

GRUBHUB

Koddi Access and Reporting

November 2025

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GFR and Koddi Breakdown

GFR and Koddi Capabilities

- Grubhub has partnered with Koddi to provide *increased visibility into the performance of ad campaigns*
- Koddi is an *addition*, not a replacement, to the GFR ads experience
- Seasoned advertisers can utilize Koddi to perform ads analyses, while basic reporting is still available in GFR
- Koddi reporting can be accessed via the Ads tab within GFR

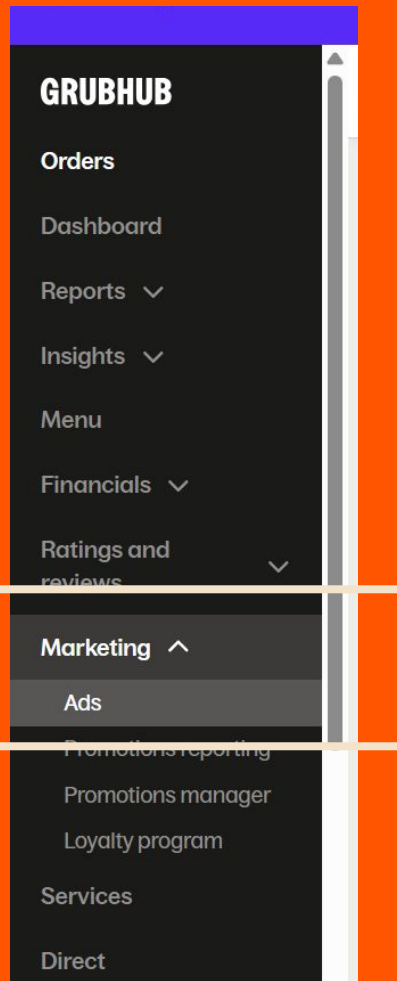
GFR
Campaign management (creating, pausing, ending campaigns) Basic campaign reporting

Koddi
Advanced campaign reporting (additional data points, multi-location, etc.)

Campaign Setup

Campaign Set Up and Edits: Still within GFR

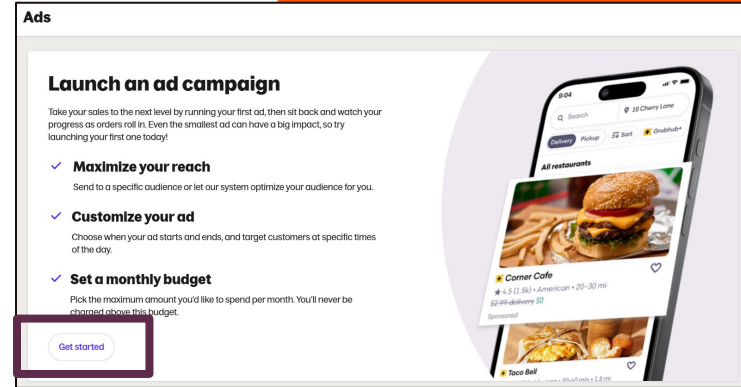
- There are no changes to the previous workflow for starting a sponsored ads campaign
- Once logged into GFR, navigate to the Marketing tab on the left, and then select the Ads dropdown
- From here, you will be able to see live campaign details (if applicable) and have the option to create a new campaign



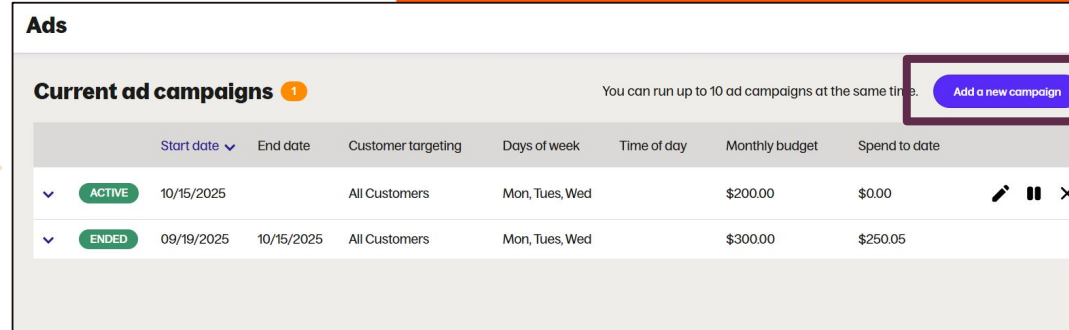
Campaign Set Up and Edits: Launching a Campaign

After navigating to the ads tab, you will be directed to one of two screens, both of which allow campaign creation to occur

Ads Screen #1: No live or recently ended campaigns; select “Get started”



Ads Screen #2: Live or recently ended campaigns; select “Add a new campaign”




Campaign Set Up and Edits: Finalizing a Campaign

- Enter desired campaign details and click “Start my paid ad campaign” to go live!
- **Grubhub recommends targeting all diners to maximize audience size and give the bid automation process the most flexibility to target the right users at the right time**
- If you are the primary contact for multiple locations, you will have to *complete this step for each individual location*


Ads

Set up an ad campaign

Start date *

Select a Date 

End date

Select a Date 

If an end date is not specified, ads will auto-renew on the 1st of the month.

Customer targeting

Select which customers see your ad, or let Grubhub optimize your campaign to maximize returns

☒ Any (recommended)

☐ GH+ customers

Time targeting

☐ Days of the week

☐ Time of day

Monthly budget *

\$0.00

Note: Our budgeting system will attempt to spend your full budget by the end of each month, regardless of start date.

☐ I agree that participation in the Grubhub marketing platform is governed by the [Grubhub Marketing Terms](#). I have reviewed the Terms closely for important terms that apply to the platform, including regarding payment and cancellation.

[Start my paid ad campaign](#)

Campaign Set Up and Edits: Finalizing a Campaign

The campaign shown to the right will not have any targeting parameters set, which is recommended



Set up an ad campaign

Start date *
11/03/25

End date
12/31/25

If an end date is not specified, ads will auto-renew on the 1st of the month.

Customer targeting
Select which customers see your ad, or let Grubhub optimize your campaign to maximize returns

☒ Any (recommended)

☐ GH+ customers

Time targeting

☐ Days of the week

☐ Time of day

Monthly budget *
\$500.00

Note: Our budgeting system will attempt to spend your full budget by the end of each month, regardless of start date.

☒ I agree that participation in the Grubhub marketing platform is governed by the [Grubhub Marketing Terms](#). I have reviewed the Terms closely for important terms that apply to the platform, including regarding payment and cancellation.

[Start my paid ad campaign](#)

This campaign will go live with targeting parameters and will *only* show an ad to eligible GH+ customers on Tuesday



Set up an ad campaign

Start date *
11/03/25

End date
12/31/25

If an end date is not specified, ads will auto-renew on the 1st of the month.

Customer targeting
Select which customers see your ad, or let Grubhub optimize your campaign to maximize returns

☐ Any (recommended)

☒ GH+ customers

Time targeting

☒ Days of the week

Tues

☐ Time of day

Monthly budget *
\$500.00

Note: Our budgeting system will attempt to spend your full budget by the end of each month, regardless of start date.

☒ I agree that participation in the Grubhub marketing platform is governed by the [Grubhub Marketing Terms](#). I have reviewed the Terms closely for important terms that apply to the platform, including regarding payment and cancellation.

