

Setting up Pages

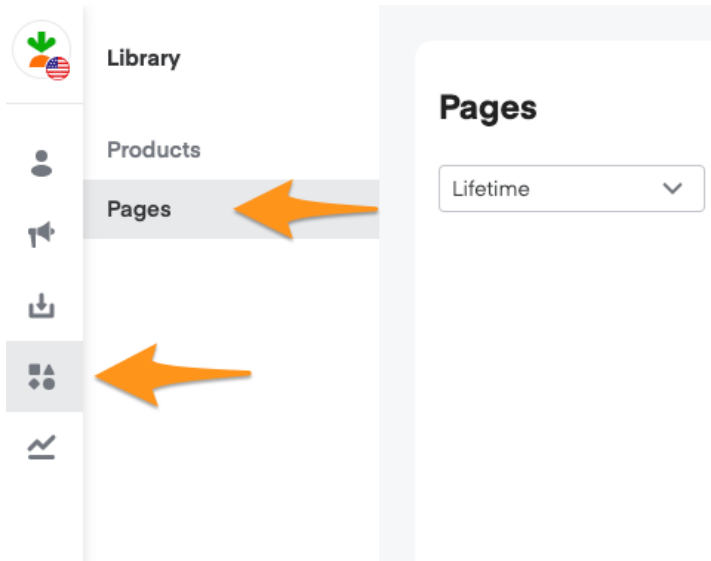
Design a new Page

Contact your Account Manager if you don't have access to the **Create pages** feature.

To set up your new Page—

1. You can set up a new Page directly from your Library or during campaign creation—

- In the left navigation bar, click **Library**, then **Pages**.



- From campaign creation, click **Create a new page**.

Landing page New

Link your ad group to a brand page

- ◆◆ Now you can link your ad group to a brand page you've created. If you don't have a page ready yet, we recommend creating one first in your page library. New display campaigns require ad groups to be linked to brand pages. [Learn more](#)

This is where customers will land after clicking your ad. You can select an existing page or create a new one, as long as the UPCs on the page connect to the overall campaign story.

Select a page

Create a new page

2. Click **Brand story** or **Product collections** to build your page from a template, or click **Blank page**. We recommend using a template.
3. Click **Next**.

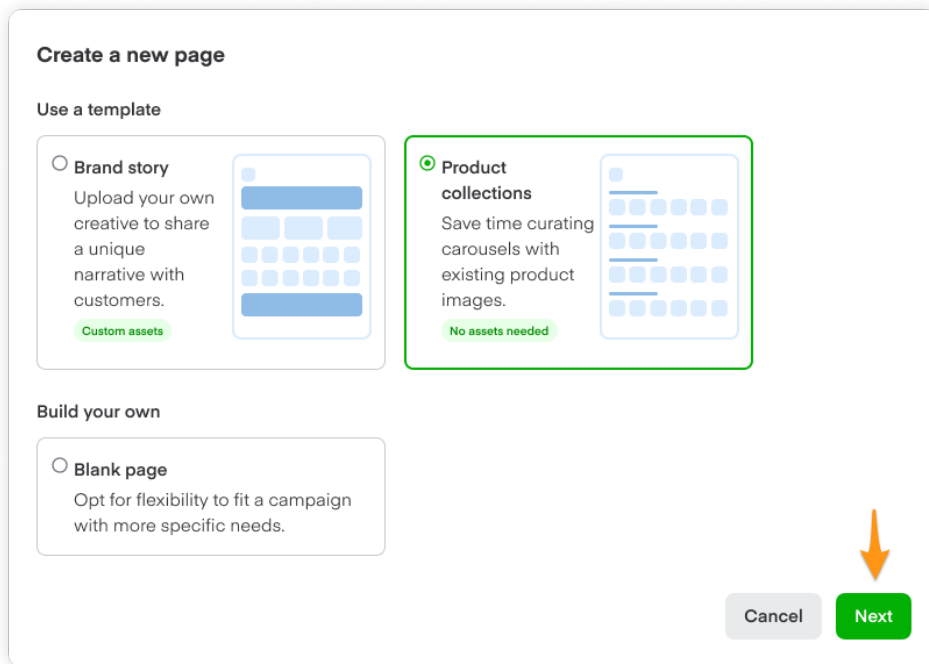
Create a new page

Use a template

Brand story
Upload your own creative to share a unique narrative with customers.
Custom assets

Product collections
Save time curating carousels with existing product images.
No assets needed

Blank page
Opt for flexibility to fit a campaign with more specific needs.



