

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

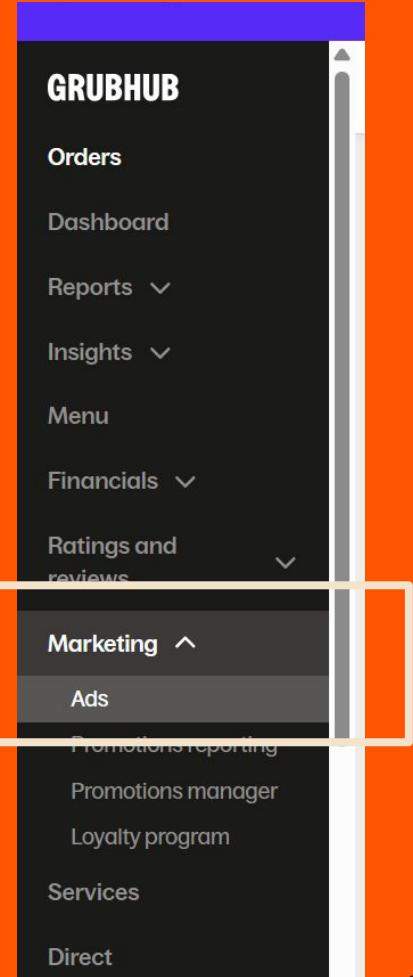
GFR
Campaign management (creating, pausing, ending campaigns) Basic campaign reporting

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**

### Launch an ad campaign

Take your sales to the next level by running your first ad, then sit back and watch your progress as orders roll in. Even the smallest ad can have a big impact, so try launching your first one today!

- Maximize your reach**  
Send to a specific audience or let our system optimize your audience for you.
- Customize your ad**  
Choose when your ad starts and ends, and target customers at specific times of the day.
- Set a monthly budget**  
Pick the maximum amount you'd like to spend per month. You'll never be charged above this budget.

[Get started](#)



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



**Ads**

### Current ad campaigns 1

You can run up to 10 ad campaigns at the same time.

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

[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 \*

End 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 \*

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.

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  Time of day

Tues

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.

# Campaign Set-Up: Best Practices

Topic	Recommendations
Targeting Strategy	<ul style="list-style-type: none"><li>• We generally recommend avoiding targeting as it uses exact match methodology, limiting reach and spend potential<ul style="list-style-type: none"><li>◦ 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</li></ul></li></ul>
Optimize Budget Allocation	<ul style="list-style-type: none"><li>• 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</li></ul>
Targeting Exception	<ul style="list-style-type: none"><li>• 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)</li></ul>
Long-Term Strategy	<ul style="list-style-type: none"><li>• 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</li></ul>

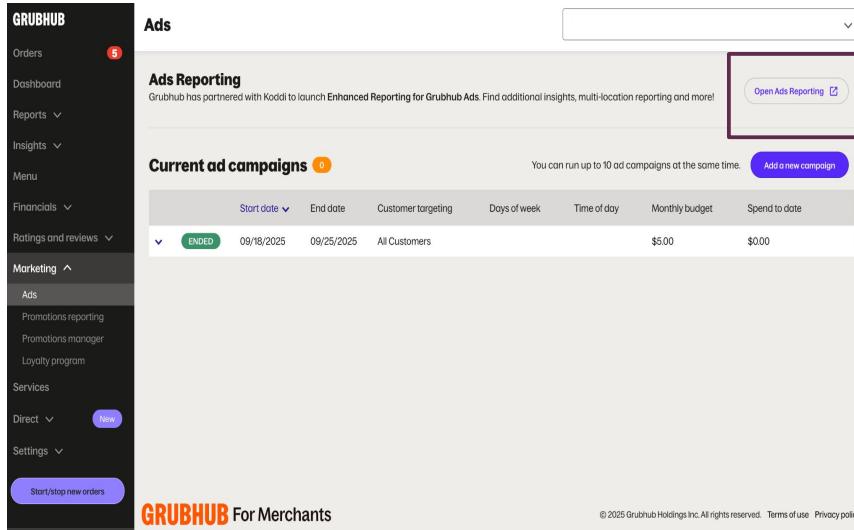
**Koddi Setup:  
Follow the  
upcoming steps to  
start using Koddi**

# Creating a Koddi Account

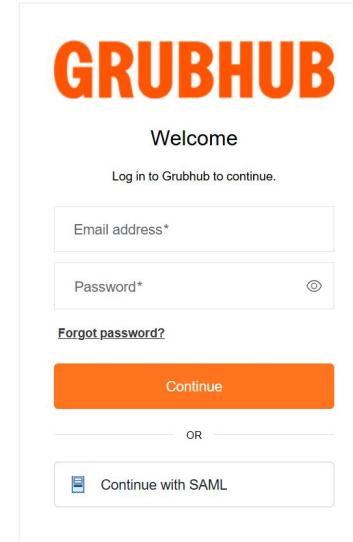
## Step 1:

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



The screenshot shows the Grubhub For Merchants dashboard. The left sidebar has a dark background with white text and includes sections for Orders, Dashboard, Reports, Insights, Menu, Financials, Ratings and reviews, Marketing (which is expanded to show Ads, Promotions reporting, Promotions manager, and Loyalty program), Services, Direct (with a 'New' button), and Settings. At the bottom of the sidebar is a purple 'Start/stop new orders' button. The main content area has a light gray background. At the top, it says 'Ads' and 'Ads Reporting'. Below that, a message says 'Grubhub has partnered with Koddi to launch Enhanced Reporting for Grubhub Ads. Find additional insights, multi-location reporting and more!' with a 'Open Ads Reporting' button. A purple box highlights this button. Below this, there's a section for 'Current ad campaigns' with a status of '0'. It includes fields for Start date (09/18/2025), End date (09/25/2025), Customer targeting (All Customers), Days of week, Time of day, Monthly budget (\$5.00), and Spend to date (\$0.00). At the bottom of the main content area is a 'GRUBHUB For Merchants' footer.

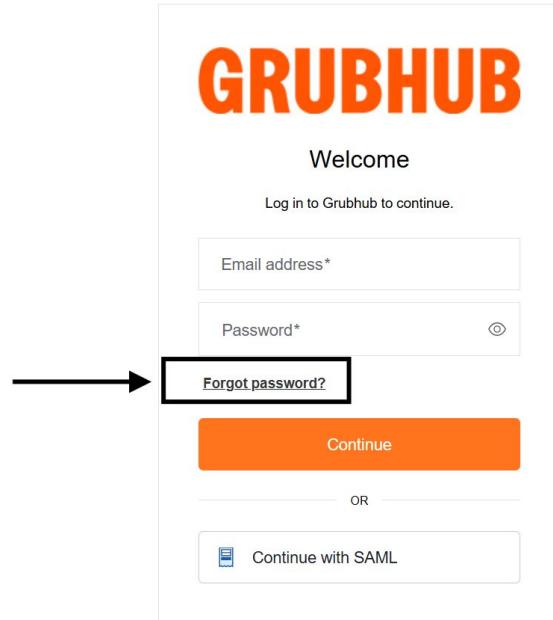


The screenshot shows the Grubhub login page. At the top is a large 'GRUBHUB' logo. Below it is the word 'Welcome'. A message says 'Log in to Grubhub to continue.' There are two input fields: 'Email address\*' and 'Password\*'. Below the password field is a 'Forgot password?' link. At the bottom of the page are two large orange buttons: 'Continue' and 'Continue with SAML'.

# Creating a Koddi Account

## Step 2:

GFR user must click “Forgot password?”