[Start my paid ad campaign](#)

Campaign Set-Up: Best Practices

Topic	Recommendations
Targeting Strategy	<ul style="list-style-type: none">• We generally recommend avoiding targeting as it uses exact match methodology, limiting reach and spend potential<ul style="list-style-type: none">◦ With exact match targeting, you only show your ad to a specified set of diners. Ex: If you target Monday, you will only be eligible to show ads to diners on Monday, as opposed to every day of the week
Optimize Budget Allocation	<ul style="list-style-type: none">• With no targeting, consolidate budget into one campaign (e.g., one campaign at \$200 is better than two at \$100) to prevent internal ad group competition
Targeting Exception	<ul style="list-style-type: none">• If targeting is necessary (e.g., time-of-day), multiple campaigns are appropriate if audience segments do not overlap (e.g., Sundays-only vs. Fridays-only)
Long-Term Strategy	<ul style="list-style-type: none">• For continuous advertising, use a single, continuous campaign across the full duration (e.g., Dec-Jan in one campaign). This saves time and allows the bidding system to carry over performance learnings month-to-month

Koddi Setup:
Follow the
upcoming steps to
start using Koddi

Creating a Koddi Account

Step 1:

GFR user must click the following Koddi link: <https://koddi.io/#/grubhub/login>; this link is also present in GFR via clicking “Open Ads Reporting.”

They will be directed to the login screen shown below

GRUBHUB

Orders 5

Dashboard

Reports ▾

Insights ▾

Menu

Financials ▾

Ratings and reviews ▾

Marketing ▴

Ads

Promotions reporting

Promotions manager

Loyalty program

Services

Direct ▾ New

Settings ▾

Start/stop new orders

GRUBHUB For Merchants

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Ads

Ads Reporting

Grubhub has partnered with Koddi to launch Enhanced Reporting for Grubhub Ads. Find additional insights, multi-location reporting and more!

[Open Ads Reporting](#)

Current ad campaigns 0

You can run up to 10 ad campaigns at the same time. [Add a new campaign](#)

	Start date ▾	End date	Customer targeting	Days of week	Time of day	Monthly budget	Spend to date
▾	ENDED	09/18/2025	09/25/2025	All Customers		\$5.00	\$0.00

GRUBHUB

Welcome

Log in to Grubhub to continue.

Email address*

Password*

[Forgot password?](#)

Continue

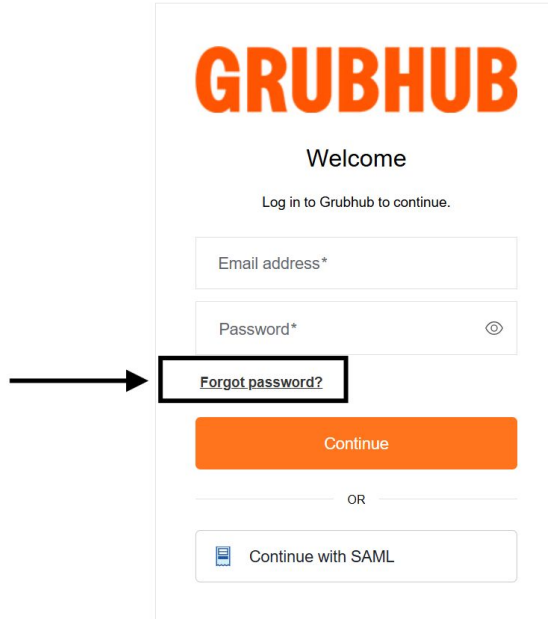
OR

Continue with SAML

Creating a Koddi Account

Step 2:

GFR user must click “Forgot password?”



The image shows the GrubHub login interface. At the top is the 'GRUBHUB' logo in orange. Below it is the word 'Welcome' and the instruction 'Log in to Grubhub to continue.' There are two input fields: 'Email address*' and 'Password*'. The 'Forgot password?' link is located below the password field and is highlighted with a black rectangular box. A black arrow points from the left towards this box. Below the input fields is an orange 'Continue' button. Underneath the button is the text 'OR' and a link that says 'Continue with SAML' with a small icon to its left.

GRUBHUB

Welcome

Log in to Grubhub to continue.


Email address*

Password*

[Forgot password?](#)

Continue

OR

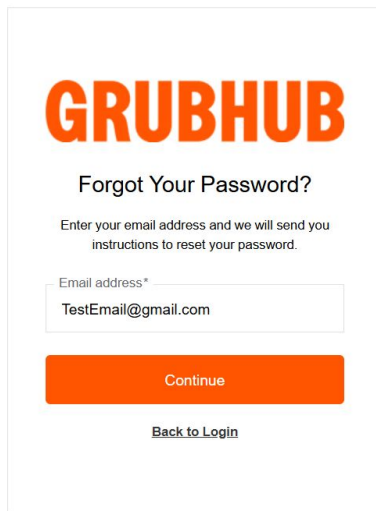
 Continue with SAML

Creating a Koddi Account

Step 3:

GFR user must submit their email address (same one used in GFR) and click “Continue”

Note: GFR access is given to the primary user associated with each merchant location. Thus, if you are the primary email contact for 2 locations, you will be able to view the advanced reporting metrics for each location within Koddi

A screenshot of the GrubHub password reset interface. At the top is the GrubHub logo in orange. Below it is the heading "Forgot Your Password?" followed by the instruction "Enter your email address and we will send you instructions to reset your password." There is a text input field labeled "Email address*" containing the text "TestEmail@gmail.com". Below the input field is an orange button labeled "Continue". At the bottom is a link labeled "Back to Login".

GRUBHUB

Forgot Your Password?

Enter your email address and we will send you instructions to reset your password.

Email address*

TestEmail@gmail.com

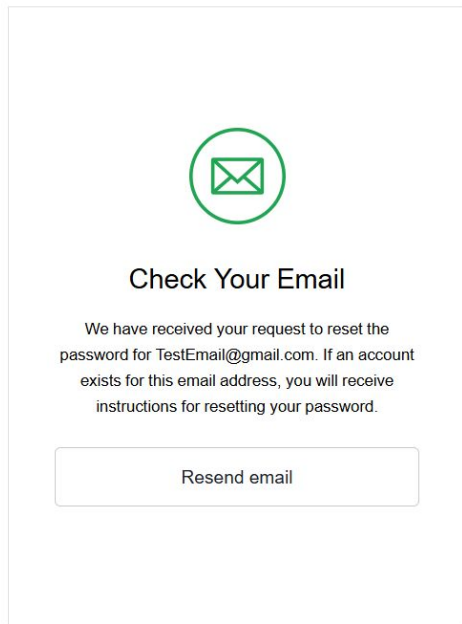
Continue

[Back to Login](#)

Creating a Koddi Account

Step 4:

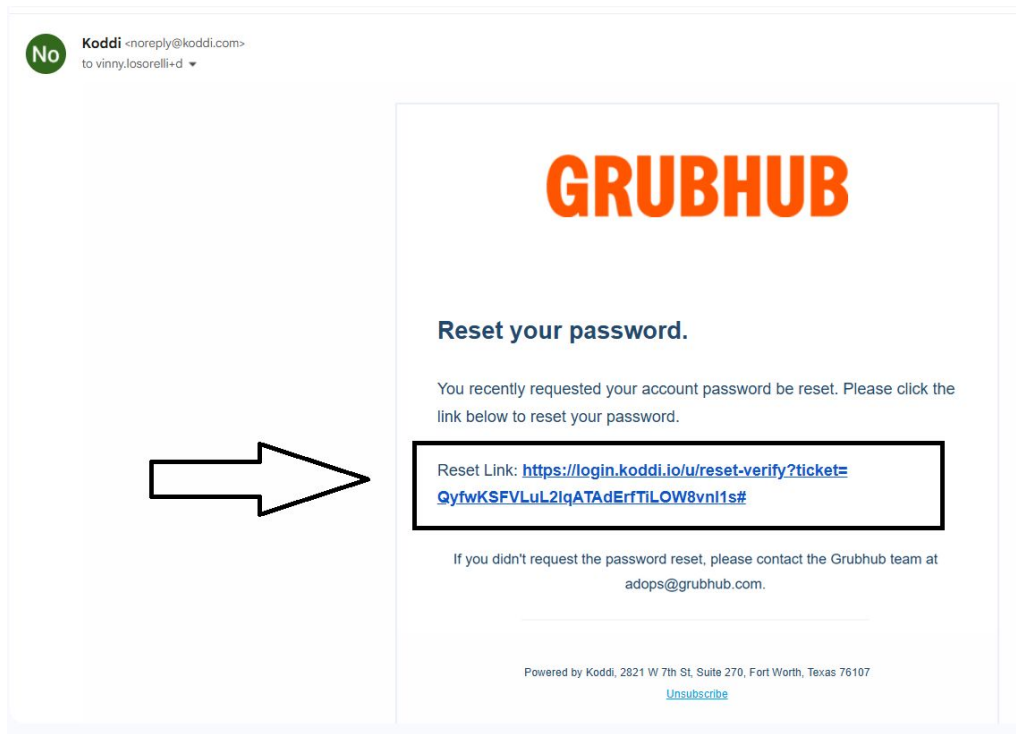
GFR user will be driven to a confirmation screen asking them to check their email. This email will contain a link from Koddi to set a password.



