KEEP EVERY DOLLAR

How to Break Free from Third-Party Delivery Fees and Take Back Your Profits

Your Complete Guide to Zero-Commission Online Ordering

Keep Every Dollar

How to Break Free from Third-Party Delivery Fees and Take Back Your Profits

Published by OpenClaw Press

Table of Contents

Restaurant owner checking receipt

Every dollar lost to fees is a dollar that could have stayed in your pocket

Chapter 1: The Silent Profit Leak

If you run a restaurant, you already know the feeling. You hear the order come in — maybe through a tablet that dings with a new delivery request. You staff your kitchen, buy the ingredients, prep the meal, package it carefully, and send it out the door. And at the end of the month, you look at your profit-and-loss statement and wonder where the money went.

The answer is sitting right in front of you: 15 to 30 cents of every dollar you earned through third-party platforms never made it to your bank account.

15–30%

The average commission rate charged by DoorDash, Uber Eats, Grubhub, and similar platforms. On a $30 order, that's $4.50 to $9.00 gone — before ingredients and labor.

In 2024, third-party food delivery platforms processed over $100 billion in orders in the United States alone. Restaurants paid an estimated $20–30 billion in commissions, service fees, and hidden charges. For most independent restaurants, that's the difference between profitability and barely breaking even.

But here's the truth that the platforms don't want you to know: **you don't need them.**

Technology has evolved. There are now online ordering solutions that let your customers order directly from you — through your own branded app or website — with zero commission fees, zero transaction fees, and zero hidden costs. Every dollar your customer pays goes directly into your pocket.

> *"The average restaurant using third-party delivery apps sees 20-30% of their revenue eaten by fees. Switching to a zero-commission platform can*

> *add $30,000–$100,000+ back to your bottom line annually, depending on your order volume." — Industry Analysis 2025*

This book is your guide to making that switch.

Smartphone and money flat lay

The fees go far beyond the headline commission rate

Chapter 2: Anatomy of the Fee — What You're Really Paying

Most restaurant owners think they understand the cost. The DoorDash rep tells you "just 15% commission" — and that sounds reasonable. But that 15% is just the beginning of the story.

The Commission Tier Trap

Delivery platforms structure their pricing in tiers. Here's what the major players charge in 2025:

Platform	Basic Plan	Plus Plan	Premier Plan
DoorDash	15% (limited radius)	25%	30%
Uber Eats	15% (limited)	25%	30%
Grubhub	14% (pickup only)	20%	25%
Postmates	15%	25%	30%

The Hidden Fees They Don't Mention

- **Commission fee:** 15–30% of every order subtotal
- **Transaction processing fee:** 2.5–3.5% + $0.30 per order
- **Marketing/visibility fee:** 2–5% extra for "preferred placement"
- **Chargeback fee:** $15–25 per disputed transaction
- **Menu item markup:** Platforms sometimes require higher pricing on their app

> ***Real-world example:*** *A $35 customer order on Uber Eats nets the restaurant roughly $24.50 — a real take-home rate of just 70%.*

The Real Cost on Annual Revenue

Metric	Through Third-Party Apps	Through Your Own Platform
Monthly orders	500	500
Average order value	$32	$32
Monthly gross revenue	$16,000	$16,000
Commission & fees (avg 25%)	−$4,000	$0
Platform cost ($49/mo)	$0	−$49
Your net revenue	**$12,000**	**$15,951**
Annual revenue lost to fees	**$47,412**	

That's over $47,000 a year — gone.

Cozy restaurant with digital ordering

Your own branded ordering app keeps the relationship — and the revenue — yours

Chapter 3: The Zero-Commission Alternative — How It Works

The technology behind zero-commission online ordering is simpler than you might think.

The Core Model

A zero-commission food ordering app provides your restaurant with a fully branded online storefront — accessible via your own website, a mobile app, or both. Customers browse your menu, place orders, and pay directly through your platform. No middleman takes a cut.

The platform charges you a low, predictable flat fee of just **$49 per month** instead of a per-order percentage. That's less than what you'd pay in commission on a single large order.

What Zero-Commission Really Means

- **No per-order commission** — Every dollar from every order lands in your account
- **No transaction fees** — Your customers pay, you receive the full amount
- **No hidden marketing upsells** — You control promotions on your terms
- **No forced price markups** — Menu pricing is entirely yours to set
- **No visibility tiers** — Your restaurant isn't buried behind bigger spenders

$49/month

Just $49 flat per month. Compare that to $4,000/month in commissions on $16,000 in third-party orders.

Push notification on smartphone

Free push notifications drive 92% higher customer retention

Chapter 4: Push Notifications — Your Free Marketing Superpower

Third-party platforms charge you to reach your own customers. They own the relationship — you're just a vendor listed on their marketplace. When you own your ordering platform, you own the direct line to your customers. And **push notifications are included at no extra charge.**

92% higher retention rate

Customers who receive push notifications stick around nearly twice as long

26% higher app open rate

Push notifications drive real engagement

6% conversion lift in 24 hours

Restaurants see measurable order increases from targeted push offers

Proven Push Notification Strategies

- **Daily specials** — "Today only — our famous fish tacos are $2 off!"
- **Weather-based offers** — "Rainy day? Stay dry — we'll deliver your favorite soup."