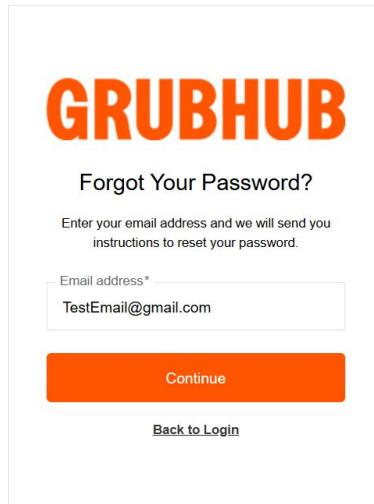


# Creating a Koddi Account

## Step 3:

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

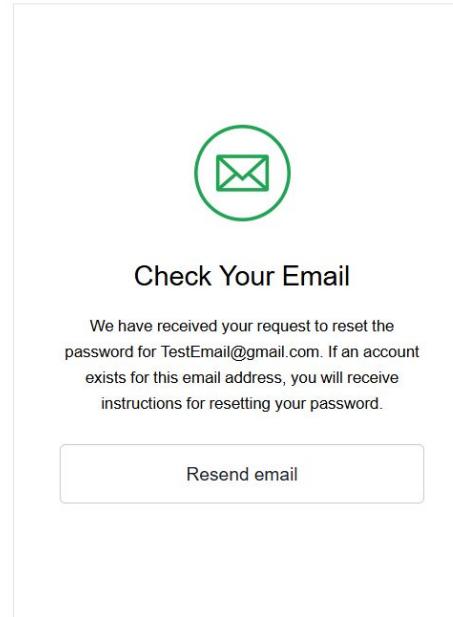
Note: GFR access is given to the primary user associated with each merchant location. Thus, if you are the primary email contact for 2 locations, you will be able to view the advanced reporting metrics for each location within Koddi



# Creating a Koddi Account

## Step 4:

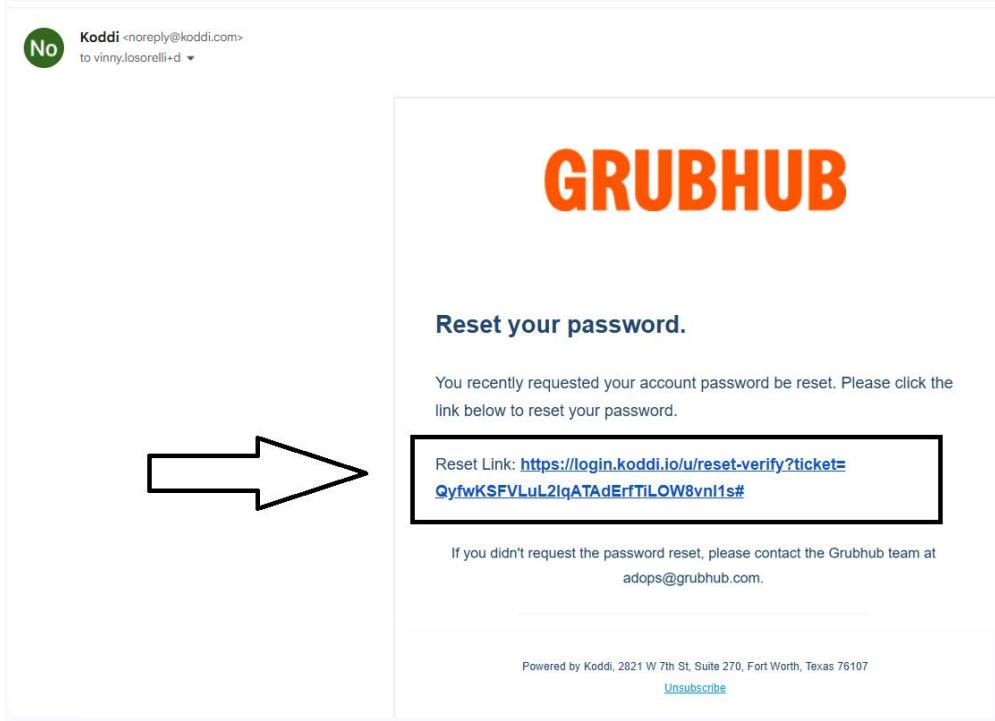
GFR user will be driven to a confirmation screen asking them to check their email. This email will contain a link from Koddi to set a password.



# 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.



The image shows an email from Koddi. The header shows 'No' (No reply) and 'Koddi <noreply@koddi.com> to vinny.losorelli+d'. The subject line is 'Reset your password.' The body of the email contains the text: 'You recently requested your account password be reset. Please click the link below to reset your password.' Below this, a large blue rectangular box contains the 'Reset Link: <https://login.koddi.io/u/reset-verify?ticket=GyfwKSFVLuL2lqATAdErfTiLOW8vnI1s#>'. At the bottom of the email, there is a note: 'If you didn't request the password reset, please contact the Grubhub team at adops@grubhub.com.' The footer of the email includes 'Powered by Koddi, 2821 W 7th St, Suite 270, Fort Worth, Texas 76107' and a 'Unsubscribe' link.

# 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. !@#\$%^&\*)

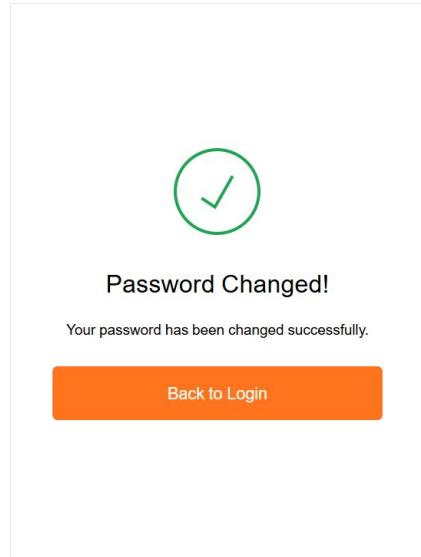


The image shows a screenshot of a password reset form titled "Change Your Password". The form is associated with the GrubHub brand, as evidenced by the large "GRUBHUB" logo at the top. The form itself is titled "Change Your Password" and contains two input fields: "New password\*" and "Re-enter new password\*". Both fields include a small circular icon with an eye symbol to the right, likely for password visibility. Below the input fields is a large orange button with the text "Reset password". The entire form is set against a white background with a thin gray border.

# Creating a Koddi Account

## Step 7:

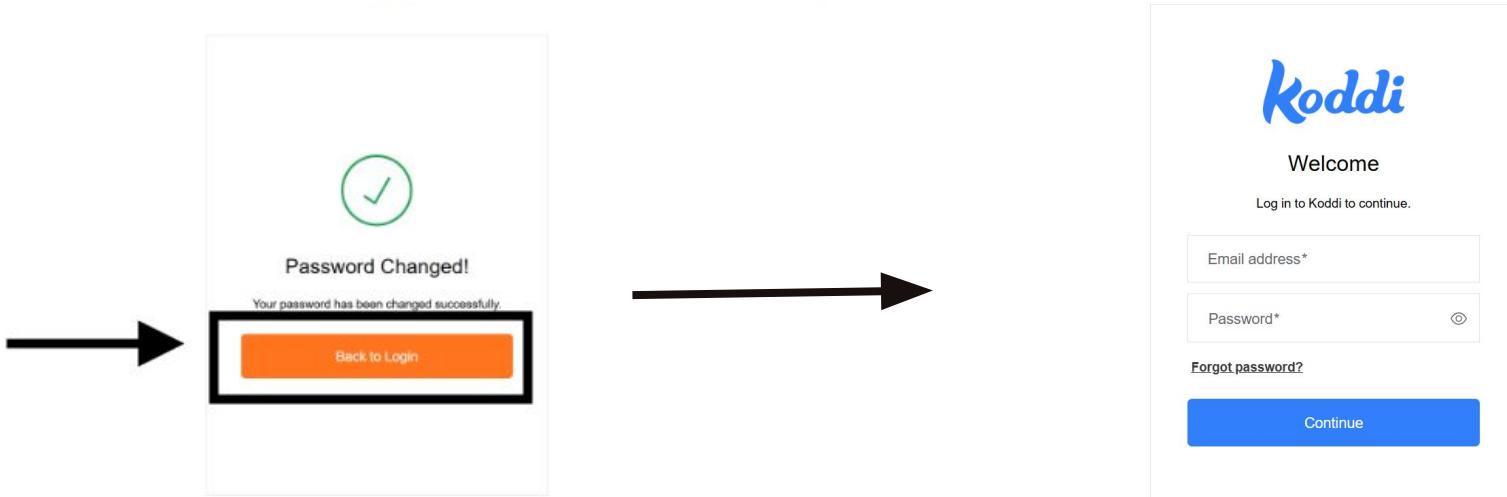
Once a successful password is submitted and accepted, the user will be driven to a “Password Changed!” success screen.



