

# Page review process

After you set up your Page, we review it before it goes live.

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## Review process

When you're ready to submit your Page, click **Submit for review**. This takes you back to the **Pages** dashboard. Your Page **Status** changes to **Submitted**, and you'll get an email confirming your Page is **In review**.

Reviews may take up to 72 hours. If Instacart approves all sections of the submitted Page, you'll get an approval email. The Page Status updates to **Active**.

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## Resubmit a denied Page

If Instacart restricts or rejects any sections, you'll get an email and see the page Status label change to **Denied**. Open the Page in Ads Manager to review these restrictions and/or rejections.

When you resolve all noted issues, click the **Submit for review** button to start the review process over.

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## Appeal a denied Page

To appeal a denied page—

1. Go to the denied Page.
2. Click **Appeal** on the right side.

Instacart reviews the submitted updates.

Reach out to [ads-help@instacart.com](mailto:ads-help@instacart.com) if you have more questions about your Page status.

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## Page policy

Our Page policy is designed to ensure the highest quality customer experience.

In your Page details, select a **Duration** option from the drop-down menu.

- There can only be 1 Evergreen Page per brand or sub-brand
- Seasonal Page must include a definitive theme with distinct campaign messaging

You can also select a **Page type** from the drop-down menu. To note—

- For custom category Pages, brands must share the same parent company and the theme should align to practical use case (ex. dryer sheets, laundry detergent, and fabric softener could all fall under the custom category of "laundry")

- Instacart requires taxonomy linking for all brand and sub-brand page types

**Brand story** requirements—

- The brand's logo **OR**
- The brand's logos with minor adjustments for seasons or themes (ex. a rainbow during June's Pride Month or a Santa hat in November/December)

**Product collection** requirements—

- Must include at least 1 image, either spotlight or standard
- Lifestyle images must show product
- If using a header image, position collection directly below
- The title should be appropriate on its own or within the context of the featured products (ex. best sellers or summertime citrus)
- For brand and sub-brand page types, product brands must match the brand or sub-brand name of the page