

Introduction to Pages

A Page is your brand's shoppable destination on Instacart. Consumers can explore your products, see pricing, add to cart, and check out.

Pages are free and you can build your Page directly in Ads Manager. You can customize layouts, curate product collections, and bring your brand to life with rich imagery and text. Contact your Account Manager if you don't have Page access.

Page value

Pages are shoppable landing pages where consumers continue their journey with your brand. Customers can checkout or continue shopping on a retailer's storefront. You can create Pages in Ads Manager to—

Send campaign audiences to shop your products

- Curate product collections and creative assets to mirror your marketing strategy
 - Drive traffic from 3rd party media and on-platform display campaigns, with unique URLs for easy linking
 - Export real-time performance like Page Views, Item Detail Views, Add to Carts, and Sales in Ads Manager
 - Try new brand messaging and feature new products
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Page templates

You can build from a template, by selecting **Product collections** or **Brand story**, or you can build your own.

Page types

You can create 3 types of Pages: **brand**, **sub-brand**, and **custom category**. These page types showcase different levels of your brand family. For example, you can—

- Create a **brand page** for products sharing a common trademark.
 - Create a **sub-brand page** for a subset of products that share an identity within a specific brand.
 - Create a **custom category page** for products that represent more than 1 brand under the same parent company and satisfy a specific customer need, like baby or breakfast.
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Duration

Set the duration of your Page to **evergreen** or **seasonal**.

Evergreen (brand home) represents your brand year-round, with periodic refreshes recommended every 90 days, when new products launch, or for rebrands. You can only have 1 Evergreen Page per

brand or sub-brand to prevent duplicate URLs.

Seasonal (temporary) are more appropriate for events, holidays, and temporary campaigns. You can make as many seasonal Pages as you'd like. We recommend pausing this Page when your seasonal campaign finishes.

URL parameters

URL parameters allow you to edit the Page URL without changing its destination. You can add specific characters to help distinguish Page performance by traffic source.

To add URL parameters—

1. Click **Library** from the left-hand tab.
2. Click **Pages**.
3. Click the 3 dots next to the Page name.
4. Click **Set URL parameters** from the dropdown menu.

You can create URL parameters for any of your brand pages regardless of their status. URL parameters must adhere to the [Instacart Ad policies](#) and you must own or have appropriate rights to any content you use in the URL parameters.

Consumer experience

Consumers can access your Pages by clicking display ads on Instacart. You can also link to your Pages from your own campaigns, website, or social media profiles.

Targeted Display Ads will serve if more than one UPC is available from the Page.

The retailer and cart both show in the top-right corner of the Page. Logged-in users default to their last shopped retailer (if the retailer has product availability). If not, they default to the retailer with the highest product availability in their zip code.

Guest users default to the retailer with the highest product availability in their zip code. All users can click the retailer to change it.

Under the retailer and cart, the Page shows your logo, header image, product collections, and any other creative sections. Consumers can click any product image to see its product detail page. The product detail page omits other product recommendations to preserve your brand's exclusivity on this page.

Both logged-in and guest users can see pricing and add to cart. From the cart, they can proceed directly to checkout.

To preview the user experience, you can use the page designer preview in Ads Manager or visit the Page URL once Instacart approves it.