# Creating a Koddi Account

## Step 8a:

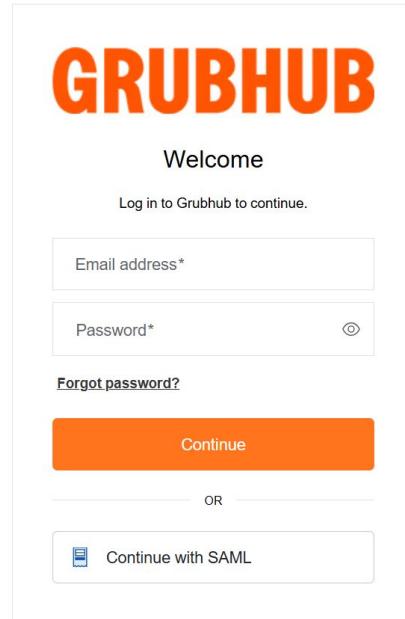
User can select “Back to Login” and they will be driven to universal Koddi login page. User can then login using their email and newly created password.



# Creating a Koddi Account

## Step 8b:

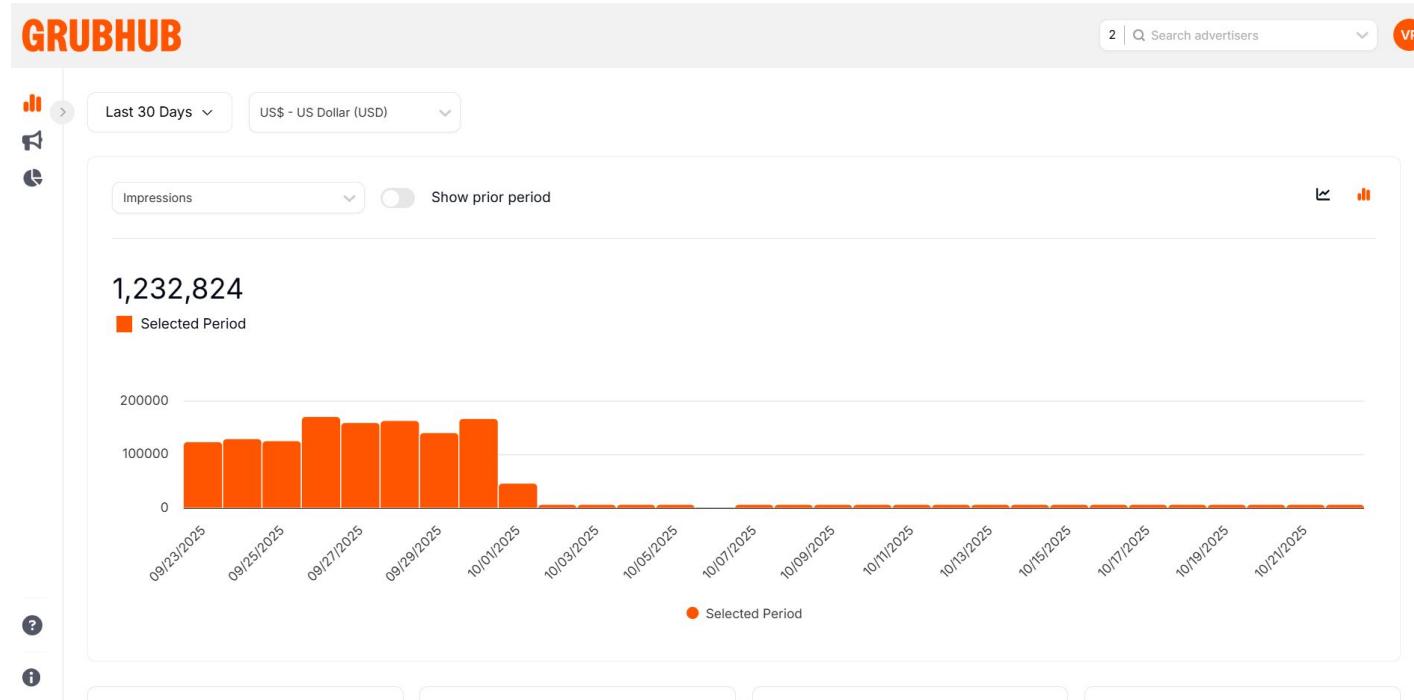
User can also go back into GFR and re-click the Koddi link present in the Ads tab within GFR. They can then submit their email address and newly created password to login.



# Creating a Koddi Account

## Step 9:

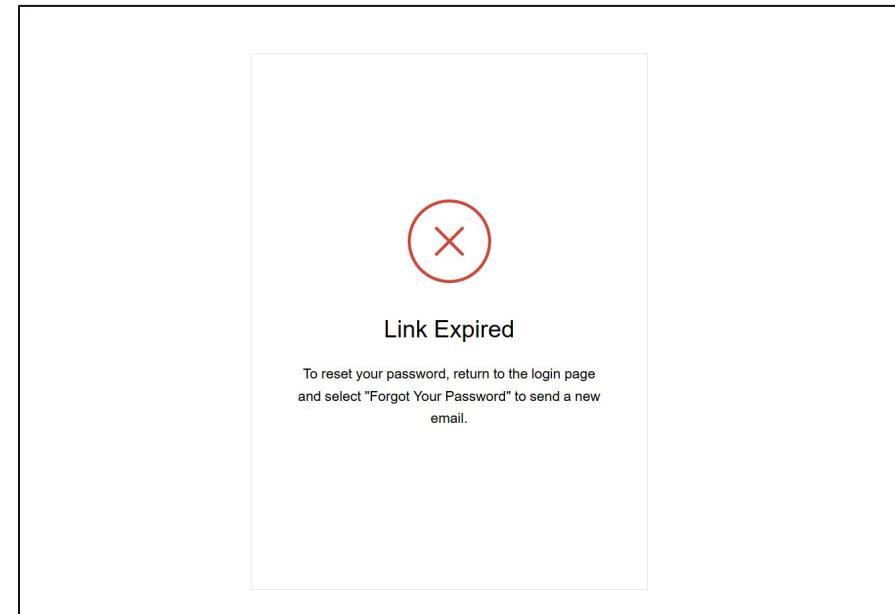
Once logged in, the user will be driven to the default view within Koddi.



## 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



Link Expired

To reset your password, return to the login page and select "Forgot Your Password" to send a new email.

