

Identifying campaign objectives

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Instacart Ads creates campaigns based on your brand's marketing objectives. Once you identify your campaign objective, we offer a recommended campaign path to achieve your goals. These campaign paths pre-formulate with tactics geared toward your selected objective.

How it works

1. Select **Create campaign** from the top right corner of the screen
2. Select the objective that best fits your brand's goal
3. Select an ad format within your identified campaign objective. [Learn more about ad formats.](#)

You can choose from the following objectives in Ads Manager—

- **Reach:** Amplify your message on Instacart to your target audience.
- **Engage:** Get customers to interact with your brand through engaging creative.
- **Maximize sales:** Inspire customers to click through to purchase.
- **Acquire*:** Convert new customers to your brand.

Each objective uniquely targets customers at various points of the user journey.

*This objective is only available for sponsored product ads.