual order for phone customers.

WATCH OUT • PENDING TOO LONG

An order that stays in Pending means the merchant has not accepted it. Most problems start here: a muted tablet, a closed app, or a busy counter. Call the merchant after a few minutes; do not wait for the customer to complain.

Live tracking and messages

Once a driver accepts, the customer and you can follow the driver on the map in real time. The driver's phone needs location turned on and an internet connection. Inside each order there is a chat: the customer, merchant, driver, and you can exchange messages and photos, and the driver can capture the customer's signature at delivery. Everything stays in the order's history.

Complaints, cancellations, and refunds

- **Cancel an order** by changing its status, for example to rejected by admin. Add a note first so the reason stays in the order history.
- **Complaint after delivery:** the chat closes when the order ends, but you can still record what happened in the order history and update the status.
- **Refund to wallet:** once refunds are enabled in your settings, an order can be refunded to the customer's wallet with one button.
- **Card refunds** are processed in your payment gateway's own dashboard.

TIP · WRITE A REFUND POLICY

Decide in advance who pays for a missing item, a late order, or a damaged delivery: the merchant, the driver, or you. Publish a short version on your Help page and share the full version with merchants.

Drivers and delivery groups

Drivers are organized in delivery groups. A group links drivers to the stores they serve and the payment methods they can handle. No group, no deliveries.

Where [Delivery](#) > [Drivers and Delivery](#) > [Delivery groups](#)

1. Create your drivers

- 1 **Go to** [Delivery > Drivers](#) **and add a new driver.**
- 2 **Enter name, email, phone, and password.**
The email cannot already belong to a customer or admin account.
- 3 **Enable the driver.**
- 4 **Send them the Driver App link**
with your project name and their login.

2. Create a delivery group

- 1 **Go to** [Delivery > Delivery groups > Add driver group](#) .
- 2 **Name it and choose the type:**
in-house drivers, or a delivery company.
- 3 **Set the priority.**
When several groups serve a store, higher-priority groups are tried first.
- 4 **Select the businesses**
this group delivers for.
- 5 **Select the drivers.**
- 6 **Choose payment methods.**
For example, a group that should not carry cash.
- 7 **Save.**
Turn on advanced logistics later (Chapter 28).

EXAMPLE

Two groups at Northside Eats

Bikes serves every restaurant within 5 km and carries all payment methods. **Cars** serves FreshCorner Market and the wholesale store, because grocery orders are too big for a bike. A merchant who sells bulk orders gets its own store and its own car group, so large orders never go to a bike.

3. Drivers switch themselves on

In the Driver App, each driver opens their **profile** and turns on availability to receive orders. They should do it when the shift starts and turn it off when it ends. Keep the app open during the shift for the most reliable alerts. On first launch, drivers must allow location access.

CHECKLIST · "MY DRIVER DOESN'T SEE ORDERS"

- ☐ The driver is enabled in the dashboard
- ☐ The driver is in a delivery group
- ☐ That group includes the order's store
- ☐ That group accepts the order's payment method
- ☐ The driver turned availability on in the app profile
- ☐ Location access is allowed on the phone, with internet
- ☐ The merchant accepted the order (it is not still pending)

In onboarding calls, a missing store in the group or availability left off explain nearly every case.

Every time you add a new store or a new driver, remember to add it to the right group too.

Automatic dispatch with advanced logistics

With a handful of orders you can assign drivers by hand. As you grow, advanced logistics offers each order to the right driver automatically, using rules you set.

Where Delivery > Delivery groups > group > Advanced logistics

Manual assignment

Open an accepted order in the dashboard and choose a driver from the group. The driver gets a notification and accepts in the app. Good for the first weeks while you learn how your city moves.