# Koddi Reporting

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

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**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

**Marketing** ^

- Ads
- Promotions reporting
- Promotions manager
- Loyalty program

**Services**

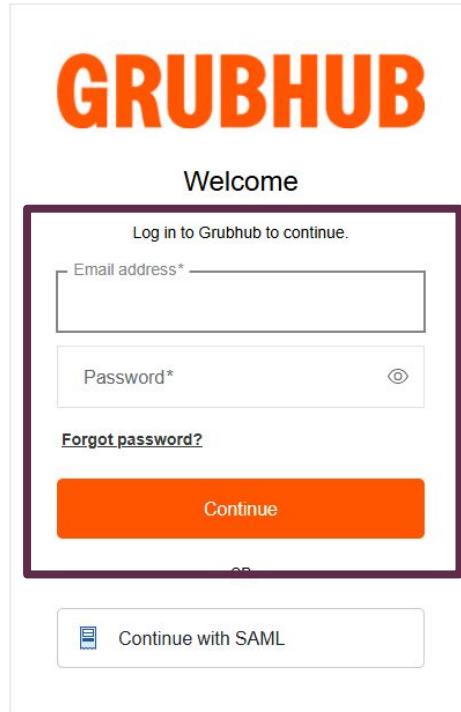
- Direct New
- Settings

Start/stop new orders

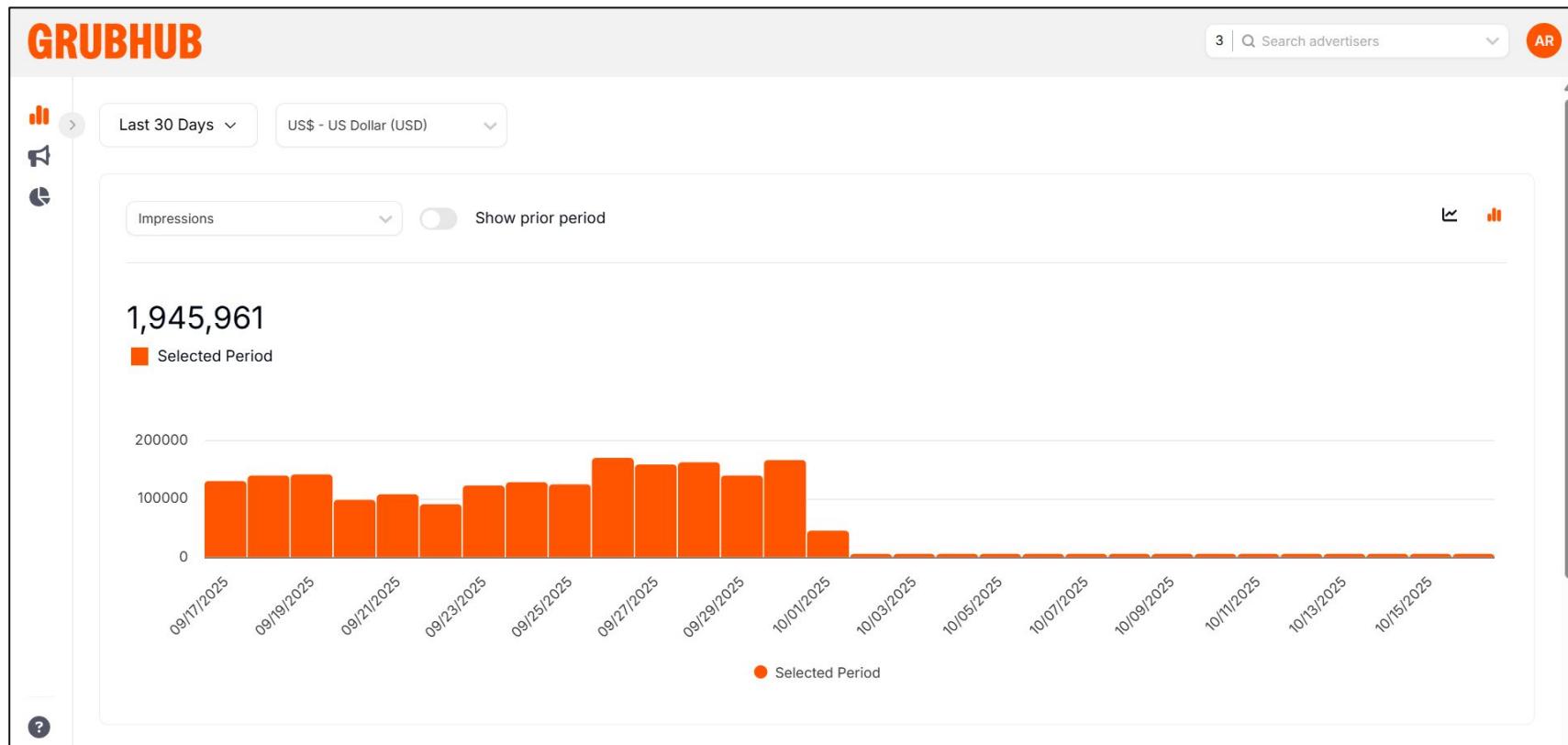
GRUBHUB For Merchants

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# Log-in With Correct Credentials

