
The 2025 Guide to Ditching Third-Party Delivery Fees

How independent restaurants keep 100% of their revenue ? and own their customers

Presented by BoostOrder ? 0% commission ordering, delivery, and marketing for restaurants.

boostorder.ai

Why 30% commissions are strangling your margins

Third-party apps like UberEats, DoorDash, and Grubhub charge commissions of up to 30% on every order. On a \$35 order, that is roughly \$10.50 gone ? before ingredients, labor, and rent.

The math is brutal at volume: a restaurant doing 500 third-party orders a month at a \$35 average order value hands over more than \$5,200 every single month. That is \$63,000 a year that could fund a new hire, a kitchen upgrade, or an actual marketing budget.

Worse, these platforms own your customer relationship. The diner is theirs, not yours. You never get their email, phone number, or order history ? so you can never bring them back directly.

The fix: your own ordering channel at 0% commission

The alternative is a branded ordering experience that you own: your own ordering website, ordering over WhatsApp, and delivery handled by your own drivers ? or by a delivery partner you control.

With BoostOrder, every order placed through your channels carries a 0% commission. You keep the full ticket. And because you own the channel, you capture the customer's email, phone number, and order history from day one.

Set up takes 24 hours. No tech skills required, no new hardware. Connect your POS and go live.

Step 1: Audit where your orders actually come from

Pull three months of sales data from your POS and from each delivery app's dashboard. Split orders into three buckets: in-house (dine-in, phone, your site), third-party apps, and delivery.

For every third-party order, record the commission rate you actually paid. Some apps charge different rates for delivery versus pickup ? know the real number per order.

This audit becomes your baseline. It is also the exact input for BoostOrder's free savings calculator, which shows your monthly and annual savings at your real order volume.

Step 2: Launch your branded ordering page

Your branded ordering page is the center of the new channel. It should live at a short, memorable URL you control ? myrestaurantname.com/order ? and carry your logo and colors, not a marketplace's.

Put it everywhere: link in your Instagram bio, QR codes on every table, on receipts, and in Google Business Profile. Every menu QR code should point at your own ordering page, not an app store page.

Train staff to mention it at pickup: 'Next time, order direct and we'll add a free side.' The direct channel is a habit you build one guest at a time.

Step 3: Meet customers where they already are

WhatsApp is where your customers already talk. With BoostOrder, guests can order, ask questions, and get order updates entirely in WhatsApp ? no app download, no new habit.

Add ordering links to your social profiles, your email signature, and your weekly newsletter. Every channel you already use becomes an ordering channel.

Use AI upsells at checkout: suggest add-ons based on what the customer is ordering. BoostOrder customers see an average order value increase of 15% from AI suggestions alone.

Step 4: Bring delivery in-house ? on your terms

Your own delivery starts small: your own drivers for a 3-mile radius, or a partnership with a local courier service. You set the fee, the zone, and the hours.

Live driver tracking keeps guests informed without the marketplace layer. Tips go straight to your staff, not to a corporate pool.

If you are not ready to run your own fleet, you can still shift pickup and dine-in guests to your direct channel and keep the marketplace only for overflow delivery demand.

Step 5: Own your data ? and turn it into repeat business

Every direct order adds a customer to a database you own: email, phone, order history, favorite items. That data is the fuel for everything that comes next.

Run simple campaigns on autopilot: a 'we miss you' email after 30 days of silence, a birthday offer, a reorder reminder for weekly regulars.

Ask every direct customer for a review by text message. Your best reviews go straight onto your site. Social proof compounds ? and it is proof you own, not a marketplace rating you rent.

Your 30-day action checklist

Week 1: Run the audit, calculate your savings, and launch your branded ordering page.

Week 2: Put QR codes on tables and receipts; train staff on the direct-order pitch.

Week 3: Turn on WhatsApp ordering and AI upsells; link your social profiles to ordering.

Week 4: Start your first rebooking email campaign and review-request texts.

Goal: 25% of your third-party order volume migrated to direct channels in 90 days. At that rate, a 500-order-per-month restaurant keeps an extra \$1,300 per month.

Start today ? your savings calculator is free

<https://boostorder.ai/savings-calculator>

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