Turn on automatic assignment

- 1 **Open the delivery group**
and turn on **Advanced logistics**. Open the auto-assign settings.
- 2 **Choose the trigger status.**
Usually **Accepted by business**, so dispatch starts as soon as the merchant confirms. Orders still pending are never dispatched.
- 3 **Choose the assignment method**
(table below). Start with one by one or send to all.
- 4 **Set the time a driver has to accept.**
When it runs out, the offer passes to the next driver. The customer's order is not cancelled.
- 5 **Set distance and capacity:**
the starting search radius, how fast it grows, the maximum radius, and how many orders a driver can carry at once.
- 6 **Save and test**
with a real phone running the Driver App.

METHOD	HOW IT OFFERS THE ORDER
One by one	To the closest available driver; if they do not accept in time, to the next closest.
Send to all	To several drivers at once, widening the radius step by step. The first to accept gets it.
Nearest available	Like one by one, with a tighter radius.
Batch-wise	To a small batch of drivers at a time while the radius grows.
Round robin	Spreads orders between drivers in turn, not only by distance.
Custom	Your own combination of the settings above.

Group orders (batching)

Batching lets one driver carry several orders whose pickups and drop-offs are close together. Set the maximum orders per batch, the time window between them, and the maximum distance between pickups and between drop-

offs. It cuts cost per delivery at busy times.

WATCH OUT • FORCED ASSIGNMENT

Forced assignment can push orders to drivers outside your distance rules. It is useful for testing with one driver, but review it before you go live so drivers are not sent across the city.

TIP • READ THE LOGISTICS HISTORY

Each order records every dispatch attempt: who was offered it, who let it expire, who accepted. When customers say "nobody came", the history shows exactly what happened.

Delivery partners as backup

You do not need a large fleet to start. Delivery partners can carry orders when your own drivers are busy, or cover areas you do not serve yet.

Where Connect › Delivery services

Delivery partners are outside companies such as Uber Direct, DoorDash Drive (in the US, Canada, and Australia), and Shipday. You sign up with them directly, agree their rates, and connect your account to the dashboard with your credentials. Availability depends on your country.

How to connect one

- 1 **Open a developer or business account with the partner**
and copy your API credentials. Start with their test (sandbox) credentials.
- 2 **Go to** `Connect › Delivery services`
and open the partner's card. Each card links a setup video.
- 3 **Paste the credentials**
and choose when orders are sent to the partner, usually when the merchant accepts.
- 4 **Choose the stores, schedules, payment methods, and zones**
where the partner applies.
- 5 **Run a test order in sandbox**
, then switch to production.

WATCH OUT

- Partners need valid phone numbers for stores and customers. Missing numbers are the most common reason a partner rejects an order.
- Some partners need webhook settings on their side. Copy the values from the knowledge base article for that partner exactly; tokens are case-sensitive.

Your own drivers first, a partner as backup

Delivery groups have a priority. Many owners set their in-house group first and a partner group second, so the partner only takes orders when no in-house driver accepts in time. Ask support to help you configure and test this fallback for your stores before launch.

REAL SCENARIO

Own riders, with a safety net

An owner launching in the UK planned to run his own riders but feared busy Friday nights. His setup: in-house riders get each order first, and if nobody accepts within a short window, the order goes to Uber Direct. Customers get their food either way, and he only pays the partner when his own fleet is full.

Pay your drivers and settle cash

Decide how drivers earn before the first shift, and settle their pay and the cash they collected on a fixed rhythm.

Common pay models

MODEL	HOW IT WORKS
Per delivery	A fixed amount for each completed delivery, sometimes more for longer zones.
Share of the delivery fee	The driver keeps a part of the fee the customer paid; you keep the rest.
Hourly or per shift	Paid for availability, common for in-house fleets.
Tips	Customer tips go to the driver in every model. Say so clearly.

Driver invoices

In the invoice manager, create a driver invoice for a date range. Set a percentage fee, a fixed fee per order, the share of the delivery price and tips, tax, and any miscellaneous amount, and filter by payment method. Save and download it as the statement for that period.