Creating a Koddi Account

Step 5:

GFR user must open the email and click on the “Reset Link” provided. This link will be active for *24 hours*.



Creating a Koddi Account

Step 6:

GFR user will be driven to the Koddi UI to set a password. User must create their password and select “Reset password”

The password must contain the following requirements:

- At least 8 characters
- At least 3 of the following:

1) Lower case letters

(a-z)

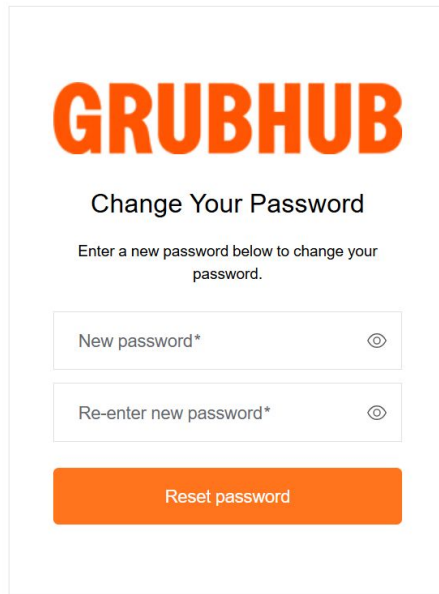
2) Upper case letters

(A-Z)

3) Numbers (0-9)

4) Special characters

(e.g. !@#\$%^&*)



The screenshot shows a web form for changing a password. At the top is the GrubHub logo in orange. Below it is the title 'Change Your Password' in black. A subtitle reads 'Enter a new password below to change your password.' There are two input fields: 'New password*' and 'Re-enter new password*', both with orange eyes for toggling visibility. At the bottom is an orange button labeled 'Reset password'.

Creating a Koddi Account

Step 7:

Once a successful password is submitted and accepted, the user will be driven to a “Password Changed!” success screen.



Password Changed!

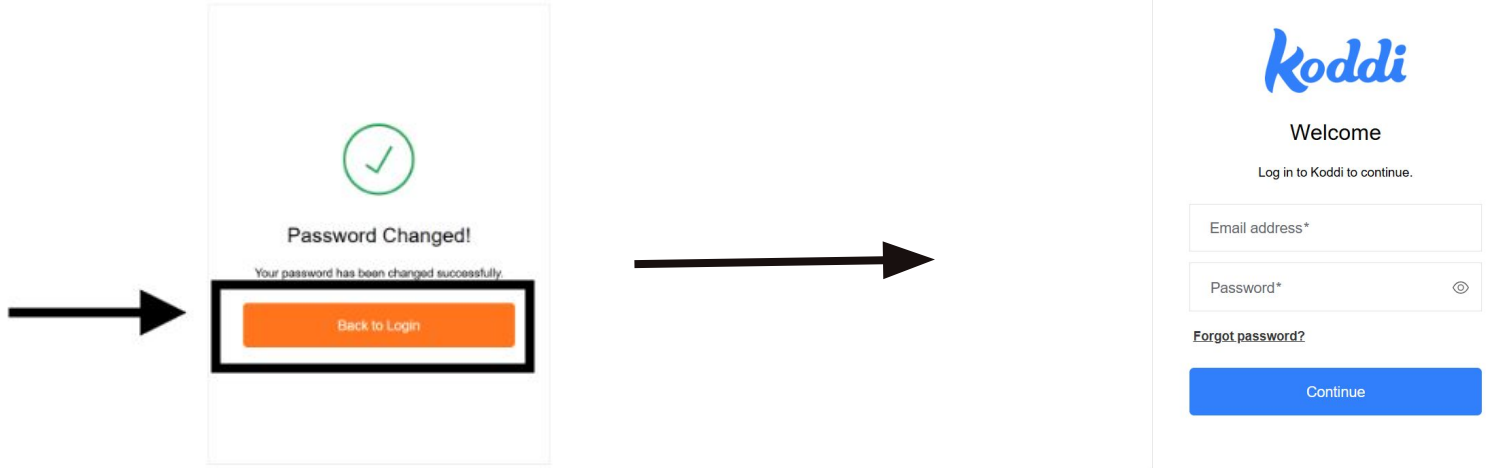
Your password has been changed successfully.

[Back to Login](#)

Creating a Koddi Account

Step 8a:

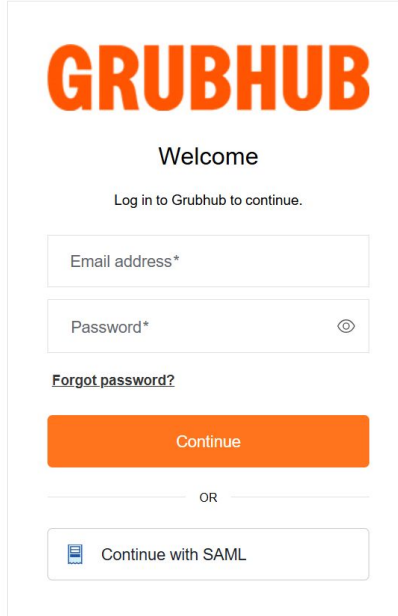
User can select “Back to Login” and they will be driven to universal Koddi login page. User can then login using their email and newly created password.



Creating a Koddi Account

Step 8b:

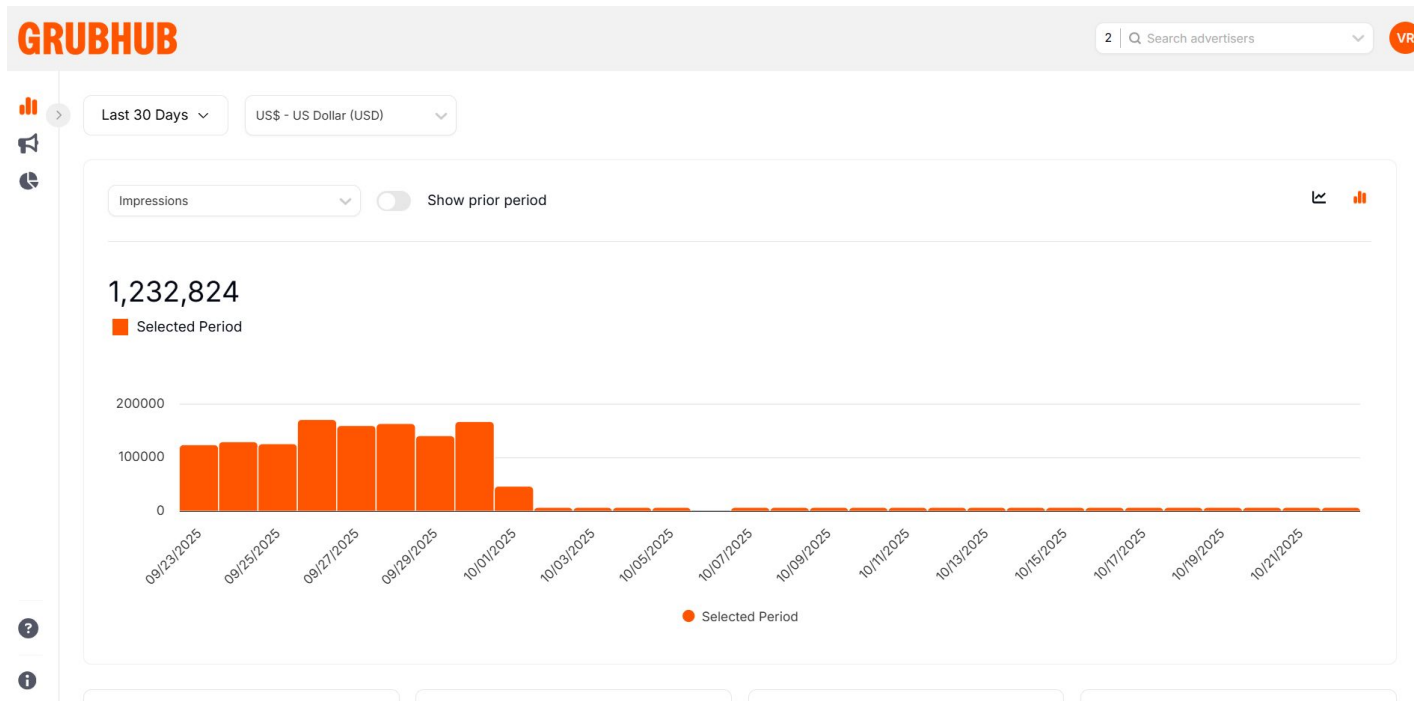
User can also go back into GFR and re-click the Koddi link present in the Ads tab within GFR. They can then submit their email address and newly created password to login.