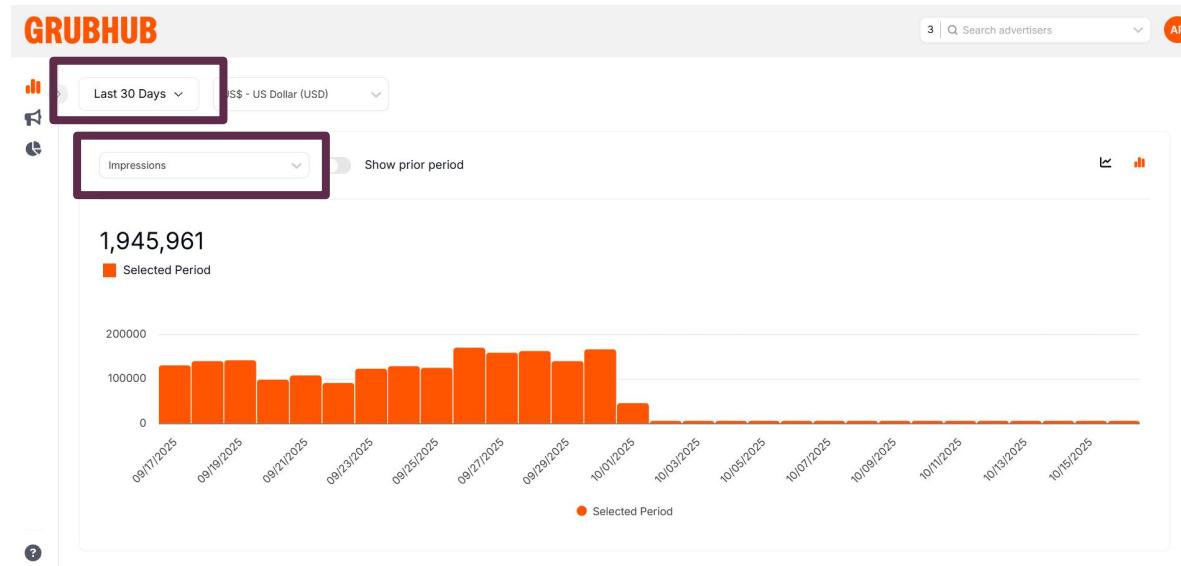


# After logging in, Koddi defaults to the Advertiser Insights Dashboard, also known as the Overview tab:

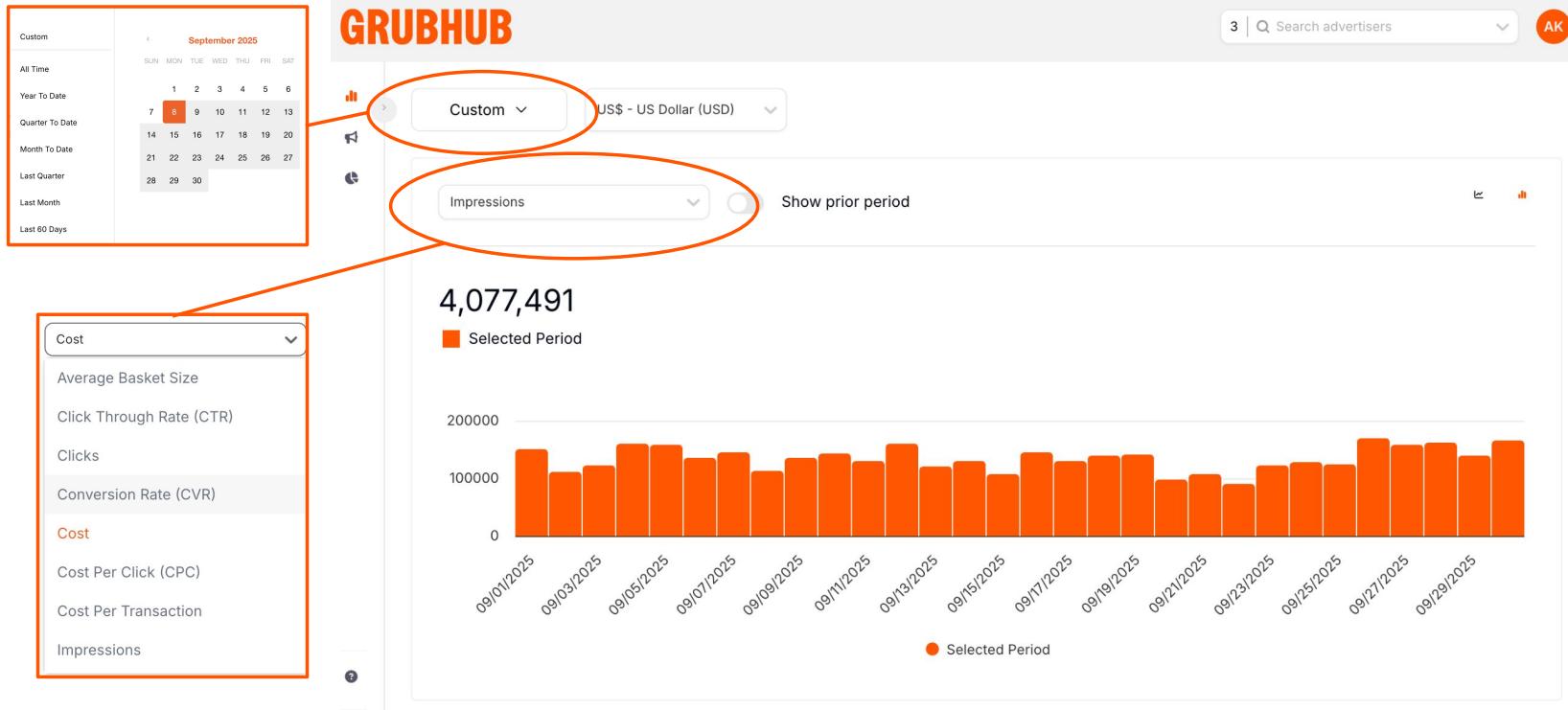


# Advertiser Insights Dashboard Overview

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!

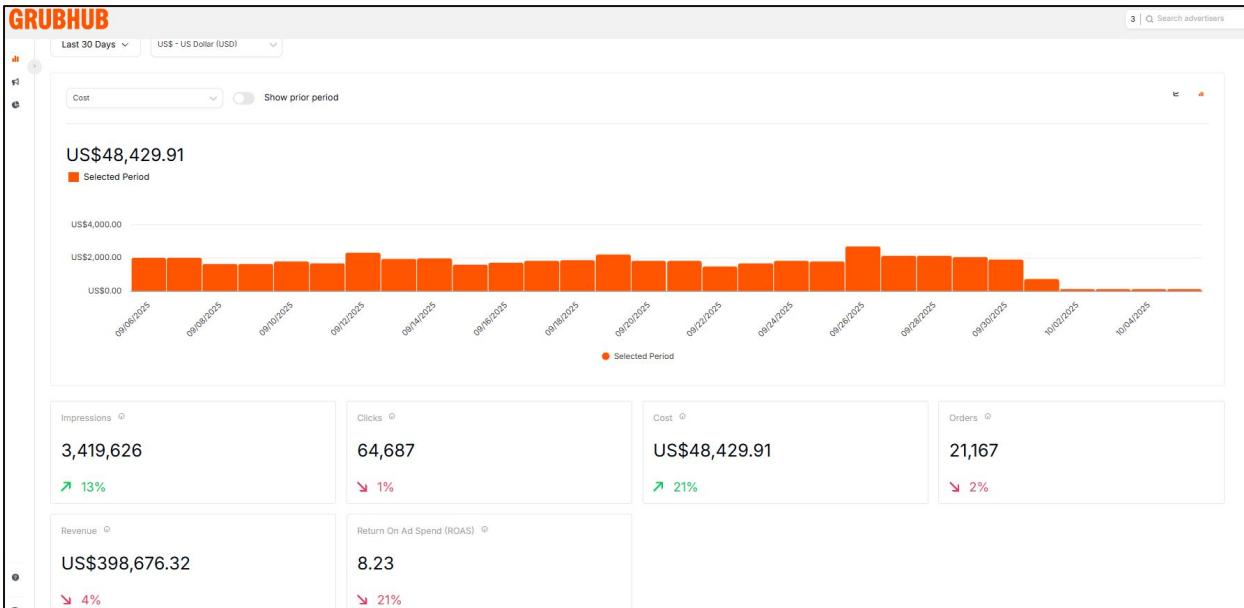


# Advertiser Insights Dashboard Pop-outs



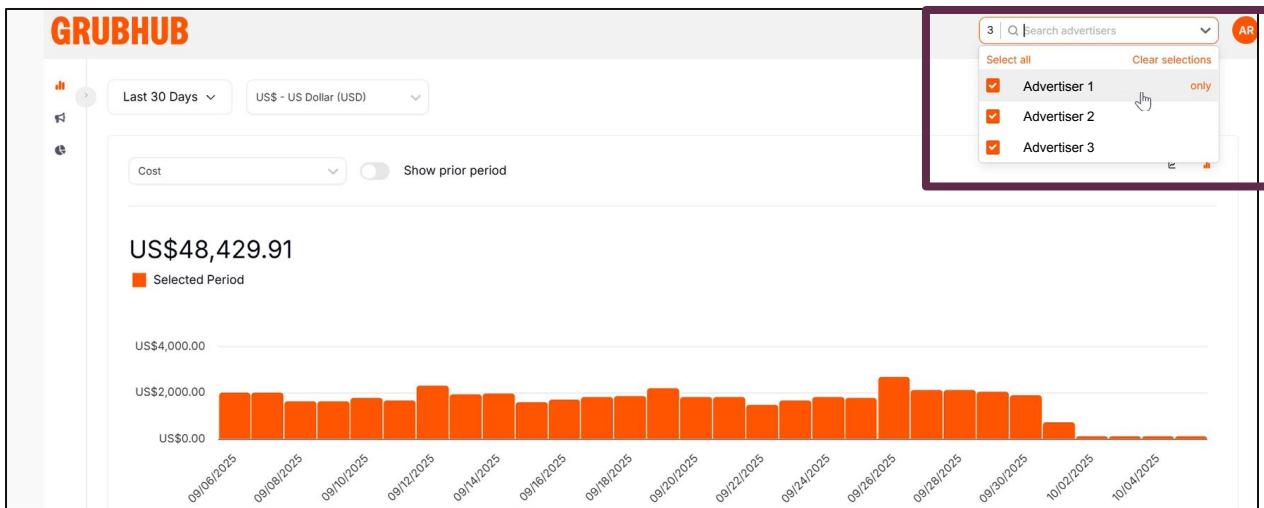
# Advertiser Insights Dashboard Overview