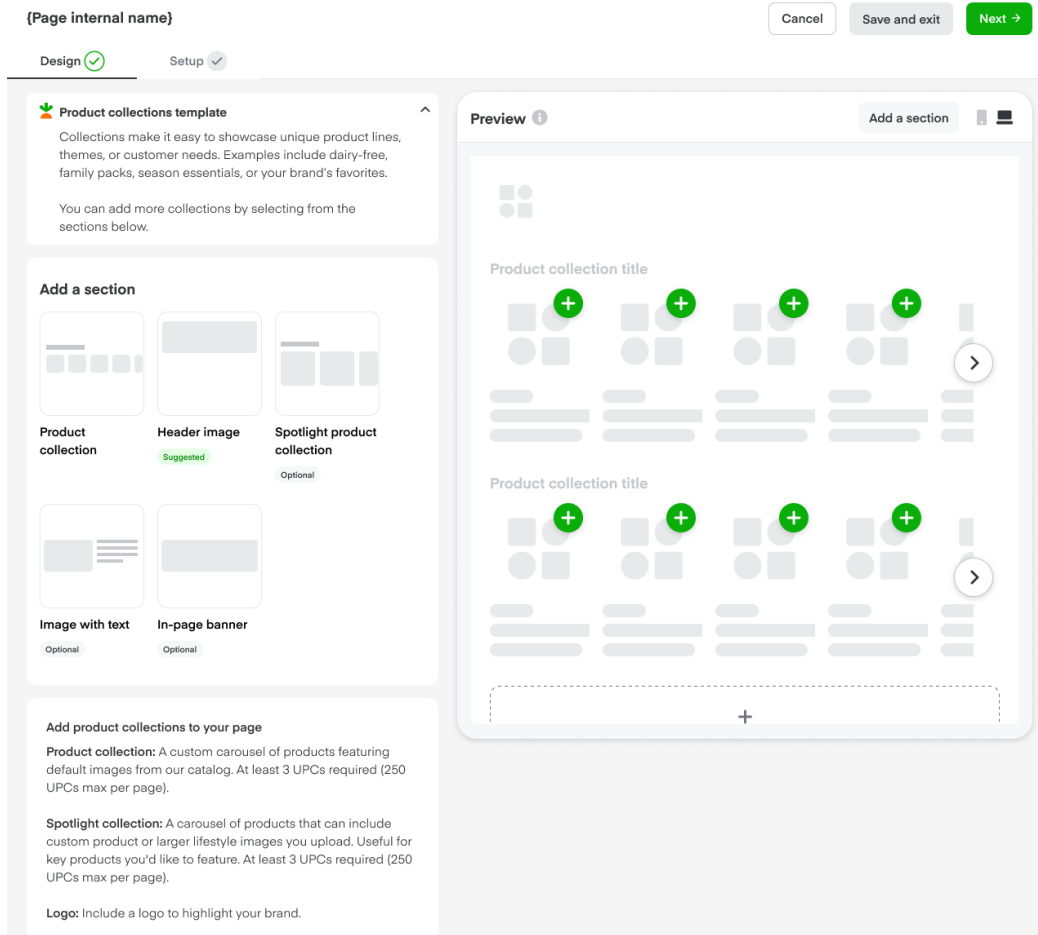
The rest of the Page design process depends on which template you use, including—

- **Product collections**
- **Brand story**
- **Blank page**

Product collections

This template makes it easy to build item-forward Pages with optional creative assets. It's designed for a fast implementation for e-commerce and emerging brand teams, optimized for sales-based campaign objectives.

We recommend organizing products into collections based on customer need (ex. dairy-free, family packs, season essentials, or your brand's favorites) to maximize basket size.