A screenshot of the GrubHub login interface. At the top is the 'GRUBHUB' logo in orange. Below it is the word 'Welcome' in black. A line of text says 'Log in to Grubhub to continue.' There are two input fields: 'Email address*' and 'Password*'. The password field has an eye icon to its right. Below the password field is a link that says 'Forgot password?'. A large orange button labeled 'Continue' is positioned below the links. Underneath the button is a horizontal line with the word 'OR' in the center. At the bottom is a button with a blue icon and the text 'Continue with SAML'.

Creating a Koddi Account

Step 9:

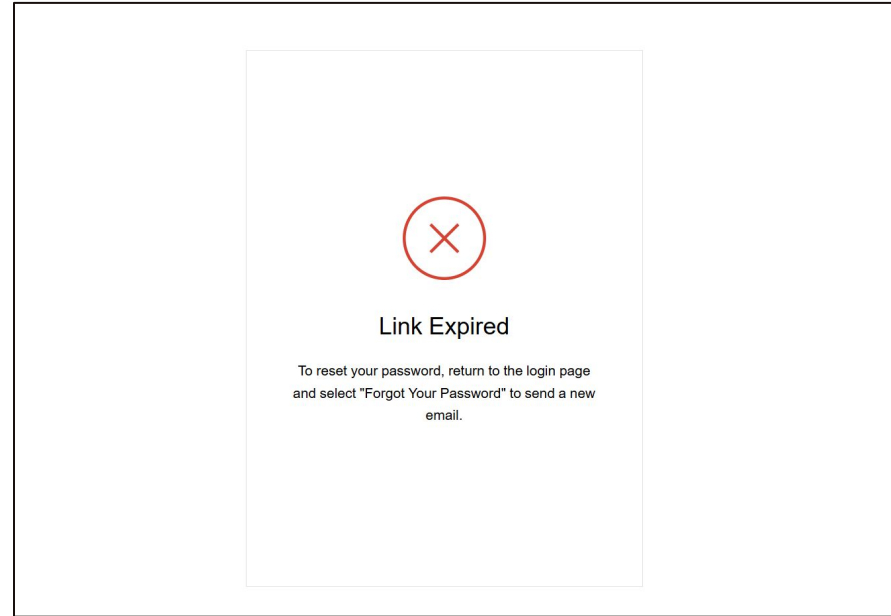
Once logged in, the user will be driven to the default view within Koddi.



Additional Callouts: Koddi Access

Please note that the password reset link is active for 24 hours. If the user clicks the link after 24 hours, the link will be expired. The user must re-send a new email by following the "Forgot Password" steps again

Moreover, for those running an ad campaign via GFR for the first time, Koddi access will not be immediately available. Please expect a delay of 2–3 weeks after starting your first ad campaign until Koddi access is available



Koddi Reporting

To access Koddi reporting, navigate to the Ads tab within GFR and select the “Open Ads Reporting” button.

GRUBHUB

Orders **5**

Dashboard

Reports ▾

Insights ▾

Menu

Financials ▾

Ratings and reviews ▾

Marketing ^

Ads

Promotions reporting

Promotions manager

Loyalty program

Services

Direct ▾ **New**

Settings ▾

Start/stop new orders

Ads

The Krusty Krab - 233 S Wacker Dr ▾

Ads Reporting

Grubhub has partnered with Koddi to launch **Enhanced Reporting** for Grubhub Ads. Find additional insights, multi-location reporting and more!

Open Ads Reporting ↗

Current ad campaigns **0**

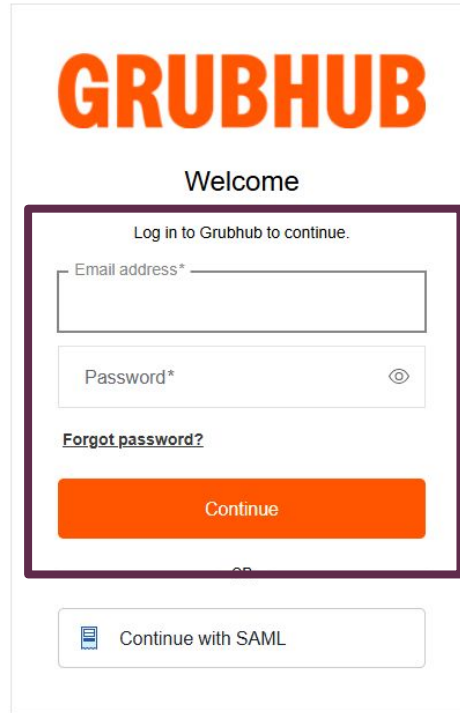
You can run up to 10 ad campaigns at the same time. **Add a new campaign**

	Start date ▾	End date	Customer targeting	Days of week	Time of day	Monthly budget	Spend to date
▾	ENDED	09/18/2025	09/25/2025	All Customers		\$5.00	\$0.00

GRUBHUB For Merchants

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Log-in With Correct Credentials




The image shows a login form for GrubHub. At the top is the GrubHub logo in orange. Below it is the word "Welcome" in black. The main login area is enclosed in a dark purple border and contains the text "Log in to Grubhub to continue." followed by two input fields: "Email address*" and "Password*". The password field has a toggle icon (an eye) to its right. Below the password field is a link that says "Forgot password?". At the bottom of the purple-bordered area is an orange "Continue" button. Below this entire section is a button labeled "Continue with SAML" which includes a small icon of a document with a checkmark.

GRUBHUB

Welcome


Log in to Grubhub to continue.