EXAMPLE

A fixed retention per delivery

A marketplace owner charges customers a delivery fee and keeps a fixed part of each one for the platform, for example to cover insurance. In the driver invoice he enters that amount as a fixed fee per order. The invoice shows the driver's total and the amount retained, which his accountant uses to pay each driver every fifteen days.

Cash collected by drivers

When customers pay cash, the driver holds money that belongs to the merchant and to you. Settle it at the end of each shift or period:

- 1 Filter orders**
by the driver's delivery group and by the cash payment method.
- 2 Compare the cash total**
with what the driver hands over.
- 3 Record it**
in the driver's invoice for the period.

TIP

If cash handling becomes a burden, limit cash in some delivery groups (Chapter 27) or create a cash fee so card becomes the easy choice.



Go live

Test everything end to end, run the checklist, and launch in the right order.

31	The test drive	60
32	Pre-launch checklist	62
33	Launch: merchants first, then customers	63

The test drive

Before you tell a single customer, place real orders yourself, on real phones, end to end. One hour of testing catches almost every launch-day problem while it is still private.

Time 1 hour

You need 3 phones or people

Gather three people (or three devices): one as the customer, one as the merchant with the Business App, and one as the driver with the Driver App. Run these orders in this order.

Order 1 • Delivery, paid by card

- 1 **Customer:**
open your website on a phone with mobile data, enter an address inside a zone, find the store through its category, add a product with options, and check the totals, fees, and taxes.
- 2 **Customer:**
pay with a real card (or a test card if your gateway is still in testing mode).
- 3 **Merchant:**
hear the alert, accept, set the prep time, and print the ticket if you use a printer.
- 4 **Driver:**
receive the order (assigned by hand or automatically), accept, mark pickup complete, arrive, and complete the delivery.
- 5 **Customer:**
confirm the status updates and notifications arrived, follow the driver on the map, and leave a review.
- 6 **You:**
check the payment in your gateway, and the split if you use one.

Order 2 • Pickup, paid in cash

Check that pickup skips the address, that cash is offered only where you want it, and that the order ends as picked up by the customer.

Order 3 • Edge cases

- ☐ An address just outside every zone: delivery is refused, pickup still shows
- ☐ An order below the minimum: checkout explains the minimum
- ☐ A store outside its hours: it shows as closed, or offers pre-order
- ☐ A coupon: it applies once and respects its limits
- ☐ A refund: you know exactly how to do it before you need to
- ☐ A cancellation by the merchant: the customer is notified

TIP · CLEAN UP AFTER TESTING

Mark test orders as completed or cancelled so they do not clutter your reports, and switch your payment gateway out of testing mode before launch.

PEOPLE OFTEN ASK

"What does the delivery time shown to the customer mean?"

It is the total estimate from order to door, not only the kitchen time. Set it per store based on real prep plus travel time, and adjust it after your first week of real orders.

Pre-launch checklist

Tick every box before you announce. If one is open, fix it first: a late launch is forgotten in a week, a bad first order is remembered.

Platform

- ☐ Super admin password changed; team has their own logins
- ☐ Domain live with the padlock, on www and the bare domain
- ☐ Your own Google Maps key in place
- ☐ Logo, colors, homepage, and footer set
- ☐ Privacy, terms, help, and account deletion pages published
- ☐ Business categories with icons
- ☐ Order types enabled at platform and store level
- ☐ Payment gateway live, testing mode off
- ☐ Fees, taxes, and tips reviewed
- ☐ Language Manager texts checked in each language

Apps

- ☐ Developer accounts open and shared
- ☐ App request form complete
- ☐ Test apps checked on iPhone and Android
- ☐ Google closed testers invited

Merchants

- ☐ At least five stores live, across your main categories
- ☐ Menus proofread, with photos on best sellers
- ☐ Schedules match real kitchen hours
- ☐ Zones drawn, priced, and tested at the edges
- ☐ Each merchant trained on the Business App
- ☐ Printers or POS connected where needed
- ☐ Commission and payment schedule agreed in writing

Delivery

- ☐ Drivers created and in the right groups
- ☐ Every store assigned to a group
- ☐ Dispatch tested with real phones
- ☐ Partner backup tested, if you use one
- ☐ Cash and pay rules explained to drivers

Operations

- ☐ Full test orders done (Chapter 31)
- ☐ Someone watches orders during launch hours
- ☐ Refund and complaint policy decided

Launch: merchants first, then customers

A marketplace has two sides. Customers will not come to an empty marketplace, and merchants will not stay without orders. Launch in that order: supply, a soft launch, then demand.

