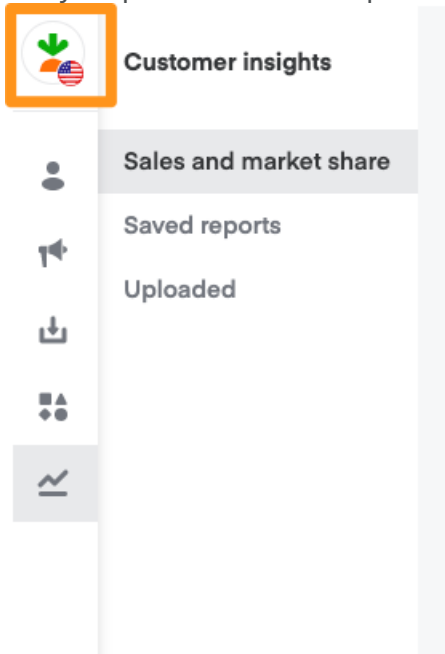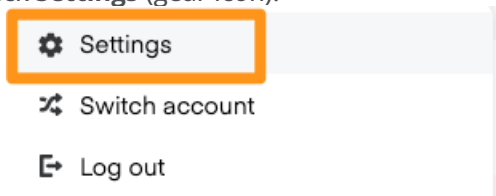# Managing your account

Change your email address

1. Click your profile icon in the top-left corner.

2. Click **Settings** (gear icon).

3. Click **Edit Email**.

4. Enter your preferred email address and password.
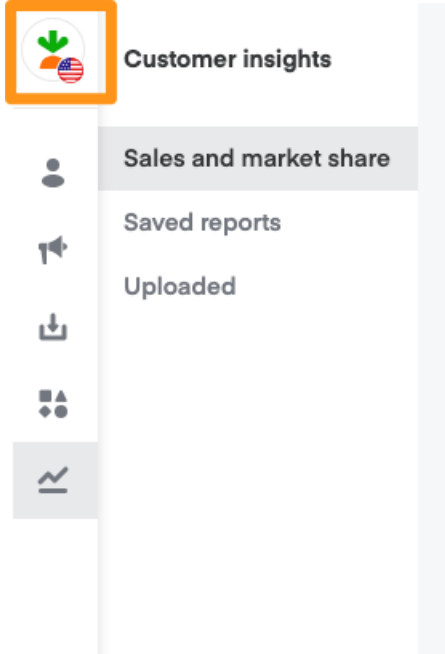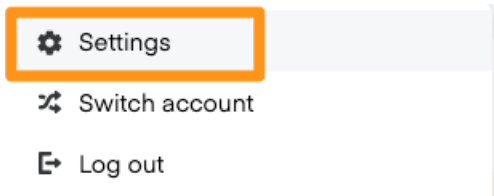

5. Click **Save**.

Update your password

1. Click your profile icon in the top-left corner.

2. Click **Settings** (gear icon).

3. Click **Edit password**.

4. Enter your new password into the **New password** and **Confirm new password** fields. Enter your current password in the **Verify current password** field.
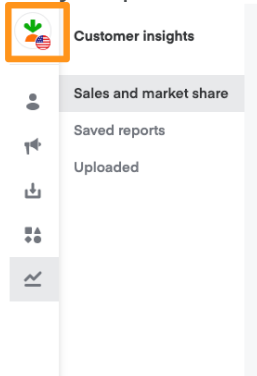

5. Click **Save**.

Manage account users

Account admins can add, remove, and change permissions for users on your account in Ads Manager.
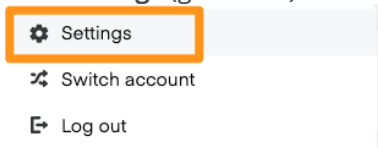
NOTE: You can have 5 admin users on your account.

To add a user or change permission—

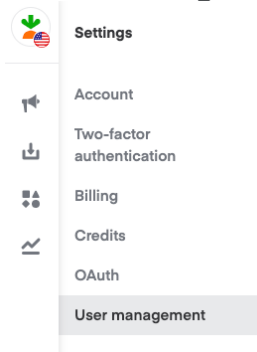1. Click your profile icon in the top-left corner.

2. Click **Settings** (gear icon).

3. Click **User management**.

4. Add the user's email and select a **User type**—

   ○ **Advertiser user**: A person who works in-house for the brand.

   ○ **Agency user**: A person who represents the brand via a third-party agency.

For advertiser users—

1. Select **Advertiser user** as the **User type**.

User type

Advertiser user ⌄

2. Assign an **Access Level**. Choose **Custom** to create your own or add API capabilities.

Access Level

Choose level... ⌃

Admin

Read-only

Custom

3. Add **API Authentication** if the user needs to access campaigns and data with the API.

   ○ For reporting-only access, assign **Read** access for **Customer Insights Reporting**.

   ○ For campaign management, assign **Read** access for **Customer Insights Reporting** and **Edit** access for **Campaign Management**.

API Authentication ⓘ

Allow user to create API access to your account ⌃

Yes

No

4. Select **User role(s)** from the list with either **None**, **Read**, or **Edit** access. You must select **at least one role** for each level of access. Each user role can do the below, depending on the level of access you give them—

   ○ **User Management**: Provides the ability for external users to invite other users onto their account.

   ○ **Sell Sheets**: Can view/manage sell sheets.

   ○ **Customer Insights Reporting**: Allows users to view and manage insights reports.

   ○ **Campaign Management**: Allows the user to view or manage all campaign types.

