

# Setting up promotions

All promotions belong to promotion groups. Before setting up a new promotion, you must create a promotion group for it to live under. Learn more about setting up promotion groups.

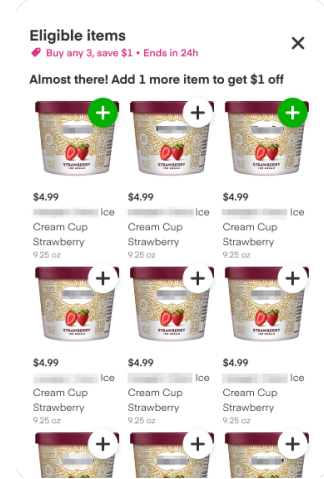
## Promotion types

You can choose from 3 different promotion types—

Promotion type	Description	How it looks for customers
Spend \$X, save \$Y	This is a flexible offer structure designed to build baskets and fuel cross-category purchases.	
Save \$Y	Encourages trial and drives purchase through money savings on a single item purchase.	

Buy any X, save \$Y

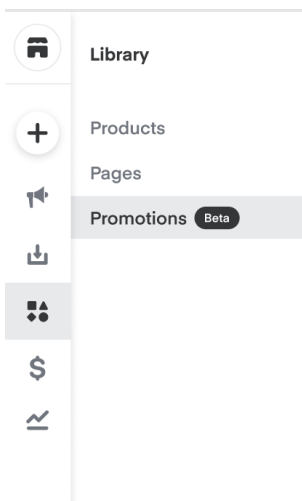
Encourages conversion and grows basket sizes with “Buy 2” or more multi-unit offers.



## Create a promotion

You can create a new promotion directly from your **Library**—

1. Click **Library**, then **Promotions** from the menu on the left



2. Type a descriptive **Promotion name**
3. Choose a **Promotion type** from the drop-down

### Promotion setup

Define the details of your promotion. These details show you a preview of the total redemptions and fees associated with your setup.

Promotion type  
Save \$Y

Total budget ⓘ  
\$ 10,000.00

4. Define the promotion details in the **Promotion setup** section. Consider the following—
  - **Total budget:** The total budget allocated towards coupon redemptions

- **X - minimum amount:** The minimum amount of units (Ex. 4) or dollars (Ex. \$10) the customer has to spend in order to redeem the promotion.
- **Y - savings amount:** The dollar amount (Ex. \$5) the customer saves when redeeming the promotion.
- **Redemptions allowed per order:** The total number of times a customer can redeem this promotion in a single order. Customers can redeem every 30 days.
- **Start date:** The promotion goes live at 12am PST on the date selected.
- **End date:** An end date isn't required to set a promotion live. If you don't select an end date, the promotion will end with the budget is spent. If you select an end date and the promotion ends before the budget is spent, the unspent budget remains in your account.

#### Promotion setup

Define the details of your promotion. These details show you a preview of the total estimated redemptions and fees associated with your setup.

##### Promotion type

Save \$Y ▼

##### Total budget ⓘ

\$ 10,000.00

##### Y - savings amount

\$ 1.00

##### Redemptions allowed per order ⓘ

1

##### Start date

The promotion will go live at 12am PT on this date

📅 01 / 02 / 2022

Set end date - *optional*

##### End date

Not required—skip this step to run continuously

📅 03 / 02 / 2022

## 5. Attach products to the promotion

**NOTE:** Promotions only appear on items that are in stock and available at the consumer's selected retailer.

### To add products individually—

1. Type a product's name, brand, or UPC into the search field
2. Ads Manager displays any of your products that match the search term. We won't show you products from other brands
  - If you need more information about a product, click **Preview** to view it on Instacart
3. Click + next to the product(s) you want to add

## Products

Attach promotions to selected products. Ensure they're products from your brand pages or ad groups. Promotions can help drive incentives for customers and also help improve your ROAS.

Bulk upload UPCs

Search

🔍 Search by product name or UPC

Selected products 0



No products selected

### To add products in bulk—

1. Add UPCs, each separated by a new line, in the textbox
2. Click **Add UPCs**

### Products


Attach promotions to selected products. Ensure they're products from your brand pages or ad groups. Promotions can help drive incentives for customers and also help improve your ROAS.

Bulk upload UPCs      Search

Enter each UPC on its own line

Add UPCs

Selected products 0



No products selected

We'll let you know if you try to add products that show up in other promotions.

You can remove these products from the in-flight promotion and add them to the new promotion in Ads Manager—

Add UPCs

**Unable to add 30 products**

These products have already been added to another promotion that can't be stacked.



[View all 30 products](#)

To continue, remove products from either promotion:

- Remove 30 products from this promotion
- Remove 30 products from **Promotion name** in **Promotion group**

[Remove](#)

Or [edit Promotion name](#) in **Promotion group**.

Click **Save** in the bottom right corner when you're done adding products and ready to set your promotion live.

## Next steps

We recommend monitoring your promotion redemptions and budget over the next few days.

We provide several key performance indicators (KPIs) and metrics to help you understand how your promotions perform. [Learn more about managing and measuring promotions.](#)

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