Step 1 • A strong first set of merchants

Start in one area with enough choice to be useful: a mix of the categories people order most, and two or three well-known local names. Five to fifteen good stores in one neighborhood beat fifty scattered across a city.

Step 2 • Soft launch for a few days

Turn stores on but stay quiet. Invite friends, staff, and the merchants' regulars to order. Watch every order, call merchants after each one, and fix what you learn. A friendly audience forgives a slow first order; a stranger does not.

Step 3 • Launch day

- ☐ Update your Google Business Profile with your website and an order link
- ☐ Put your website link in every social bio and your WhatsApp status
- ☐ Give every merchant a QR code to your marketplace for their counter, bags, and receipts
- ☐ Announce on social media and to any email or WhatsApp list you already have
- ☐ Offer a clear first-order incentive with an end date (Chapter 34)
- ☐ Be online all day to watch orders and help merchants

Step 4 • The first two weeks

- Reply to every review, good or bad.
- Check prep and delivery times every day; adjust store estimates.
- Expand zones only when drivers and merchants keep up.
- Share the first wins with merchants: orders, new customers, reviews.
- Announce the apps the day they go live.

MORE LAUNCH IDEAS

For step-by-step marketing plans, see the free Ordering.co Growth Playbooks, especially "Your first 100 orders", "The chicken-and-egg problem", and "Recruiting merchants", at ordering.co/resources.



Grow

Win the first order and the tenth with the tools already in your dashboard.

34	Built-in marketing tools	65
35	Notifications and AI ordering	67
36	Keep customers coming back	68
37	Grow merchants and customers together	69

Built-in marketing tools

Your dashboard already has the tools to win the first order and the second one: offers and coupons, ad banners, cart recovery, and tracking pixels.

Where Marketing

Advanced offers: coupons and automatic discounts

Create offers in [Marketing > Advanced offers](#). Each offer has three parts:

- 1 **General:**
name, description, dates, priority, whether it can combine with other offers, an image, and where it applies: sites, stores, users, or loyalty levels.
- 2 **Rules:**
what it discounts (subtotal, delivery fee, service fee, or a product), by a percentage or a fixed amount, applied as a **coupon** the customer types or an automatic **discount**.
- 3 **Conditions:**
products or categories, minimum purchase, total uses and uses per customer, payment methods, delivery zones, order type, maximum discount, and timing rules.

WATCH OUT

If your offer screen has a Sites tab, select your website and apps there: an offer without sites may not apply. Always test a coupon yourself before you announce it.

GOAL	EXAMPLE OFFER
Win the first order	Coupon WELCOME: free delivery, once per customer, ends in 30 days
Fill a slow afternoon	Automatic 10% off between 3 and 5 p.m. on weekdays
Promote a new merchant	Automatic discount on one store only, launch week
Raise the basket	Free delivery above a minimum subtotal
Cap your spend	Limit total uses to a fixed number; the offer stops itself

Ad banners

Promote stores, products, or campaigns inside your own website and Customer App. In [Marketing > Ad banners](#), choose where the banner shows, upload the image, and link it to a store or product. Merchants who want visibility can pay you for a banner slot.

Cart recovery

Customers who add items and leave can get an automatic reminder. Create a rule in cart recovery with the delay since the cart was last opened, and choose email, SMS, or push notification. A short reminder an hour later recovers orders you would otherwise lose.