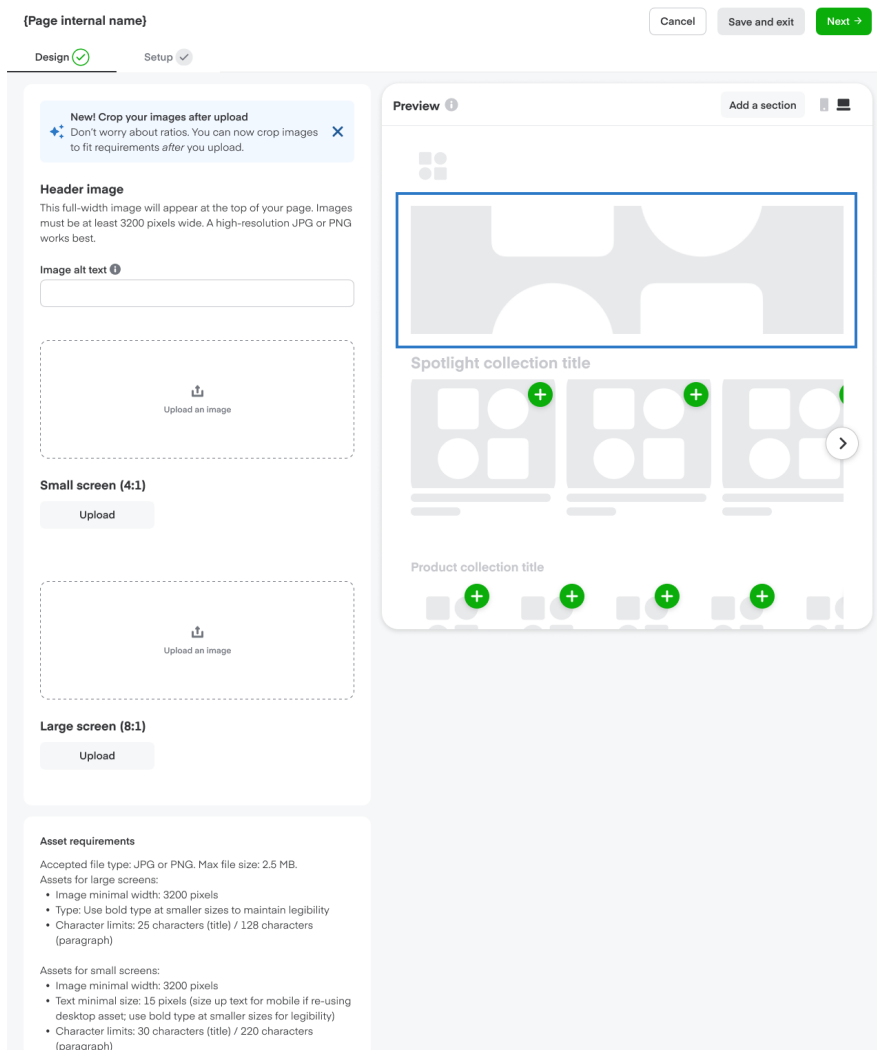


To set up a Product collection page—

1. Add a **Title** and select 3-30 UPCs.
 - Optional: Add additional **Product collections** to feature your full product suite.
 - Optional: Add a logo to help drive brand recall.
2. Click **Next**.

Brand story template

This template is for brands who want to create an immersive post-click experience with engaging, branded creative. It helps reach campaign objectives.



To set up a Brand story page—

1. Upload a **Logo** and **Header image**. These assets appear at the top of your page to identify your brand and create a consistent user experience.
 - Your header image must include alt text explaining the image for consumers using screen readers. Alt text must include the product name(s) or brand(s) and clearly describe the image.

Eureka Farms



- Your logo and header image also must meet the following **Asset requirements**—

Rules for all assets

- File format: JPG or PNG
- File size: 2.5 MB max
- Buffer margin: 24px
- Ad copy size in images: 15 pixel min

	MOBILE		DESKTOP			
	Ratio	Resolution	Ratio	Resolution	Ad Copy	Additional
1 Logo	4:1	400 x 100 px max min	4:1	400 x 100 px max min	n/a	Transparent background
2 Header image	4:1	3200 x 800 px min min	8:1	3200 x 400 px min min	n/a	

◦ Use the built-in cropping tool to adjust the width and height of your image.

2. Click Next.

Blank page

A blank page allows you to create a completely customized Page.

Blank page Cancel Save and exit Next →


Design Setup

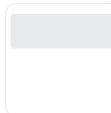
Build your own page


Choose from the sections below to get started. Depending on the section, you can customize with your own assets or curate existing images.

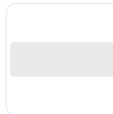
Add multiple of the same section, remove what doesn't work, and rearrange what's left until you've created the page you need.


Add a section



Product collection
Optional


Header image
Suggested


Logo
Suggested


In-page banner
Optional


Image with text
Optional


Spotlight product collection
Optional

Adding sections to your page


Spotlight collection: A carousel of products that can include custom product or larger lifestyle images you upload. Useful for key products you'd like to feature. At least 3 UPCs required (250 UPCs max per page).

Product collection: A custom carousel of products featuring default images from our catalog. At least 3 UPCs required (250 UPCs max per page).