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

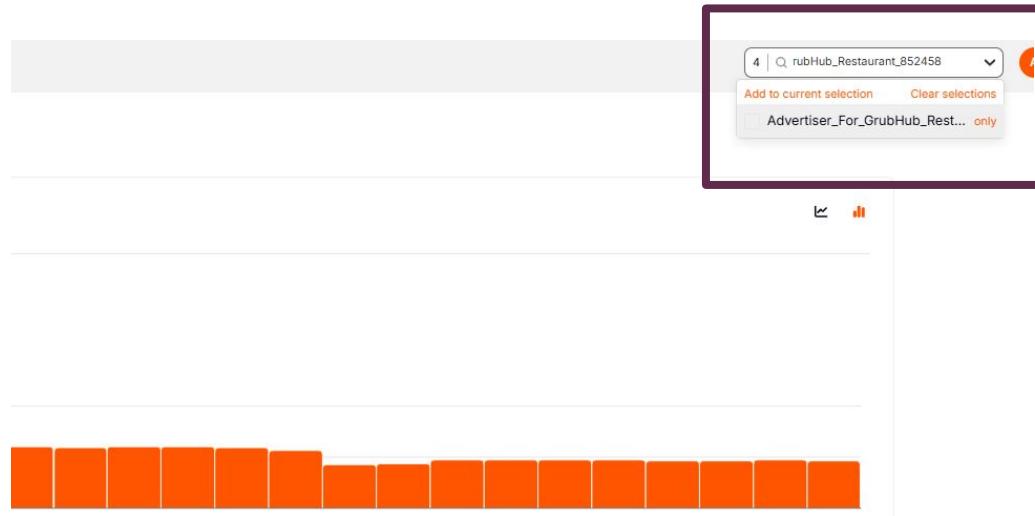
Each advertiser is named in Koddi with the following naming convention:

**Advertiser\_For\_GrubHub\_Restaurant\_CID**

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

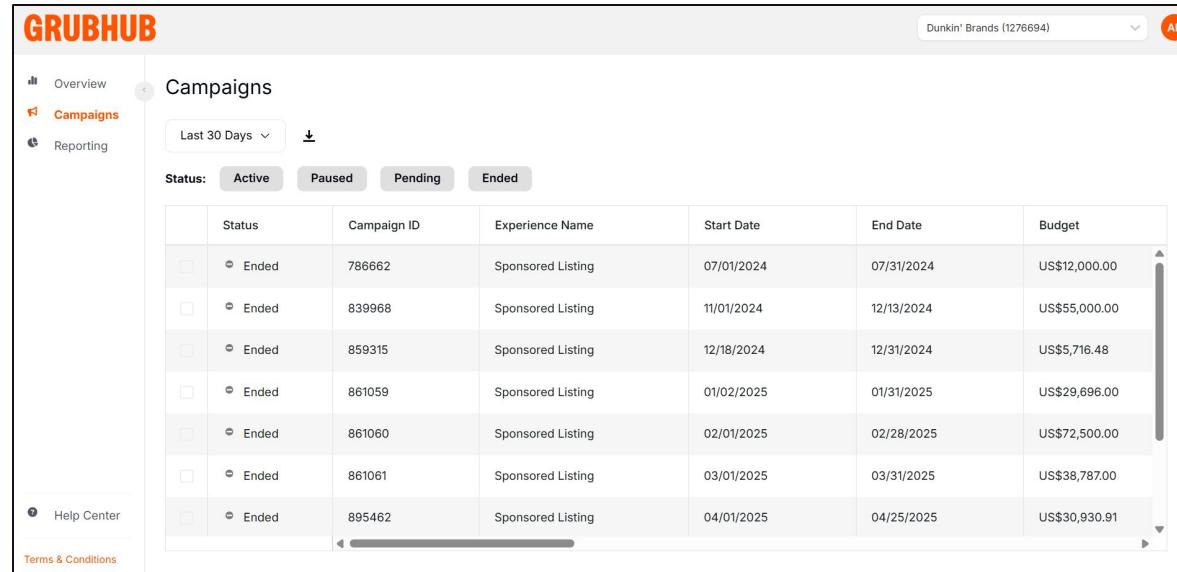
**Advertiser\_For\_GrubHub\_Restaurant\_852458**

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

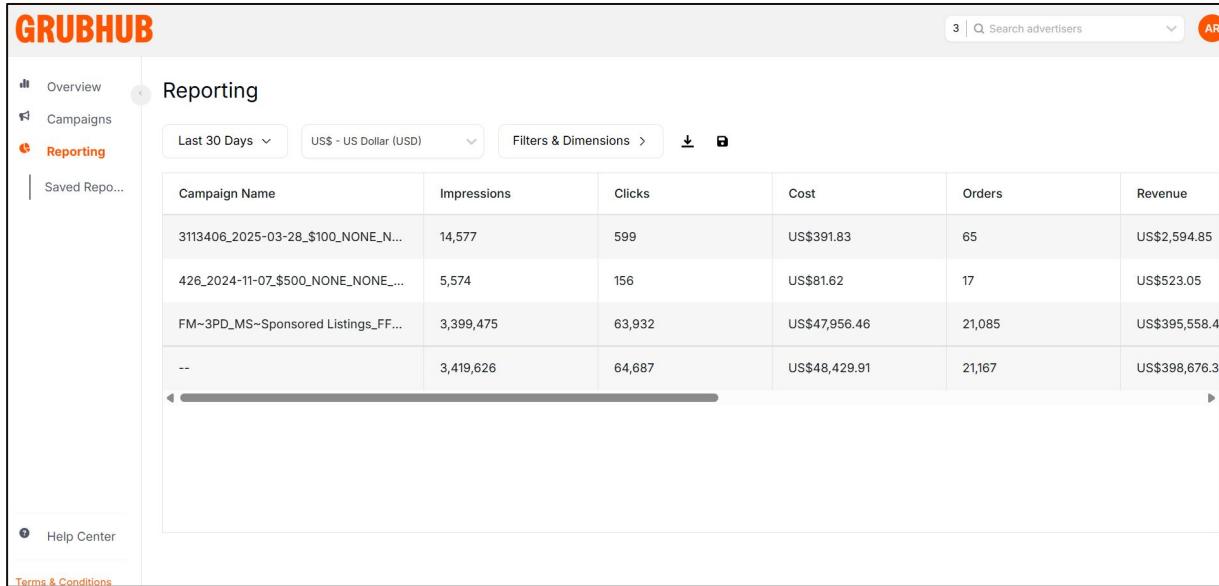


The screenshot shows the GRUBHUB platform's 'Campaigns' tab. The interface includes a navigation bar on the left with 'Overview', 'Campaigns' (which is the active tab, highlighted in orange), and 'Reporting'. The main content area is titled 'Campaigns' and shows a table of past campaigns. The table has columns for Status, Campaign ID, Experience Name, Start Date, End Date, and Budget. Each row represents a past campaign, with the status being 'Ended' for all listed. The table includes a scroll bar on the right side.