Tracking pixels and analytics

To measure ads and visits, add Google Tag Manager, Google Analytics, or a Meta pixel in the third-party code fields of your website's advanced settings (Chapter 11). Install them before launch so you capture data from the first day.

TIP · MESSAGE YOUR CUSTOMERS

Email, WhatsApp, and SMS campaigns to your customer list are sent with outside tools such as Mailchimp, Klaviyo, Brevo, or WhatsApp Business. Export your customers from the dashboard (Chapter 38) and keep the list in your campaign tool.

Notifications and AI ordering

Notifications keep customers, merchants, and drivers informed at every step. An AI ordering agent can take orders by chat on WhatsApp or your website.

Choose who is notified, and when

- **Push notifications** (`Settings > Pro > Push notifications`): turn alerts on or off for admins, merchants, customers, and drivers, event by event.
- **Email alerts**: choose which order statuses send an email to each role. Click Save at the bottom of the page; leaving without saving loses your changes.
- **SMS and WhatsApp messages**: connect a Twilio account to send text updates and verification codes at signup.

TIP • LESS IS MORE

Customers want three moments: order confirmed, driver on the way, delivered. Merchants want every new order, loudly. Drivers want new offers. Turn off the rest so the important alerts are not ignored.

AI ordering agent

If your plan includes it, an AI agent can chat with customers on WhatsApp or as a chat widget on your website. It reads your menus, answers questions about products, delivery, and payment, takes the order, and hands over to a person when needed. It can even send product photos in the chat.

- 1 **Connect a WhatsApp Business number**
through Meta, or choose the web chat widget for your site.
- 2 **Link the agent to your stores and menus.**
- 3 **Test it with a full example order**
before you publish it.
- 4 **Promote it:**
add the WhatsApp number and a QR code to banners, bags, and social profiles.

PEOPLE OFTEN ASK

"How do customers pay when they order by WhatsApp?"

The agent sends a secure payment link, or the customer chooses a payment on delivery that your stores accept.

Keep customers coming back

The second order is worth more than the first. Wallet, gift cards, loyalty points, levels, and reviews turn one-time buyers into regulars.

Cash wallet

Customers hold a balance in their account and pay with it at checkout. You can add credit as compensation or a reward, and refund orders straight to the wallet.

Gift cards

Customers buy a gift card for someone else; its value lands in the recipient's wallet when they redeem the code. Great for holidays and corporate gifts.

Loyalty points

Customers earn points on completed orders and use them to pay part of the next one. You set how many points each unit of currency earns and how much a point is worth, and which stores take part.

Loyalty levels

Levels such as Bronze, Silver, and Gold unlock as customers earn points. Combine them with offers that only certain levels can use.

EXAMPLE

A level that unlocks free delivery

Northside Eats sets points so that regular customers reach its third level after about a month of weekly orders. An advanced offer limited to that level gives free delivery for a week. Customers can see how close they are, which gives them a reason to choose Northside over a big delivery app.

Reviews and reputation

After each order, customers can rate the store, the driver, and products, and merchants and drivers can rate customers. Read them in the reviews manager every week. Thank good reviews, respond calmly to bad ones, and talk to any merchant that keeps getting the same complaint.

TIP

Loyalty, wallet, and gift cards may be optional features depending on your plan. If you do not see them in your dashboard, ask support.

Grow merchants and customers together

Every new merchant brings its own customers, and every new customer makes the marketplace more valuable to merchants. Grow both, one neighborhood at a time.

Use merchants as your best marketing channel

- Give each merchant a QR code, a counter card, and bag stickers pointing to their store on your marketplace.
- Ask them to post their store link on their own social profiles and Google listing.
- Feature new merchants in a banner and an offer during their launch week.

Use your data to choose the next merchants

Your reports show what customers order, at what times, and where. Look for gaps: no pizza in a busy zone, no late-night option, no grocery delivery on Sundays. Those gaps are your next sales calls.

Expand area by area

When one area runs smoothly (fast acceptance, on-time deliveries, good reviews), add the next one: recruit five or more merchants there, extend zones and driver groups, and repeat your launch steps.