   ○ **Product Library**: Can only utilize the Product Library Manager to update content for UPCs (for partners who don't use a CSP).

   ○ **Payment Settings**: Allows users to view/edit payment settings and invoices at the account level.

   ○ **Pages**: Can view/manage Pages.

User access

Choose the level of access this user should have to features within the Instacart Ads manager

	None	Read	Edit
User Management ⓘ	○	○	○
Sell Sheets ⓘ	○	○	○
Product Library ⓘ	○	○	○
Pages ⓘ	○	○	○
Customer Insights Reporting ⓘ	○	○	○
Payment Settings ⓘ	○	○	○
Campaign Management ⓘ	○	○	○

5. Click **Save**.

The new user will get an email invitation. They need to follow the instructions in the email to gain access to the account.

For agency users—

These users don't work directly for the brand, so you need to go through additional steps to ensure they have permission.

1. Select **Agency user** as the **User type**.

    Invite user

    Email

    Example@agency.com

    User type

    Agency user

2. Assign an **Access Level**. Choose **Custom** to create your own.

    Access Level

    Choose level...

    Admin

    Read-only

    Custom

3. Add **API Authentication** if the user needs to access campaigns and data with the API.

    -   For reporting-only access, assign **Read** access for **Customer Insights Reporting**.

    -   For campaign management, assign **Read** access for **Customer Insights Reporting** and **Edit** access for **Campaign Management**.

        API Authentication ⓘ

        Allow user to create API access to your account

        Yes

        No

4. Once you select a role, check the corresponding box under **Agency Admin Access** to grant permission. Note, the user won't get access unless you check the boxes that apply.

5. Download and review the agreement and check the box to agree to the Agency Consent Terms. Select the corresponding **Agency representation** boxes based on the level of user permissions you're granting.

    -   **Order forms**: Allows agency to access Ads reservation tool and insertion orders for reservation-based products.

    -   Select **Agency Billing** if the Payment Settings role is selected for the agency user.

Agency representation

By clicking the "send invite" button, you as the Advertiser ("**You**", "**I**" or "**Advertiser**"), agree to provide the identified user (Agency user or otherwise) ("**User**") the applicable "User Access" permissions checked off on this page ("**Permissions**"). I agree that by granting these Permissions to the identified User, I, as Advertiser, am subject to the Agency Consent Terms and remain responsible and liable for any misuse, edits and actions taken by the User on the Instacart Platform. I represent and warrant to Instacart that (i) I have the full corporate power and authority to grant these permissions to the User on behalf of the Advertiser; and (ii) rights needed to provide these Permissions without violating applicable law or any agreements in place with third parties.

☐ I agree to the terms of agency access

Download agreement
🛇 Please download the agreement.

☐ **Order forms**
Allows agency to access Ads reservation tool and execute insertion orders for reservation-based products.

☐ **Agency billing**
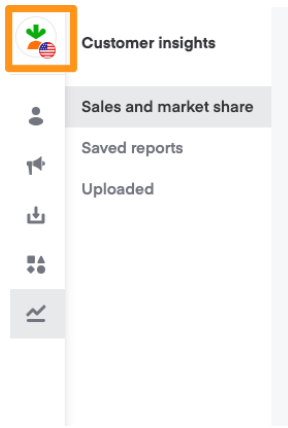Allows agency to remit payment on your behalf.

6. Click **Save.**

The new user gets an email invitation. They need to follow the instructions in the email to gain access to the account—
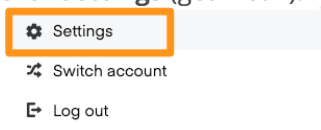
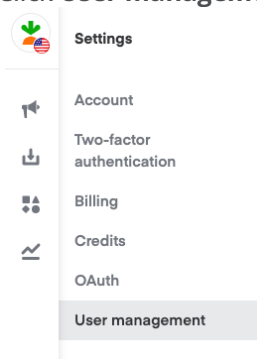| Email invitation	
Email confirmation	

To remove a user—

1. Click your profile icon in the top-left corner.

2. Click **Settings** (gear icon).

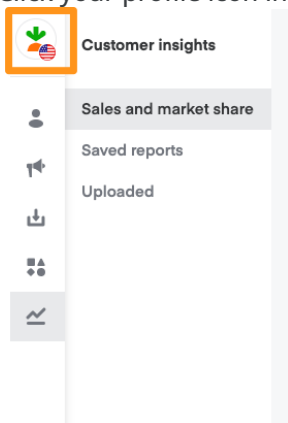3. Click **User management**.

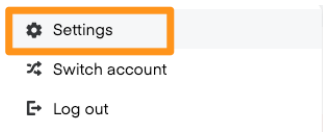4. Click the name of the user that you want to remove.

5. Click **Revoke invite** next to the user's name. The user immediately loses access to the account.

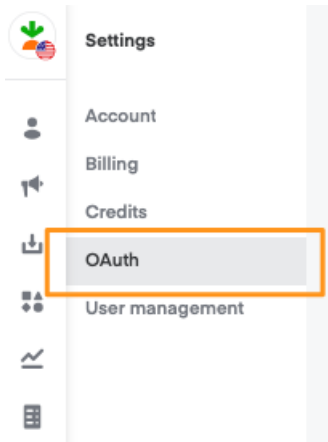---

Manage API and OAuth applications

1. Click your profile icon in the top-left corner.

2. Click **Settings** (gear icon).

3. Click **OAuth**.

4. Click **Delete** next to the OAuth or API application you want to remove.