Email address*

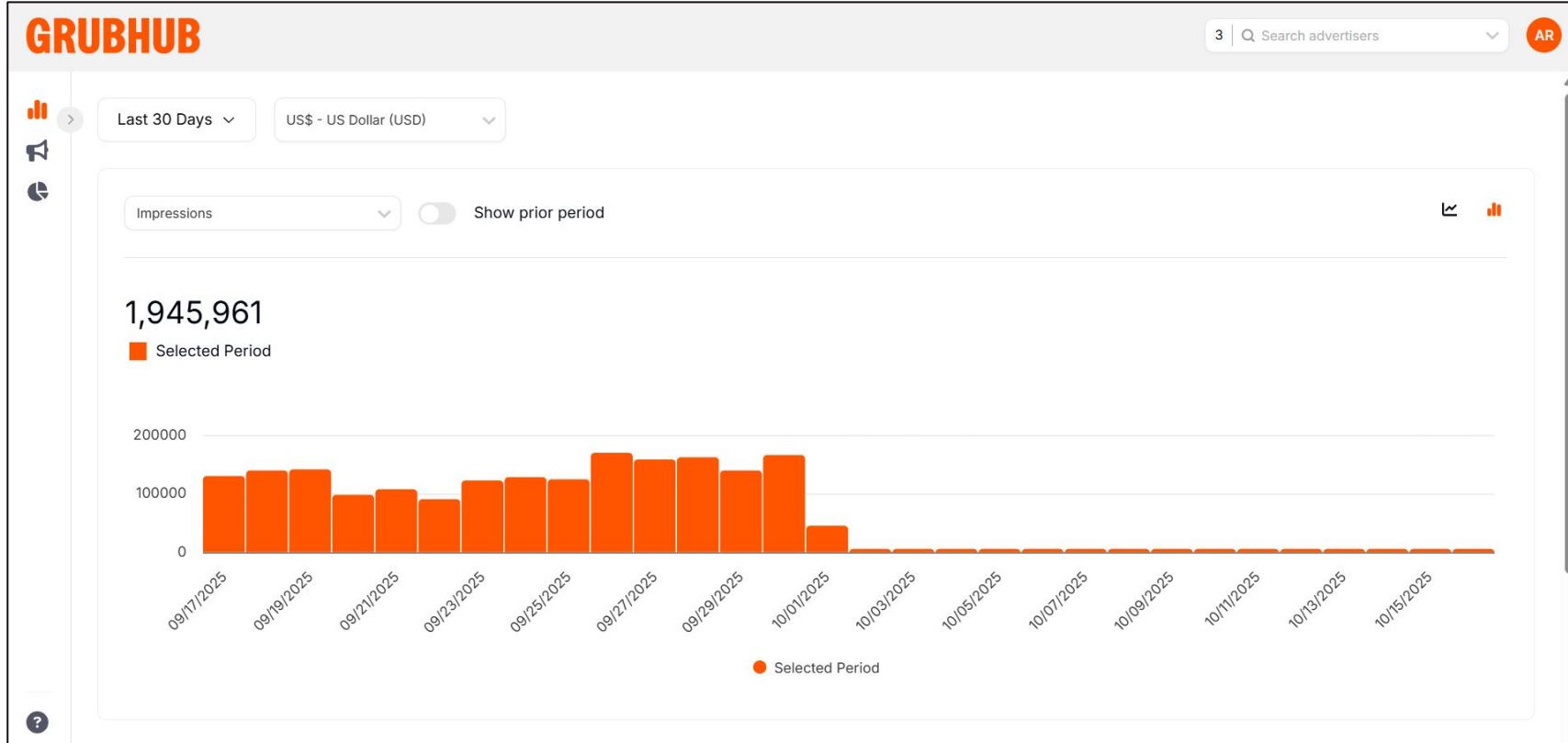
Password* 

[Forgot password?](#)

Continue

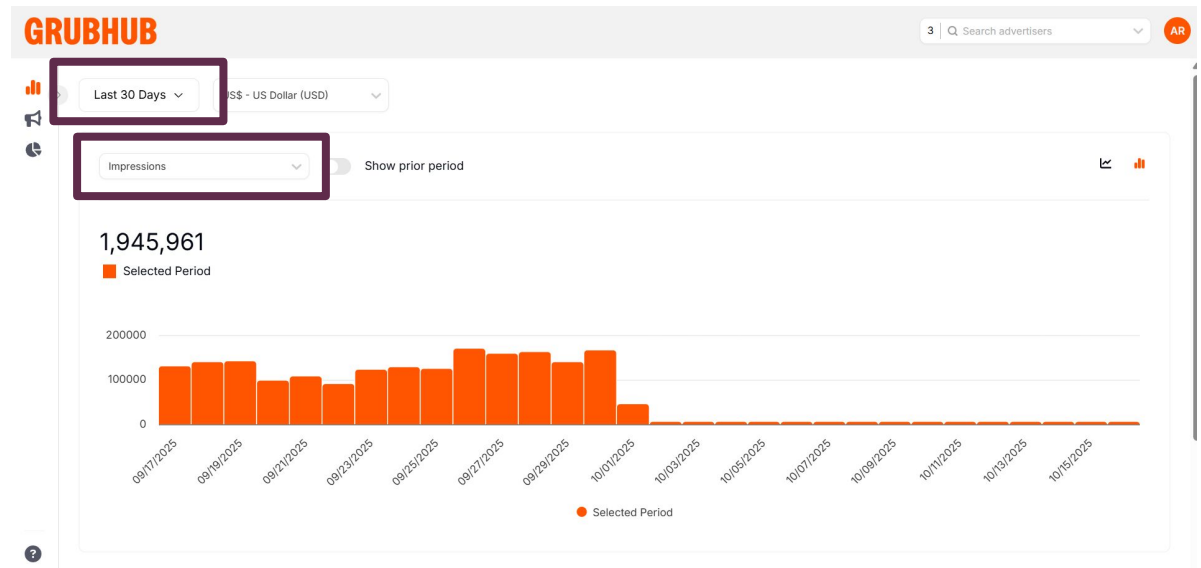
 Continue with SAML

After logging in, Koddi defaults to the Advertiser Insights Dashboard, also known as the Overview tab:

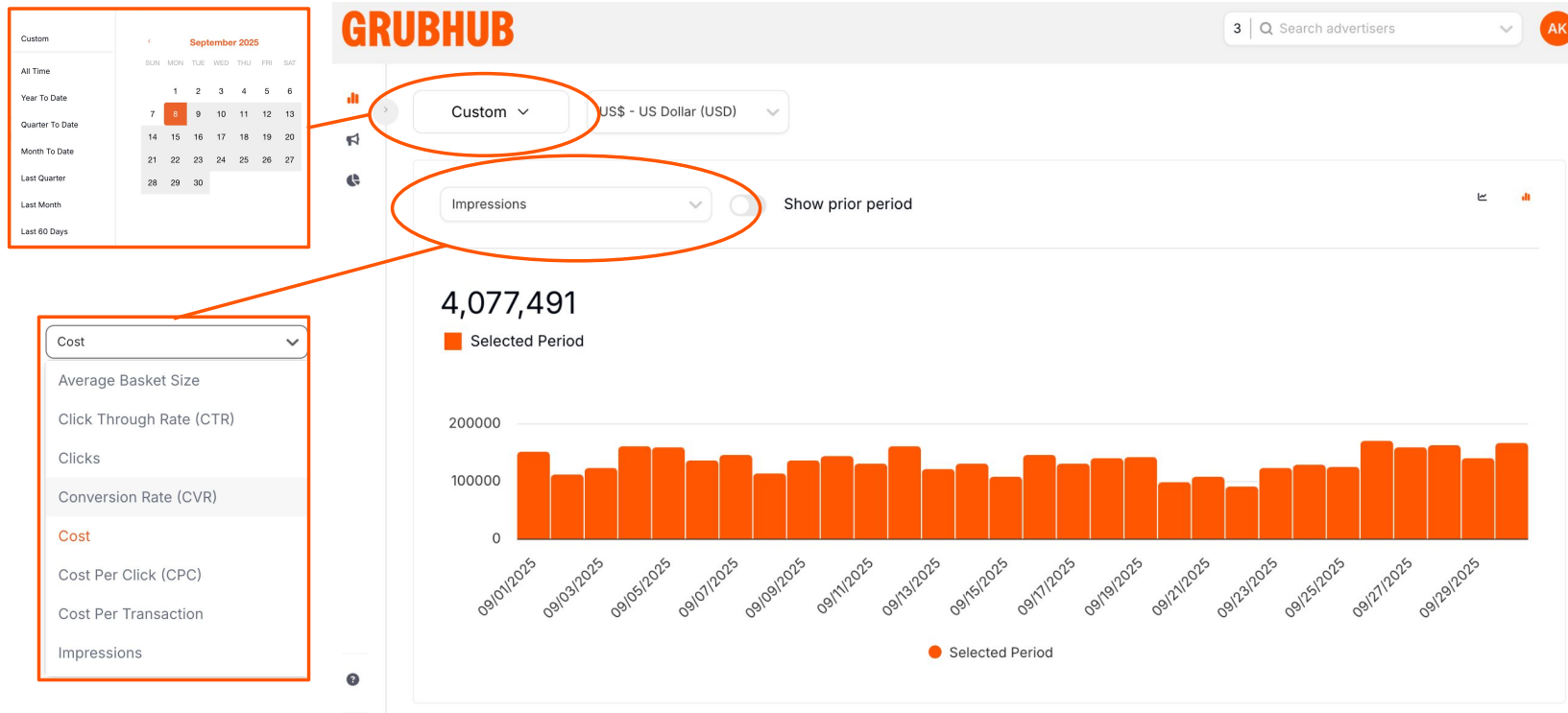


Advertiser Insights Dashboard Overview

1. Users can view performance by adjusting the time frame in the top left of the screen (this defaults to last 30 days)
2. Users can also view data for different metrics (one at a time) by utilizing the dropdown that defaults to “Impressions” (the default may change over time). Metrics include cost, orders, revenue, and more!

