

# Managing and measuring Page performance

Once Instacart approves your Page, with the exception of a few elements listed below, you can still update the design and included products. Any updated fields are resubmitted for review. The existing page version stays live until the review completes.

These items can't update after approval because they already reflect in the applicable URL—

- Duration
  - Page type
  - Brand
  - Sub-brand name
  - Parent company
  - Seasonal theme
  - Custom category
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## Manage Page

To pause a page—

1. Go to **Dashboard** in Ads Manager.
2. Find the **Page name** you want to pause.
3. Click the 3 dotted lines next to the **Page name**.
4. Click **Pause** (in red font).

To restart a paused Page, go through the steps above and click **Resume** in the dialog box.

Go to **Library** then **Pages** to view your Page performance dashboard. Each row also contains Page statistics. You can filter the chart to see specific Pages or time frames.

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## Performance metrics

The Page dashboard chart view combines all Pages with the option to filter for a specific page and time period in the top left. You can click each metric in the left and right dropdown menus above the chart to show that metric's performance over time. The rows below the chart show performance merged at the Page level.

Performance metrics include—

- **Page views** count the number of times users view a Page. It's counted once per session when the Page is visible to a user.
- **Item detail views** count the number of times a user clicked on an individual product within the Page.

- **Clicks** count the total number of clicks that occurred on the Page.
  - **Click-through rate (CTR)** measures the percentage of visits that resulted in a click.
  - **Add to carts** count the total number of items added to cart from the Page.
  - **Sales** calculates the total sales placed on the Page. This happens within a 14-day window from when the user added to cart.
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## URL parameters

You can generate parameters that tack onto the Page URL to include information about traffic sources without changing the URL destination. The result is a Page link that is unique for each third-party campaign and ad group you want to test so you can distinguish page performance by traffic source in Ads Manager. This can help you optimize for the channels, audiences, and creatives that lead to the highest Page engagement down funnel.

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## Exporting data

You can also export this data. On the left navigation bar, click **Library**, then **Pages**. In the top right, click **Export**. Choose **aggregated** or **daily** in the drop-down menu. From there, choose the report you'd like to export. The CSV file exports automatically. If you select **All URL parameters**, the report splits out Page metrics by detected URL parameters (traffic source).

**Note:** CSV export is the only way to view Page metrics split by URL parameter.

Here's an example—

Display ads aggregate in the **Instacart** source type. You can view source types under the **ic\_source** column.

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## Tips and tricks

To drive traffic to your Page, consider testing out any of the below—

1. Link off-platform campaigns directly to your Page.
2. Avoid intermediary clicks for campaigns to avoid audience drop off.
3. Use of Instacart logo in your advertisements is subject to our written approval. If you'd like to use our logo, please reach out to your sales representative.
4. Use URL parameters to generate unique Page links for a variety of off-platform campaigns and ad groups to test and learn.

**NOTE:** Ads Manager reports performance data in Pacific Time. Metrics update within 24 hours, and a banner appears in Ads Manager if there's a delay.