In-page banner: A full-width image that can be placed anywhere on the brand page below the hero. Useful to reinforce visual brand identity, divide sections, and tell a progressive story.

Image with text: A side-by-side section that can be used to offer more detailed information in a short paragraph (~200 characters).

Preview ⓘ Add a section

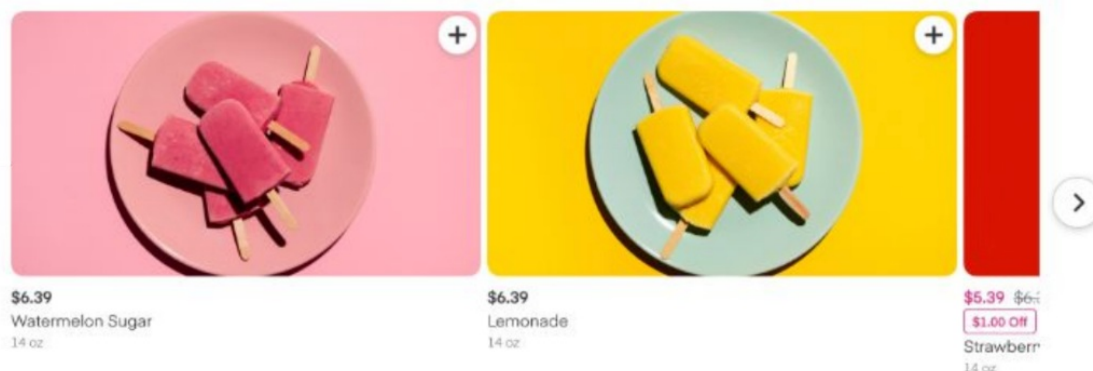

 Add a section

You can build your Page from the following sections—

Spotlight product collection

These collections feature larger product images in a carousel of 3-20 UPCs. You can upload product lifestyle images or use the standard product images from our catalog.

Summer Fest Collection



Note: These lifestyle images only display on your brand page. The standard product images still display in other storefronts on Instacart.

To add a spotlight product collection—

1. In the preview pane, click the **Spotlight product collection** module.
 - If you don't see this module, click **Add a section** at the top of the preview pane and choose **spotlight product collection** on the left side.
2. On the left, enter a title for your spotlight product collection.
3. Add your UPCs individually or in bulk.
4. Click **Upload custom image** to upload a lifestyle image for any UPC.
 - Lifestyle images must show the product.
 - If you don't upload a lifestyle image, it defaults to the standard product image from our catalog.
5. Use the built-in cropping tool to adjust the width and height of your image.

For a consistent user experience, we don't recommend uploading custom images for only some UPCs in a spotlight product collection. All UPCs should feature the same image type (either custom lifestyle or standard product images).

Product collection

Standard product collections are similar to spotlight product collections, without the ability to customize the product images.

Celebration Collection



"Here Comes the Sun" Collection



We recommend creating product collections for different themes or user needs. Here are a few ideas—

- A collection of best sellers (best for evergreen campaigns).
- A collection of limited-time products (best for seasonal campaigns).
- Collections for different subcategories (ex. cereal, bars, and pastries on a breakfast themed page).
- Collections for different dietary preferences (ex. vegan, gluten free, etc.)

To add a product collection—

1. In the preview pane, click the **Product collection module**.
 - If you don't see this module, click **Add a section** at the top of the preview pane and choose **product collection** on the left side
2. On the left, enter a title for your product collection.
3. Add your 3-30 UPCs individually or in bulk.

In-page banner

An in-page banner is a full-width Image you can place anywhere on the page below the header image.

