Introduction to shoppable video ads

Shoppable video ads are targeted videos that feature both dynamic content and direct add-to-cart functionality. Now, you can bring together the best of storytelling and conversion on Instacart.

Shoppable video ads can adapt to different objectives when combined with different tactics—

- Choose the **Reach** objective to pair with behavioral targeting for high-visibility placements
- Choose the **Engage** objective for keyword targeting to appear in high-intent moments.

Targeting ads

You can target shoppable video ads by keyword or behavior, depending on the campaign objective.

Keyword targeting

Keyword targeting lets you engage consumers when they search for relevant, complementary, adjacent, or replacement products. It lets you inspire them—even if your products weren't already on their shopping list.

You have the option to add any or all suggested keywords to improve the odds a customer will see your product.

To make sure consumers have a positive, cohesive shopping experience on Instacart, all keyword targeting is subject to Instacart approval. Instacart has 3 match types available for partners to use for display keyword targeting: exact-match, narrow-match, and broad-match. Most approved keyword targeting is clearly relevant, complementary, or adjacent to the category or product for which a consumer is searching. Other conditions may apply to keyword targeting based on Instacart's discretion. If your ad group is not eligible to serve on a specific keyword, the ad group review page displays the text "Irrelevant targeting" next to that keyword. Your ad won't serve on that specific keyword, but it serves on other approved keywords you provided.

Behavioral targeting

Behavioral targeting lets you reach consumers on Instacart based on past behavior and supports reaching desired target audiences (ex. re-engage lapsed consumers, reach category purchasers new to your brand).

You can select **Build your own behaviors** to create a narrow or broad audience or **Behavior shortcuts** to choose from a list of common audiences.

Build your own behaviors

If you opt to build your own behaviors, the default relationship is **Customers who match all of the following** which will prompt **AND** conditions to hone in on your target consumer. Instacart Ads Manager no longer supports **OR** conditions in one ad group. You can create separate ad groups if you want to target multiple audience segments.

You can target based on the below—

Targeting option	How it works	When to use
New to Instacart	Target consumers who are new to shopping on Instacart (ex. The customer placed 0-5 orders over all time) This behavior is brand agnostic, so it's not the same as **New to brand**	If you want to target potential consumers who are higher in the funnel and beat your competitors at check out
Interactions	Target consumers who have interacted with brands, products, or categories (ex. searched for, viewed an item detail page, or added to cart) This behavior is purchase-agnostic	If you want to target consumers who are at the edge of conversion or have interacted with your brand, product, or category
Purchase behaviors	Target consumers who have or haven't purchased specific brands, products, or categories	If you want to target based on specific audience preferences and reach existing, new or lapsed consumers

Behavior shortcuts

If you opt for behavior shortcuts, choose an audience from the dropdown and see rules stitched together for you, ready for your inputs. The shortcuts stitch together the most common behavioral targeting rule combinations. Select a shortcut and make it your own by filling in the category, brand, or product fields as applicable.

Targeting shortcut	When to use
New to Instacart	Target any customer adding to their first few carts.
New to category or brand	Reach customers who have never purchased from your brand or chosen categories.
Buys X category, not my brand	Get your brand in front of new customers buying similar items from competitors.
Interacts but doesn't buy	Target new customers who search for or click on your brand or chosen categories.
Buys my brands, excluding specific UPCs	Cross-promote other items the customer might like.
Lapsed buyers	Re-engage customers who haven't purchased your brand in X days.
Loyal buyers	Encourage repeat purchases by customers from the past X days.

Like keyword targeting, all campaign targeting is subject to Instacart approval and ad policy guidelines. Your campaign's audience takes into account your targeting parameters, as well as relevancy optimization within Instacart's algorithm. All ad serving occurs at Instacart's discretion.

Billing for shoppable video ads

Instacart Ads uses a first-price auction model to determine which shoppable video ads customers see. When you place your CPM bid amount enter the bid amount you're willing to pay for 1,000 ad impressions. The advertiser with the highest CPM bid wins the auction, and thus the placement. Minimum bids start at $15. You must set a CPM bid before setting any additional parameters.

Shoppable video ads will click-thru to pages. Learn more about pages.