GO DEEPER

The free Ordering.co Growth Playbooks cover recruiting merchants, building a driver fleet, local SEO, promotions without losing margin, and making money from a marketplace, step by step. Find them at ordering.co/resources.



Running it well

Daily routines, reports, getting help, and fixes for the problems owners hit most.

38	Routines, reports, and your data	71
39	Getting help	72
40	Troubleshooting: the questions owners ask most	73

Routines, reports, and your data

A marketplace runs on small habits. Fifteen minutes a day and an hour a week keep problems small and show you where to grow.

Every day

- ☐ Glance at Home: today's orders and sales
- ☐ No orders stuck in Pending
- ☐ Drivers available for the next peak
- ☐ Read new messages and complaints
- ☐ Check a merchant if acceptance is slow

Every week

- ☐ Business reports: orders, sales, top products
- ☐ Delivery reports: times to accept, pick up, deliver
- ☐ Reviews: reply and follow up
- ☐ Offers: what worked, what to stop
- ☐ Invoices for merchants and drivers, if weekly

Every month

- ☐ Download your order and customer records
- ☐ Review commissions and fees
- ☐ Remove access for people who left
- ☐ Plan next month's merchants and campaigns

Every quarter

- ☐ Review zones and delivery fees
- ☐ Refresh homepage and banners
- ☐ Check app store listings and reviews
- ☐ Talk to your top five merchants

Reports that matter

REPORT	WHAT IT TELLS YOU
Business reports	Orders, sales, top products and categories, order statuses, new users, satisfaction, time to accept, a heat map. Filter by store, brand, date, and channel.
Delivery reports	Delivery times at each step, peak times, driver availability, and a heat map. Filter by driver group or driver.
Reviews manager	Ratings and comments for stores, drivers, and products.

Download your data every month

Keep your own history outside the platform. From the orders list you can export orders, filtered by date or store: the file is sent to your profile email as a download link, which expires after 24 hours, so save it right away. The customer list export is also sent to your email. Save both every month in your own storage.

WHY IT MATTERS

Your records are the basis for accounting, merchant disputes, and marketing. A monthly download means you always have them, whatever happens.

Getting help

Most answers are already written down. When they are not, the support team is one message away. Here is how to get the fastest answer.

Where to look, in order

- 1 This guide.**
Start with the troubleshooting chapter (Chapter 40).
- 2 The knowledge base**
at docs.ordering.co: step-by-step articles for every section of the dashboard. Search by the name of the screen or feature.
- 3 Support chat**
in your dashboard, from the chat bubble in the bottom corner. Use it for questions and to open a ticket.

Write a ticket that gets solved the first time

- ☐ Your project name
- ☐ What you expected and what happened instead, in one or two sentences
- ☐ Where it happens: website, Customer App, Business App, Driver App, or dashboard, and the device
- ☐ The order number, store name, or user email involved
- ☐ A screenshot or short screen recording
- ☐ When it started and whether it happens every time

Instead of this

"Drivers don't work. Please fix urgently."

Write this

"Project northsideeats. Since today 11 a.m., driver ana@... does not receive orders from Luna Bakery on the Driver App (Android). She is available and in the Bikes group. Example order #4812. Screenshot attached."

TIP • NEW FEATURES AND CUSTOM WORK

If you need something the platform does not do today, describe the business result you want, not the screen you imagine. Support routes it as a feature suggestion or, if you need it built now, to the team that quotes custom work.

Troubleshooting: the questions owners ask most

These come straight from onboarding calls with new marketplace owners. Check here before opening a ticket.