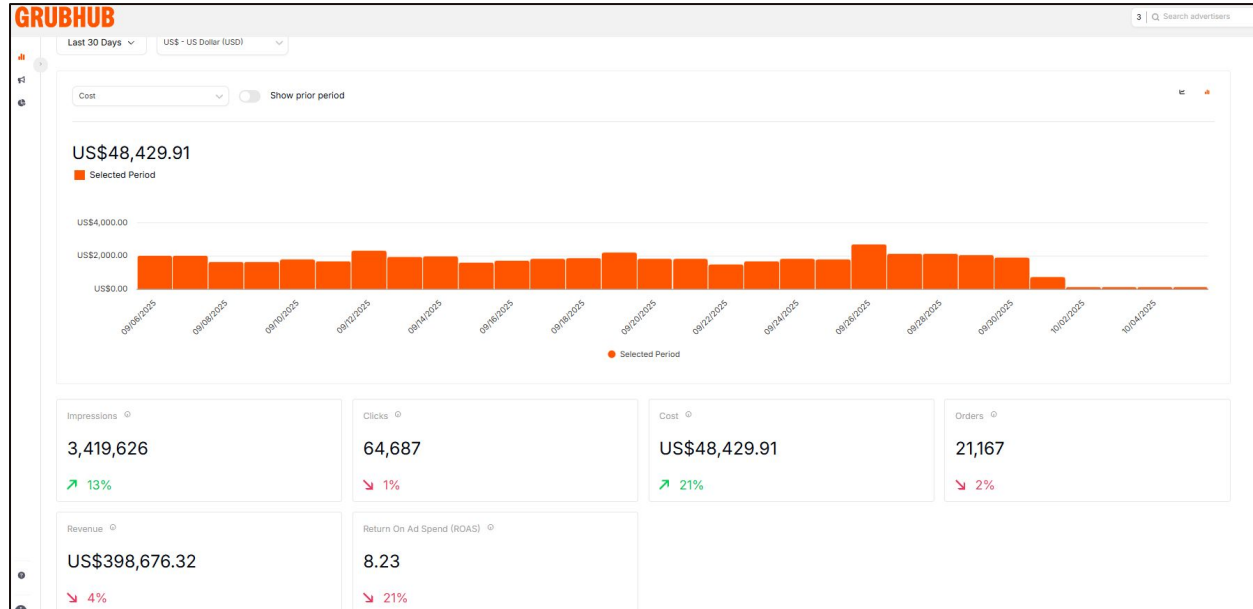


Advertiser Insights Dashboard Pop-outs



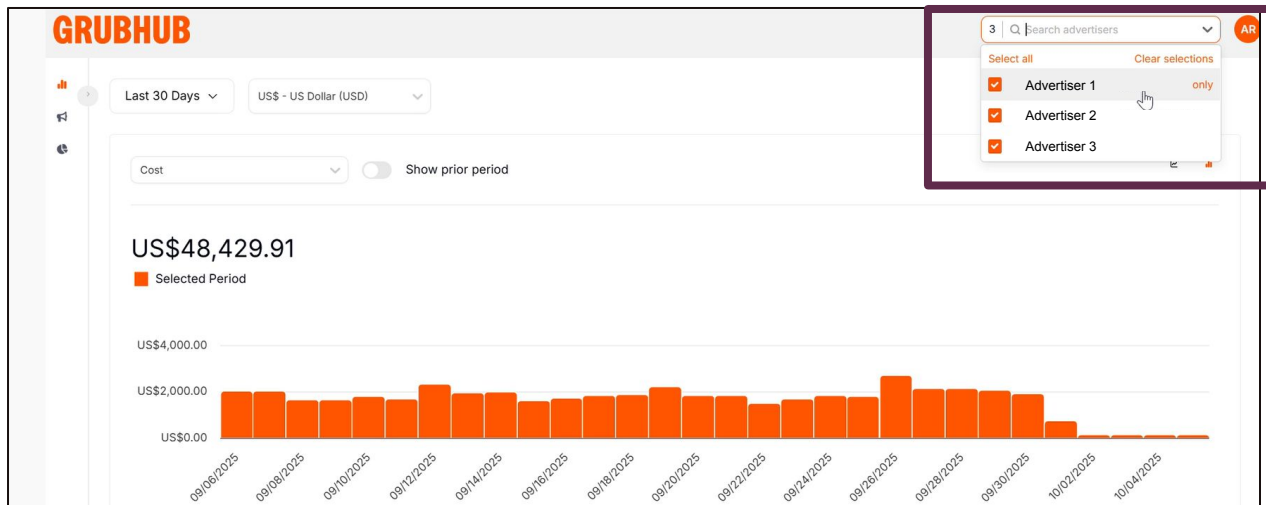
Advertiser Insights Dashboard Overview

Users also see a variety of data points lower down on the page. Data points are totals for the period of time selected



Toggling between CIDs

Users with one email that is associated with multiple locations can toggle between each location, or multi-select locations, in the top right corner. This can be helpful in toggling between looking at performance for multiple locations grouped together and looking at individual performance



Finding Merchant Within Koddi

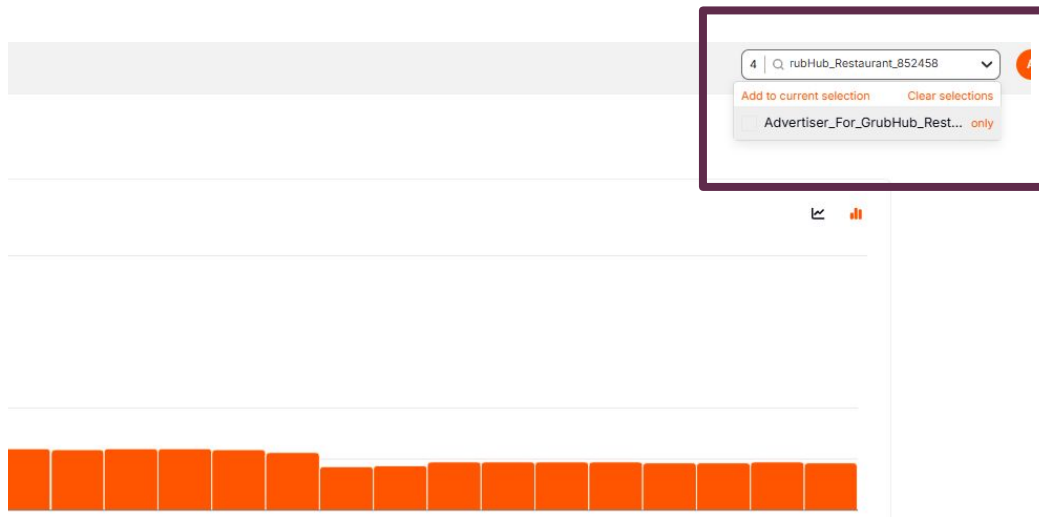
Each advertiser is named in Koddi with the following naming convention:

Advertiser_For_GrubHub_Restaurant_CID

Thus, if CID 852458 started ads, the location's advertiser name would be:

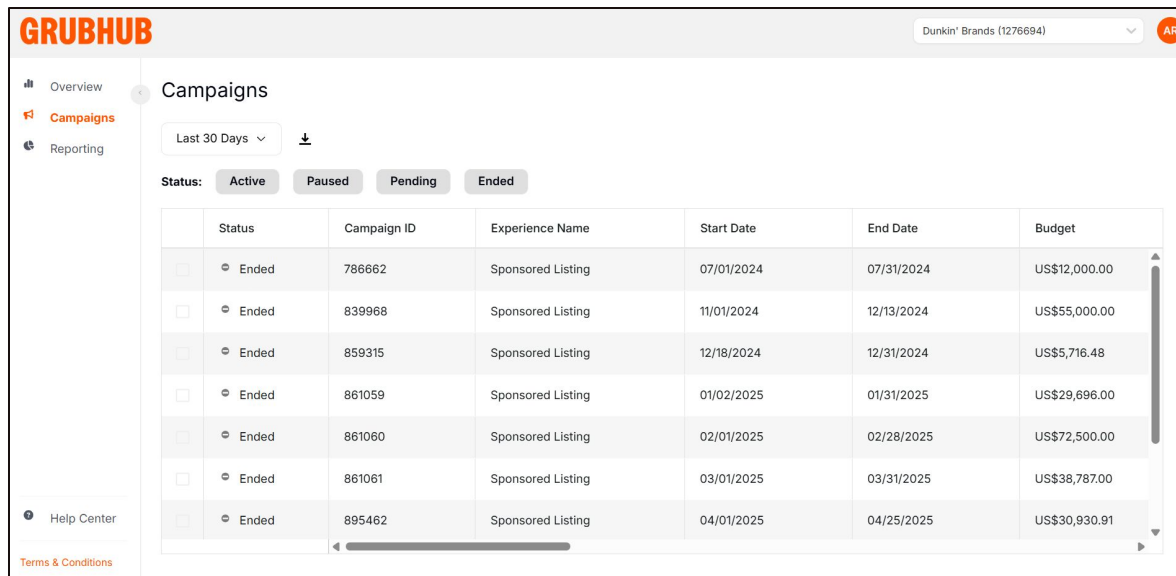
Advertiser_For_GrubHub_Restaurant_852458

If you have access to multiple locations' ads campaigns and are looking to select an advertiser, it is recommended to type in just the CID or the entire string as mentioned above. Then, you can select the relevant advertiser(s) desired



Campaigns Tab

- Navigate between tabs via the pop-out on the left (Overview, Campaigns, Reporting)
- The campaigns tab provides insights into active and past campaigns. Data points include GFR data points along with additional ones such as CVR, CTR, and more



GRUBHUB Dunkin' Brands (1276694) AR

Overview Campaigns Reporting

Last 30 Days ▾ ⌵

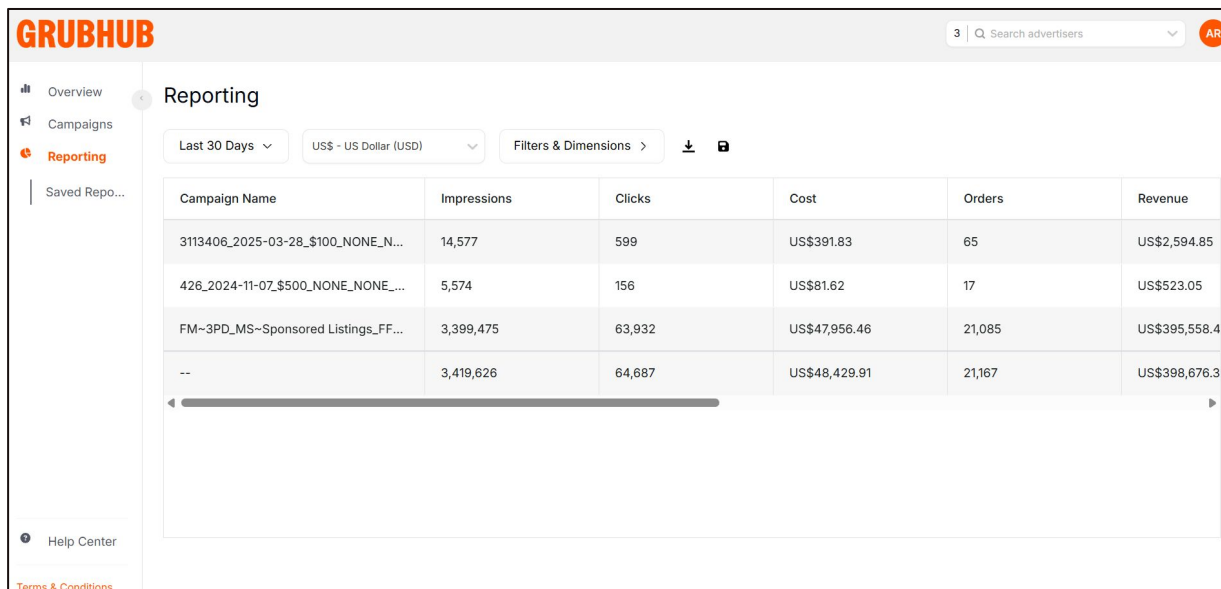
Status: Active Paused Pending Ended

	Status	Campaign ID	Experience Name	Start Date	End Date	Budget
<input type="checkbox"/>	ⓘ Ended	786662	Sponsored Listing	07/01/2024	07/31/2024	US\$12,000.00
<input type="checkbox"/>	ⓘ Ended	839968	Sponsored Listing	11/01/2024	12/13/2024	US\$55,000.00
<input type="checkbox"/>	ⓘ Ended	859315	Sponsored Listing	12/18/2024	12/31/2024	US\$5,716.48
<input type="checkbox"/>	ⓘ Ended	861059	Sponsored Listing	01/02/2025	01/31/2025	US\$29,696.00
<input type="checkbox"/>	ⓘ Ended	861060	Sponsored Listing	02/01/2025	02/28/2025	US\$72,500.00
<input type="checkbox"/>	ⓘ Ended	861061	Sponsored Listing	03/01/2025	03/31/2025	US\$38,787.00
<input type="checkbox"/>	ⓘ Ended	895462	Sponsored Listing	04/01/2025	04/25/2025	US\$30,930.91

Help Center Terms & Conditions

Reporting Tab

- The reporting tab is the bottom option on the pop-out tab present on the left side of the screen
- When selected, it will automatically pull campaign details over the last 30 days



The screenshot shows the GRUBHUB Reporting interface. On the left is a sidebar with navigation options: Overview, Campaigns, Reporting (highlighted), and Saved Repo... At the top right, there's a search bar for advertisers and a user profile icon. Below the sidebar, the main area is titled 'Reporting'. It includes filters for 'Last 30 Days', 'US\$ - US Dollar (USD)', and 'Filters & Dimensions'. A table displays campaign data with columns for Campaign Name, Impressions, Clicks, Cost, Orders, and Revenue. The table has four data rows and a summary row. A scrollbar is visible at the bottom of the table.