- **Birthday rewards** — "Happy birthday! Your free dessert is waiting."
- **Reorder reminders** — "It's been 2 weeks since your last order."
- **New menu alerts** — "We just added 4 new items. First 20 orders get 10% off."
- **Off-peak incentives** — "Order between 2-4 PM and get a free drink."
- **Abandoned cart recovery** — "You left something in your cart!"
- **Loyalty milestones** — "You're only 2 orders away from a free meal!"

> ***The best part?*** *On third-party platforms, these notifications would cost you ad spend. With your own app, every notification is free. Send 10, 50, or 100 campaigns a month — zero additional cost.*

Happy customer and staff with takeout

Loyal customers who order direct are your most profitable revenue stream

Chapter 5: Building Customer Loyalty Without Giving Away Margins

When you own your ordering platform, you control the loyalty program. No third-party takes a cut of your rewards. No platform dictates the terms.

The Data You Actually Own

When customers order through DoorDash or Uber Eats, you get almost nothing. No email, no phone number, no order history. The platform owns all of that. When they order through your own app, every customer's data is yours.

Three Proven Loyalty Models

1. Points-Based Rewards: 1 point per dollar, 100 points = $10 off. 20-30% increase in order frequency.

2. Visit-Based Rewards: "Buy 10, get 1 free." Digital punch cards eliminate paper.

3. Tiered VIP Programs: Bronze, Silver, Gold tiers based on annual spend. Gold members get free delivery and exclusive menu items.

> ***Pro tip:*** *Combine push notifications with your loyalty program. "You're just 45 points away from Silver status! Order today and we'll double your points."*

Stacks of money growing like a chart

The numbers speak for themselves — switching pays for itself many times over

Chapter 6: The Economics of Keeping Your Own Platform

The Annual Impact by Restaurant Size

Monthly Order Volume	Avg. Order Value	Annual Fees Paid (25%)	Annual Savings ($49/mo App)
200 orders	$28	$16,800	$16,212
500 orders	$32	$48,000	$47,412
1,000 orders	$35	$105,000	$104,412
2,000 orders	$38	$228,000	$227,412

**Savings calculated after $49/month platform fee.*

Where the Savings Go

- **Higher-quality ingredients** — Upgrade from Sysco to local suppliers
- **Better staff wages** — Attract and retain top talent
- **Kitchen equipment upgrades** — That new combi oven you've been eyeing
- **Marketing budget** — Real campaigns that drive traffic to your platform
- **Profit** — Yes, profit. The thing restaurants are supposed to make.

Checklist and tablet with growth chart

Your 30-day roadmap to taking back your profits

Chapter 7: Getting Started — Your 30-Day Action Plan

Week 1: Research & Setup

- **Day 1-2:** Pull your last 3 months of third-party platform reports. Calculate exactly what you paid.
- **Day 3-4:** Research zero-commission ordering platforms. Compare features.
- **Day 5-7:** Select your platform and begin setup. Most can launch in 24-48 hours.

Week 2: Menu & Config

- Upload your full menu with high-quality photos
- Set up categories, modifiers, and special instructions
- Configure your pricing (no more 30% tax!)
- Set up delivery zones and push notification templates
- Configure your loyalty program

Week 3: Launch & Onboard

- Print table tents, counter signs, and takeout bag stickers with your QR code
- Train your staff to direct customers to the app
- Send an email blast and post on social media
- Add "Order Online" link to your website

Week 4: Optimize & Grow

- Send first push campaign: "Welcome — 15% off your first order"

- Analyze first-week data and adjust
- Start bag inserts in third-party delivery orders
- Set up a referral program: "Refer a friend — you both get $5 off"

The 30-Day Checklist

☐ Calculated current third-party fees

☐ Selected zero-commission platform

☐ Menu uploaded with photos

☐ Push notification templates ready

☐ Loyalty program configured

☐ Staff trained on platform

☐ QR codes printed and placed

☐ Social media campaign live

☐ Website ordering link active

☐ First push campaign sent

☐ Bag inserts printed for third-party orders

☐ First-month results analyzed

Modern restaurant kitchen with digital displays

The future of restaurant ordering is direct, profitable, and yours to own

Chapter 8: The Future of Restaurant Ordering

The third-party delivery model is in decline — not in volume, but in its stranglehold on restaurant profits. The pendulum is swinging back.

Three Trends Shaping the Next 5 Years

1. Direct Ordering Becomes the Norm. Major chains like McDonald's and Starbucks have invested in their own apps. Independent restaurants now have the same technology for just $49/month.

2. Data Ownership Becomes a Competitive Moat. Restaurants that own their customer data outperform those that don't.

3. The Hybrid Delivery Model Matures. Use your own platform for the customer relationship and plug into delivery networks for the physical leg — paying $3-7 per delivery instead of 30%.

> ***Every day you wait is another day of lost profit.***
>
> *500 orders/month at $32 average, at 25% commission =* ***$133 lost per day****.*
> *That's $4,000 a month. That's $47,412 a year (minus just $49/mo for your own app).*
>
> *The time to switch is now.*

Ready to Keep Every Dollar?

Your zero-commission food ordering app is waiting — just **$49/month**.

No commission fees · No transaction fees · Free push notifications · Your data · Your profits

👉 **Start Today**

Get your branded ordering app. Keep every dollar you earn.

Keep Every Dollar

Your Profits. Your Customers. Your Rules.

No commission fees. No transaction fees. No hidden charges.
Just **$49/month**. Free push notifications. Full customer data ownership.
Your restaurant. Your revenue. Every dollar yours.

👉 **Start Today**