PROBLEM	WHAT TO CHECK
I never received my welcome email	Spam folder, then the email used at checkout. Support can resend it (Ch. 2).
Apple says my account is not activated	The Apple Developer Program enrollment is not finished. Complete it at developer.apple.com (Ch. 8).
A store does not show on the website	Enabled, schedule, menu, order type at platform and store level, and a zone covering the test address (Ch. 13).
A duplicated store gets no delivery orders	Duplicates do not copy zones. Add or share zones (Ch. 17).
Delivery is not offered at an address	The address is outside every zone of that store. Test with an address inside, or extend the zone.
My driver does not see orders	Run the seven-point checklist in Chapter 27. Usually the store is not in the driver's group, or availability is off.
Automatic dispatch does nothing	The order must reach the trigger status (usually accepted by business). Check radius and capacity, and that a driver is available (Ch. 28).
The merchant misses orders	Tablet volume, notifications allowed, app open, device not asleep. Consider auto-accept and auto-print (Ch. 23).
My logo has a white box around it	It is a JPG. Upload a PNG with a transparent background (Ch. 11).
Maps show a watermark or addresses fail	Use your own Google Maps key with billing on, especially on your own domain (Ch. 10).
My domain does not load	Check the CNAME values, turn off any proxy, and wait up to 48 hours (Ch. 10).
A coupon does not apply	The offer has expired, a condition is not met, or no site is selected where your project shows a Sites tab (Ch. 34).
Card payments fail	Gateway still in testing mode, wrong keys, or the gateway is not enabled in that store's payment methods (Ch. 19).
A text in the app is wrong or in English	Edit it in the Language Manager, in the right product and language (Ch. 11).
Google testers see "URL not found"	They are signed in to a different Google account than the one on the tester list (Ch. 9).
A new product is not in the app	Check that it is enabled and in an enabled category. Menu changes do not need an app update (Ch. 5).



Appendices

Example setups, every order status, a merchant worksheet, and useful links.

A	Four marketplace setups	75
B	Order statuses	76
C	Merchant onboarding worksheet	77
D	Useful links	78

Four marketplace setups

The same platform runs very different businesses. Find the setup closest to yours and use it as your starting configuration. Businesses here are fictional illustrations.

1 · City food marketplace

Like: Northside Eats, with restaurants, cafés, and bakeries in one city.

- **Categories:** Restaurants, Fast food, Bakery & café, Healthy, Desserts.
- **Stores:** built by you from imported menus; one business owner per merchant.
- **Zones:** two or three layered circles per store, shared between stores in the same area.
- **Payments:** Stripe Connect split with a percentage commission; cash limited to delivery.
- **Delivery:** one in-house bike group with send-to-all dispatch, a partner as backup at peak times.
- **Growth:** WELCOME coupon, launch banners for new restaurants, loyalty levels.

2 · Grocery and local retail marketplace

Like: FreshCorner Market and other neighborhood shops delivering groceries and essentials.

- **Menus:** large catalogs loaded with Spreadsheet Mode and bulk images named by product ID.
- **Options:** weights and pack sizes as product options; maximum quantities per product.
- **Schedules:** pre-orders and delivery slots for next-day delivery.
- **Delivery:** a car group for large baskets; higher minimum orders in outer zones.
- **Growth:** free delivery above a basket size, cart recovery reminders.

3 · Courier company adding a marketplace

Like: Swift Couriers, which already delivers for local shops and now sells on its own brand.

- **Strength:** the fleet already exists. Advanced logistics with batching from day one.
- **Merchants:** current delivery clients become the first stores, with business signup open.
- **Money:** commission plus a delivery fee split with drivers through driver invoices.
- **Watch:** keep separate delivery groups for marketplace orders and outside contracts.

4 · Multi-vertical town marketplace

Like: one app for a smaller town: food trucks, a florist like Bloom & Stem, a pharmacy, and beauty supplies.

- **Categories:** one per vertical, with distinct icons so customers browse quickly.
- **Stores:** different order types per store: pickup only for some, delivery for others.
- **Schedules:** food trucks change location and hours often; their owners update them in the Business App.
- **Growth:** gift cards for florists and holidays, featured stores for local events.

Order statuses

Every status an order can show, grouped as they appear in the orders list. Exact labels can vary slightly by version and language.