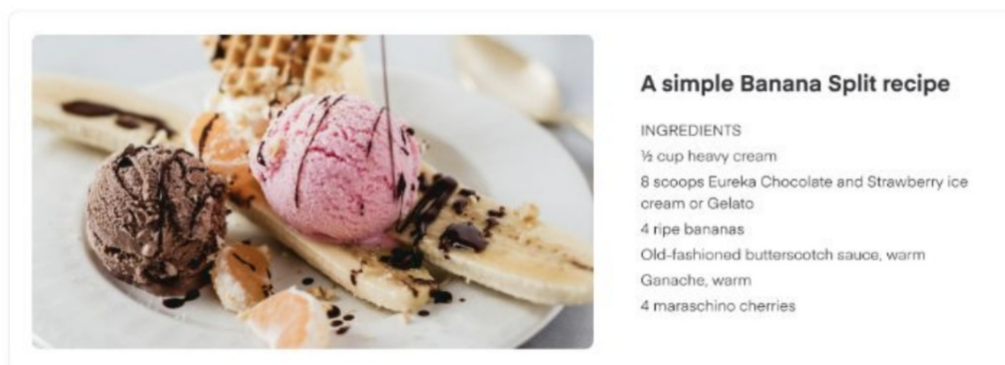


To add an in-page banner—

1. Scroll down on the preview pane and click the **in-page banner** module.
 - If you don't see this module, click **Add a section** at the top of the preview pane and choose **in-page banner** on the left side.
2. Enter alt-text for your banner.
 - To see the alt text requirements, hover over the **i** icon.
3. Upload your large screen and small screen images.
 - Use the built-in cropping tool to adjust the width and height of your images.

Image with text

An image with text includes an image next to a text section. This can convey more detailed information with a supporting graphic.



We recommend images with text sections for inspiring new use cases (ex. recipes or product hacks) or telling your brand story (ex. history, corporate sustainability, social impact).

To add an image with text—

1. Scroll down on the preview pane and click the **image and text banner** module.
 - If you don't see this module, scroll to the bottom of the preview pane and click **Add a section**

... you can add a new image and text banner.

2. Enter alt-text for your image.
 - To see the alt text requirements, hover over the **i** icon.
 3. Upload your large screen and small screen images.
 - Use the built-in cropping tool to adjust the width and height of your images.
 4. Enter a title and text for your banner.
-

Page setup

Once you complete the Page design, complete your Page setup—

1. Choose the **Duration** (evergreen or seasonal) and **Page type** (brand, sub-brand, or custom category).
2. Enter your **Brand name, sub-brand name, or parent company name**.
 - Once you choose a brand, sub-brand or parent company name, you must use the same naming structure on all your pages.
 - For example, if you use California Pancake Company, you can't use CPC on another page.
 - This is for search engine optimization purposes to ensure your pages are indexed properly.
3. For seasonal pages only, enter your campaign tagline under **Seasonal theme**.

Internal name
Used for dashboards and reporting, this is only visible to your team.

Page URL
This information is used to generate a unique URL and page title so both customers and search engines can find your page. Note: Once your page is approved, these details can't be changed.

Duration ⓘ
Create either a temporary page (seasonal) or a brand home (evergreen).

Seasonal (temporary) ▼

Page type ⓘ
Select a brand entity level or custom category to feature on this page.

Brand ▼

Brand name

Seasonal theme
A campaign tagline works best. If you have one, enter it here.

Link your brand
Link your brand to help us verify your page. You can select multiple brand entities.

 🔍

Brand Name ⓘ
Parent company: {Parent Company Name}

- The page title and URL auto-generate based on your **brand name** and **seasonal theme** (if applicable). A URL and title preview appears on the right side of your screen.

Page details

This information is used to generate a unique URL and page title so both customers and search engines can find your page. Note: Once your page is approved, these details can't be changed.

Duration ⓘ
Seasonal (temporary) ▼

Page type ⓘ
Brand ▼

Brand name
Test brand

Seasonal theme
To generate an accurate page title your seasonal theme should reference your campaign tagline.
Seasonal theme

Page title and URL preview

Test brand Seasonal theme | Instacart
www.instacart.com/store/brands/test-brand/seasonal-theme

About linking your brand

This step helps us verify your page to your account. Choose carefully—once your page is approved, the brand you linked can't be changed.

If your brand isn't in the list, you can request to set it up in our system.

Brand setup requests are typically reviewed within 3 days. You can keep building your page while review is underway.

- You can't update the URL once we approve your brand page. This prevents broken links and helps us provide the best user experience possible.
4. For brand and sub-brand pages only: **Link your brand** by searching your brand name and choosing from the dropdown options. If you can't find your brand, choose **Set up your brand**.

Page details

This information is used to generate a unique URL and page title so both customers and search engines can find your page. Note: Once your page is approved, these details can't be changed.

Duration ⓘ

Create either a temporary page (seasonal) or a brand home (evergreen).

Seasonal (temporary) ▼

Page type ⓘ

Select a brand entity level or custom category to feature on this page.

Brand ▼

Brand name

Eureka Farms

Seasonal theme

A campaign tagline works best. If you have one, enter it here.

Cool for the Summer

Link your brand

Link your brand to help us verify your page. You can select multiple brand entities.

Search your brand



Can't find your brand?

Set up your brand

5. Click **Submit for review**.

[Learn more about our Page review process.](#)