	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

# Reporting Tab

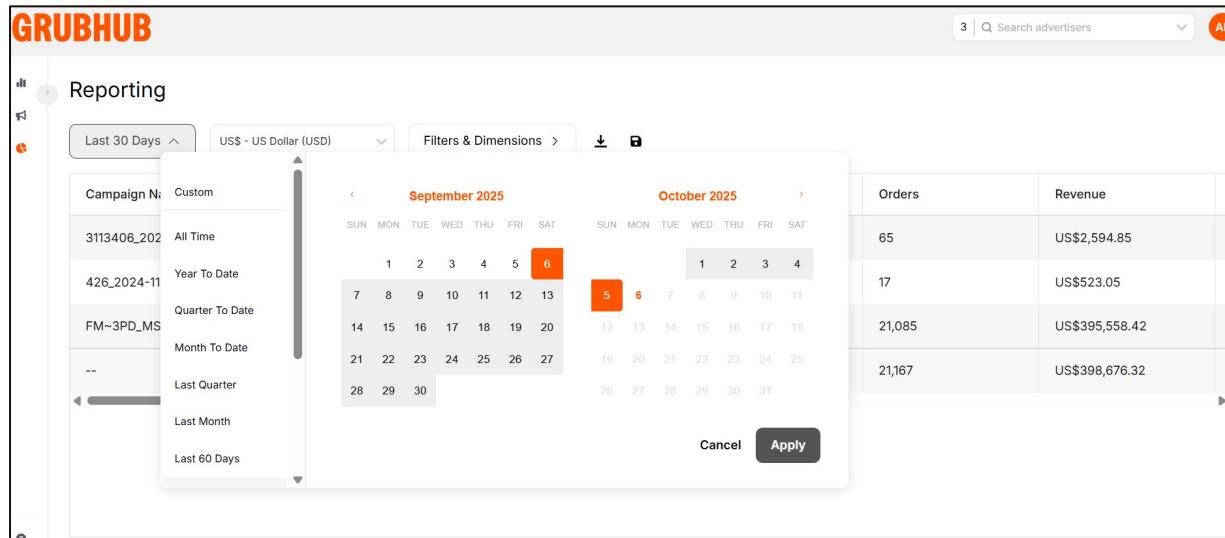
- The reporting tab is the bottom option on the pop-out tab present on the left side of the screen
- When selected, it will automatically pull campaign details over the last 30 days



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

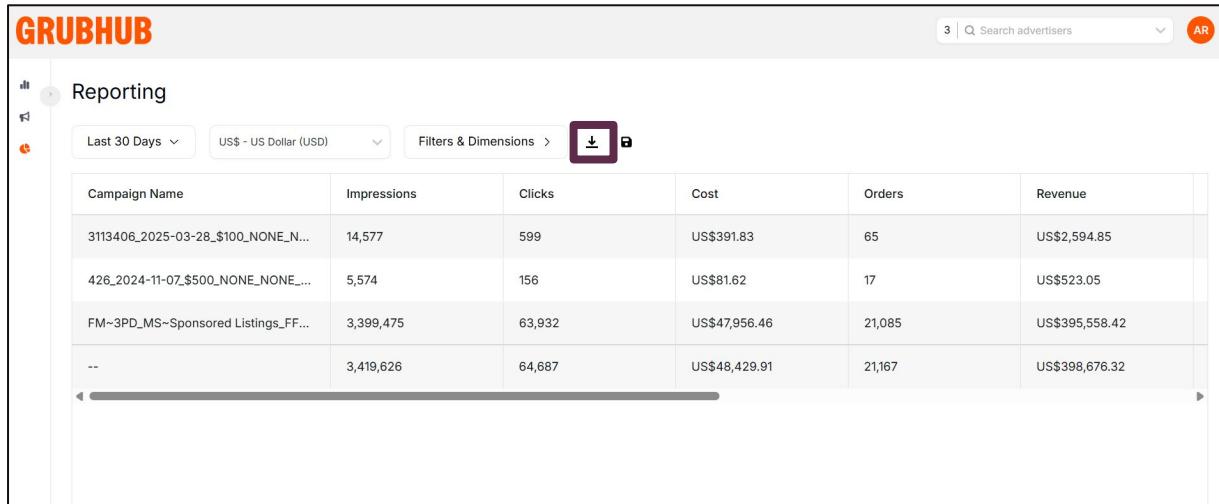
# Reporting Tab

- 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



# Reporting Tab

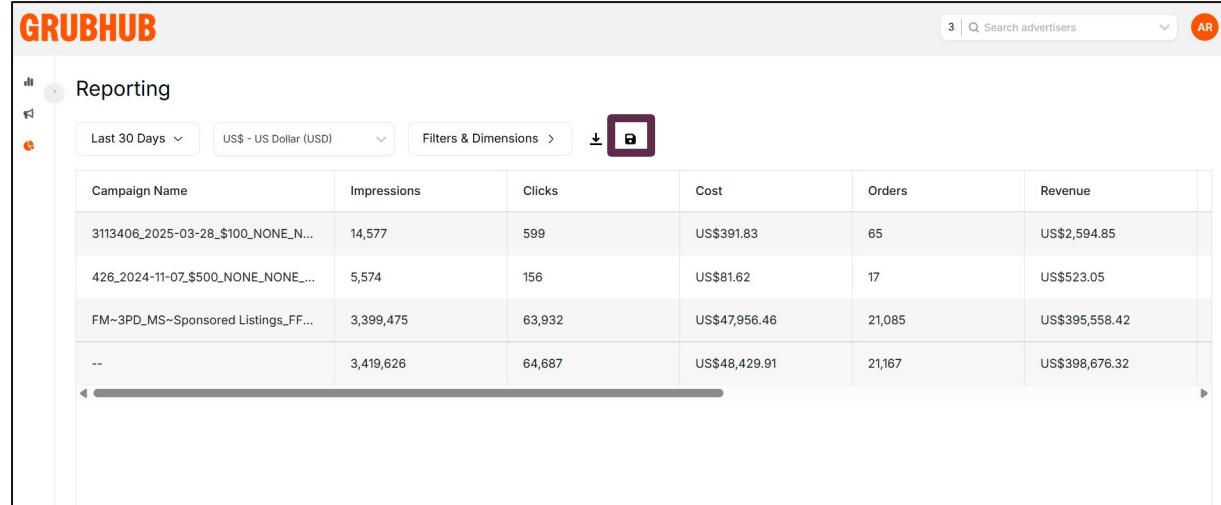
- To download the data as a CSV, select the down arrow icon. This is the best option if looking to analyze the data in Google Sheets or Excel, as the data can be easily imported to both



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

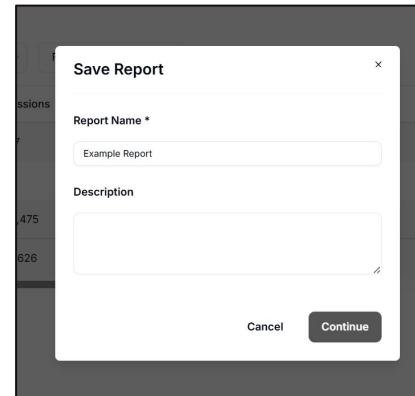
# Reporting Tab

- 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



The screenshot shows the GRUBHUB Reporting tab. At the top, there are filters for 'Last 30 Days' and 'US\$ - US Dollar (USD)'. A 'Filters & Dimensions' button is followed by a save icon (floppy disc) which is highlighted with a purple box. Below these are several rows of data in a table:

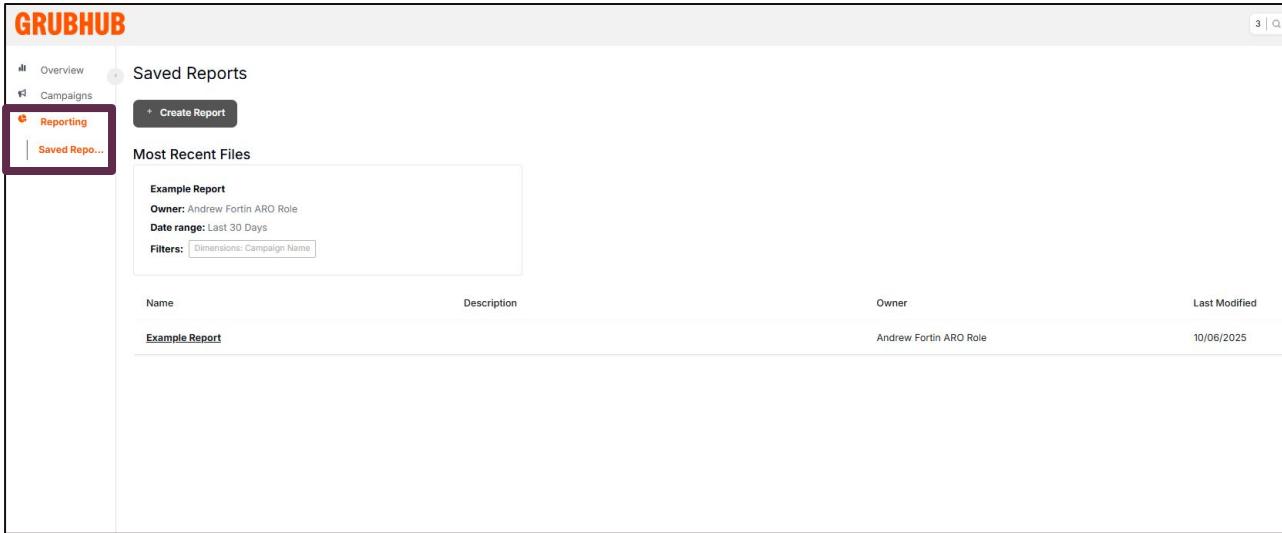
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FM~3PD_MS~Sponsored Listings_FF...	3,399,475	63,932	US\$47,956.46	21,085	US\$395,558.42
--	3,419,626	64,687	US\$48,429.91	21,167	US\$398,676.32



- 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

# 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



The screenshot shows a user interface for a reporting tool. At the top, the word 'GRUBHUB' is displayed in orange. Below it, there are three tabs: 'Overview', 'Campaigns', and 'Reporting'. The 'Reporting' tab is highlighted with a purple box. Underneath these tabs, there is a sub-menu with 'Saved Reports' highlighted by a purple box. To the right of this sub-menu, there is a 'Create Report' button. The main content area is titled 'Saved Reports' and shows a list of 'Most Recent Files'. One file, 'Example Report', is listed with the following details: Owner: Andrew Fortin ARO Role, Date range: Last 30 Days, and Filters: Dimensions: Campaign Name. Below this, there is a table with columns for Name, Description, Owner, and Last Modified. The single entry 'Example Report' is listed under these columns.

Name	Description	Owner	Last Modified
Example Report		Andrew Fortin ARO Role	10/06/2025

# 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

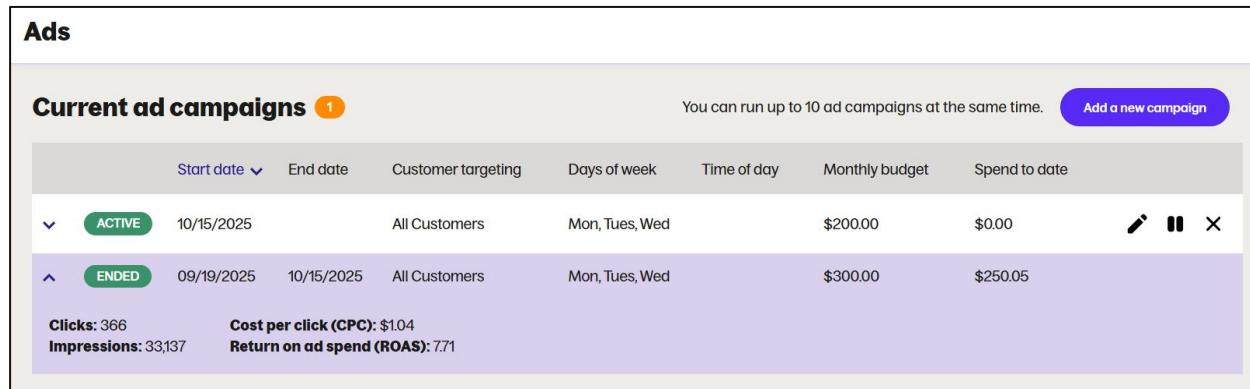
**Ads**

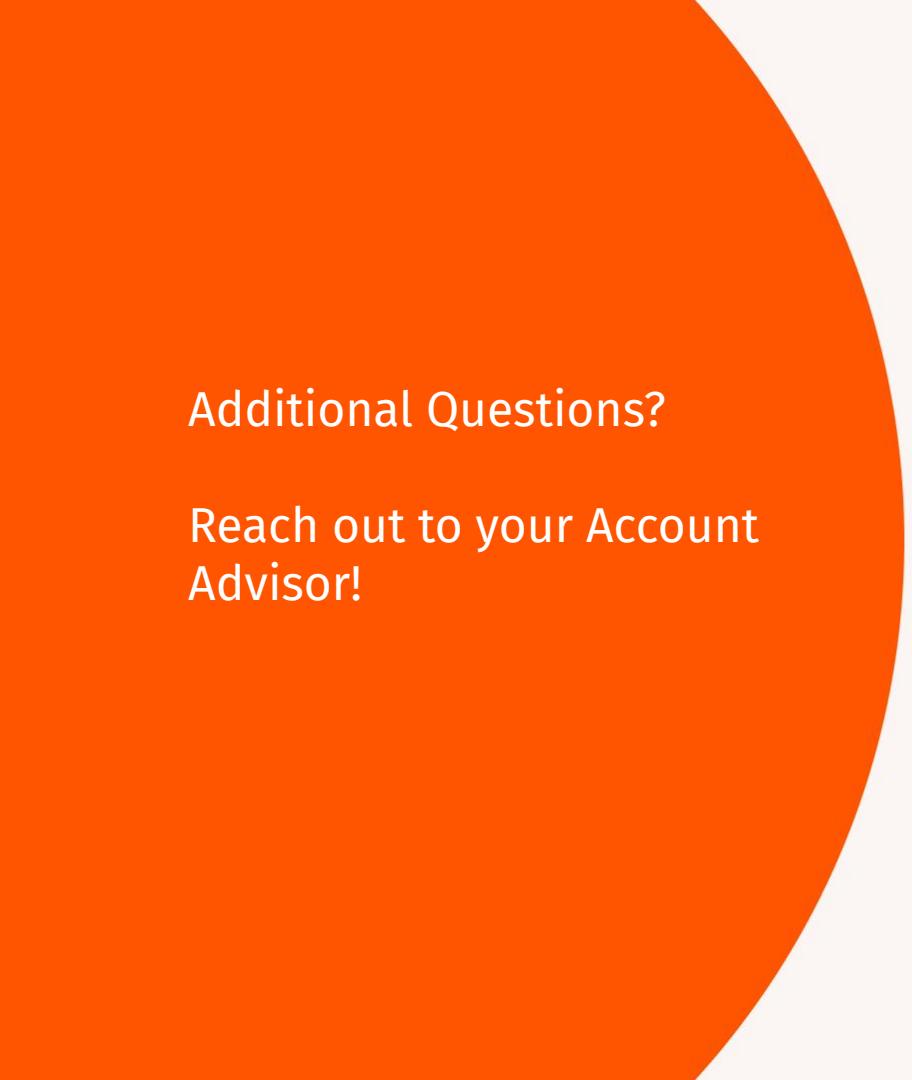
**Current ad campaigns** 1

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
▼ <span>ACTIVE</span>	10/15/2025		All Customers	Mon, Tues, Wed		\$200.00	\$0.00
▲ <span>ENDED</span>	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!