STATUS	MEANING
PENDING	
Pending	Placed, waiting for the merchant to accept.
Pre-order	Scheduled for a later time.
IN PROGRESS	
Accepted by business	The merchant confirmed and is preparing it.
Preparation completed	Ready for pickup by the driver or customer.
Looking for driver	Dispatch is offering the order to drivers.
Accepted by driver	A driver took the order.
Accepted by driver company	A delivery partner took the order.
Driver on way	The driver is heading to the store.
Driver almost arrived to business	The driver is close to the store.
Driver arrived to business	The driver is at the store.
Driver waiting for order	The driver is at the store, the order is not ready.
Order not ready	The driver reported the order was not ready.
Pickup completed by driver	The driver has the order and is on the way to the customer.
Driver almost arrived to customer	Close to the delivery address.
Driver arrived to customer	At the delivery address.
Customer almost arrived / arrived to business	For pickup and curbside orders.
COMPLETED	
Delivery completed by driver	Delivered.
Pickup completed by customer	Collected by the customer.
Completed by admin	Closed by you from the dashboard.
CANCELLED	
Rejected by admin / business / driver	Refused by that party.
Cancelled by customer	The customer cancelled.
Pickup failed by driver	The driver could not collect it.
Delivery failed by driver	The driver could not deliver it.
Not picked by customer	A pickup order that was never collected.

Merchant onboarding worksheet

Print one for every merchant you sign. It keeps every store complete and consistent.

Merchant name

Contact and phone

Business owner email

Business categories

Commission and fees agreed

Settlement day

Store setup

- ☐ Store created, slug checked
- ☐ Address precise on the map
- ☐ Logo PNG and header uploaded
- ☐ Business categories assigned
- ☐ Menu imported or loaded
- ☐ Prices confirmed by the merchant
- ☐ Photos on top 10 products
- ☐ Options and limits checked
- ☐ Schedule matches kitchen hours
- ☐ Order types enabled
- ☐ Zones added or shared
- ☐ Payment methods enabled
- ☐ Split payment connected (if used)

Handover

- ☐ Business owner created and assigned
- ☐ Login and project name sent
- ☐ Business App installed on a counter device
- ☐ Volume and notifications tested
- ☐ Printer or POS connected
- ☐ Test order accepted and printed
- ☐ Store added to a delivery group
- ☐ Rules and refund policy shared
- ☐ QR code and counter card delivered
- ☐ Store enabled
- ☐ First real order checked
- ☐ One-week follow-up call booked

Useful links

WHAT	WHERE
Knowledge base	docs.ordering.co
App request form	share.hsforms.com/1Z45SRiL6Qe-bA8ZVwl1bFwrr9sb
Support chat	The chat bubble inside your dashboard
Ordering.co access email for app stores	support@ordering.co
Apple Developer Program	developer.apple.com
App Store Connect	appstoreconnect.apple.com
Google Play Console	play.google.com/console
Google Maps Platform	mapsplatform.google.com
Growth Playbooks and resources	ordering.co/resources
Ordering.co website	www.ordering.co



Build your marketplace. Run it on Ordering.co.

KNOWLEDGE BASE

docs.ordering.co

Step-by-step articles for every screen.

YOUR APPS

App request form

Send it once your accounts are shared.

SUPPORT

The chat bubble inside your dashboard. Include your project name in every message.

GROW

ordering.co/resources

Free Growth Playbooks and marketing ideas.

Northside Eats, Luna Bakery, Casa Verde Kitchen, Grill Nation, FreshCorner Market, Bloom & Stem, and Swift Couriers are fictional businesses used as examples. Real scenarios describe situations from onboarding calls without naming customers. Numbers are illustrations. Apple, App Store, Google, Google Play, Stripe, Mercado Pago, Uber Direct, DoorDash, Shipday, Square, Clover, Toast, and other names are trademarks of their owners. Dashboard menus can vary by plan and version. Edition October 2026.