Campaign Name	Impressions	Clicks	Cost	Orders	Revenue
3113406_2025-03-28_\$100_NONE_N...	14,577	599	US\$391.83	65	US\$2,594.85
426_2024-11-07_\$500_NONE_NONE...	5,574	156	US\$81.62	17	US\$523.05
FM~3PD_MS~Sponsored Listings_FF...	3,399,475	63,932	US\$47,956.46	21,085	US\$395,558.4
--	3,419,626	64,687	US\$48,429.91	21,167	US\$398,676.3

Reporting Tab

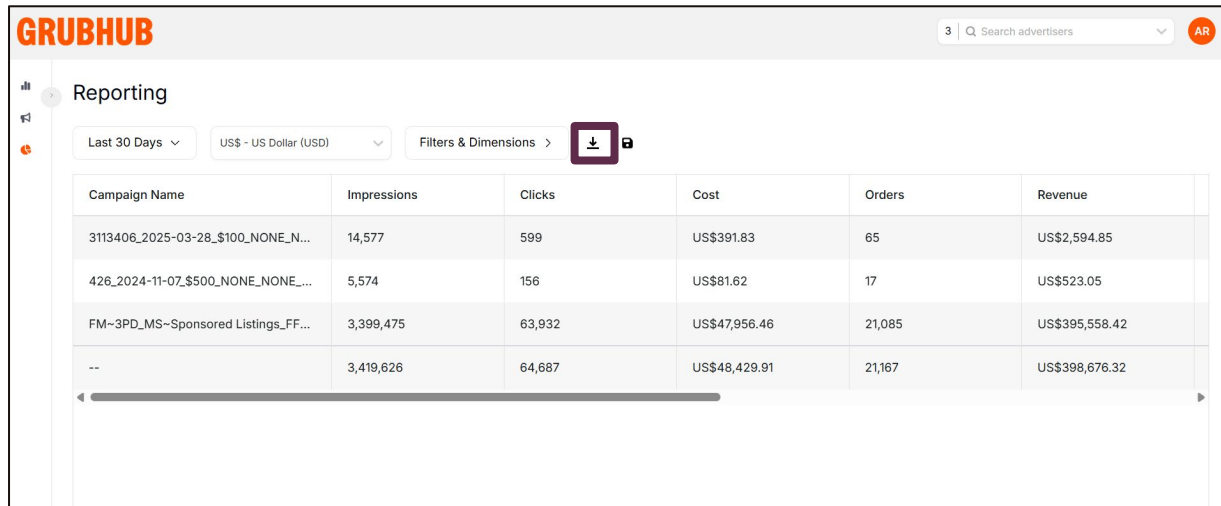
- To adjust the time frame, select the dropdown titled “Last 30 Days.” A wide array of options are available to be selected from and a custom date range can be created by selection individual days
- Make sure to select “Apply” after making time frame changes

The screenshot displays the GRUBHUB Reporting interface. At the top, the 'Reporting' tab is active. Below it, there's a dropdown menu for 'Last 30 Days' which is currently open, showing options like 'All Time', 'Year To Date', 'Quarter To Date', 'Month To Date', 'Last Quarter', 'Last Month', and 'Last 60 Days'. A custom date range is also visible, set from '3113406_202' to '426_2024-11'. The main area shows a calendar for September and October 2025, with the date '6' in September highlighted. To the right, there's a table with columns 'Orders' and 'Revenue'.

Orders	Revenue
65	US\$2,594.85
17	US\$523.05
21,085	US\$395,558.42
21,167	US\$398,676.32


Reporting Tab

- To download the data as a CSV, select the down arrow icon. This is the best option if looking to analyze the data in Google Sheets or Excel, as the data can be easily imported to both



GRUBHUB 3 | Search advertisers

Reporting

Last 30 Days | US\$ - US Dollar (USD) | Filters & Dimensions | 

Campaign Name	Impressions	Clicks	Cost	Orders	Revenue
3113406_2025-03-28_\$100_NONE_N...	14,577	599	US\$391.83	65	US\$2,594.85
426_2024-11-07_\$500_NONE_NONE...	5,574	156	US\$81.62	17	US\$523.05
FM~3PD_MS~Sponsored Listings_FF...	3,399,475	63,932	US\$47,956.46	21,085	US\$395,558.42
--	3,419,626	64,687	US\$48,429.91	21,167	US\$398,676.32

Reporting Tab

- Reports can also be saved. This is helpful if you are looking to run recurring reports, or are looking to recall specific dimensions of a past, detailed report. To do so, select the floppy disc icon

GRUBHUB 3 | Search advertisers AR

Reporting

Last 30 Days ▼ US\$ - US Dollar (USD) ▼ Filters & Dimensions > ⬇️ 📁

Campaign Name	Impressions	Clicks	Cost	Orders	Revenue
3113406_2025-03-28_\$100_NONE_N...	14,577	599	US\$391.83	65	US\$2,594.85
426_2024-11-07_\$500_NONE_NONE...	5,574	156	US\$81.62	17	US\$523.05
FM~3PD_MS~Sponsored Listings_FF...	3,399,475	63,932	US\$47,956.46	21,085	US\$395,558.42
--	3,419,626	64,687	US\$48,429.91	21,167	US\$398,676.32

- Then, a pop-up will appear that asks for a title and a description of the report. Once you select “Continue,” the report will be saved

Save Report ✕

Report Name *

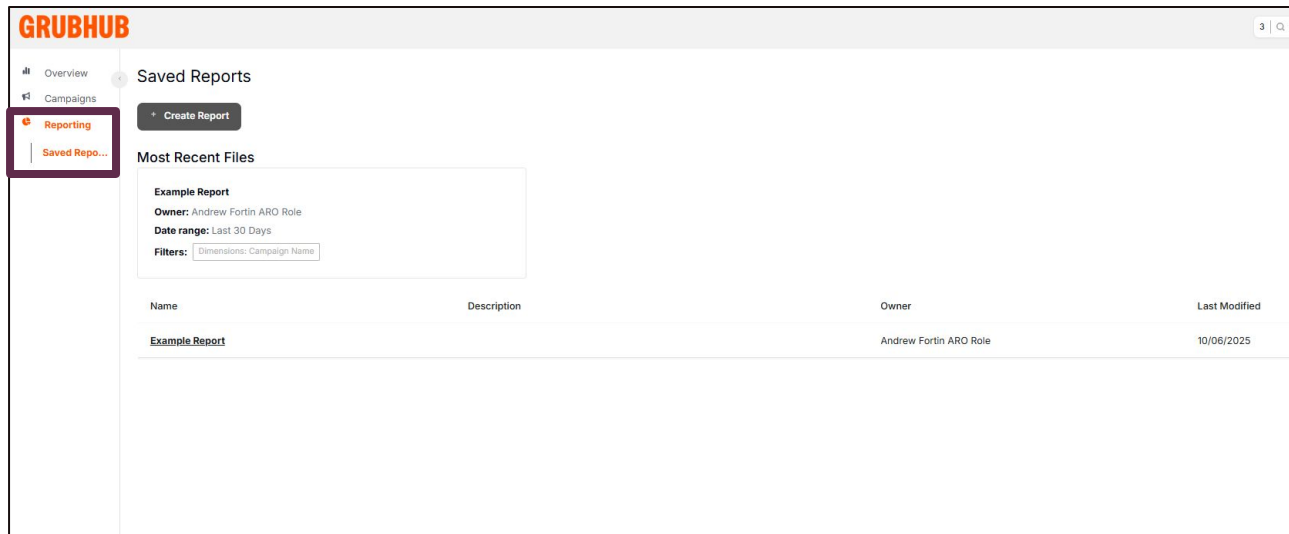
Example Report

Description

Cancel Continue

Reporting Tab

- To access saved reports, click on the “Reporting” tab of the pop-out screen and then the “Saved Reports” option will appear below. Select this option to access all saved reports
- To access the report, click on the report name. The report will then load with the previously selected parameters



GFR Reporting

- For a quick insight into ad performance, GFR reporting is still available.
- To review campaign metrics, select the down arrow next to an active or ended campaign
- Available data points to see are: clicks, impressions, CPC, and ROAS

Ads							
Current ad campaigns 1				You can run up to 10 ad campaigns at the same time.		Add a new campaign	
	Start date ▼	End date	Customer targeting	Days of week	Time of day	Monthly budget	Spend to date
▼ ACTIVE	10/15/2025		All Customers	Mon, Tues, Wed		\$200.00	\$0.00
▲ ENDED	09/19/2025	10/15/2025	All Customers	Mon, Tues, Wed		\$300.00	\$250.05
Clicks: 366		Cost per click (CPC): \$1.04					
Impressions: 33,137		Return on ad spend (ROAS): 7.71					



Additional Questions?

Reach out to your Account
Advisor!