

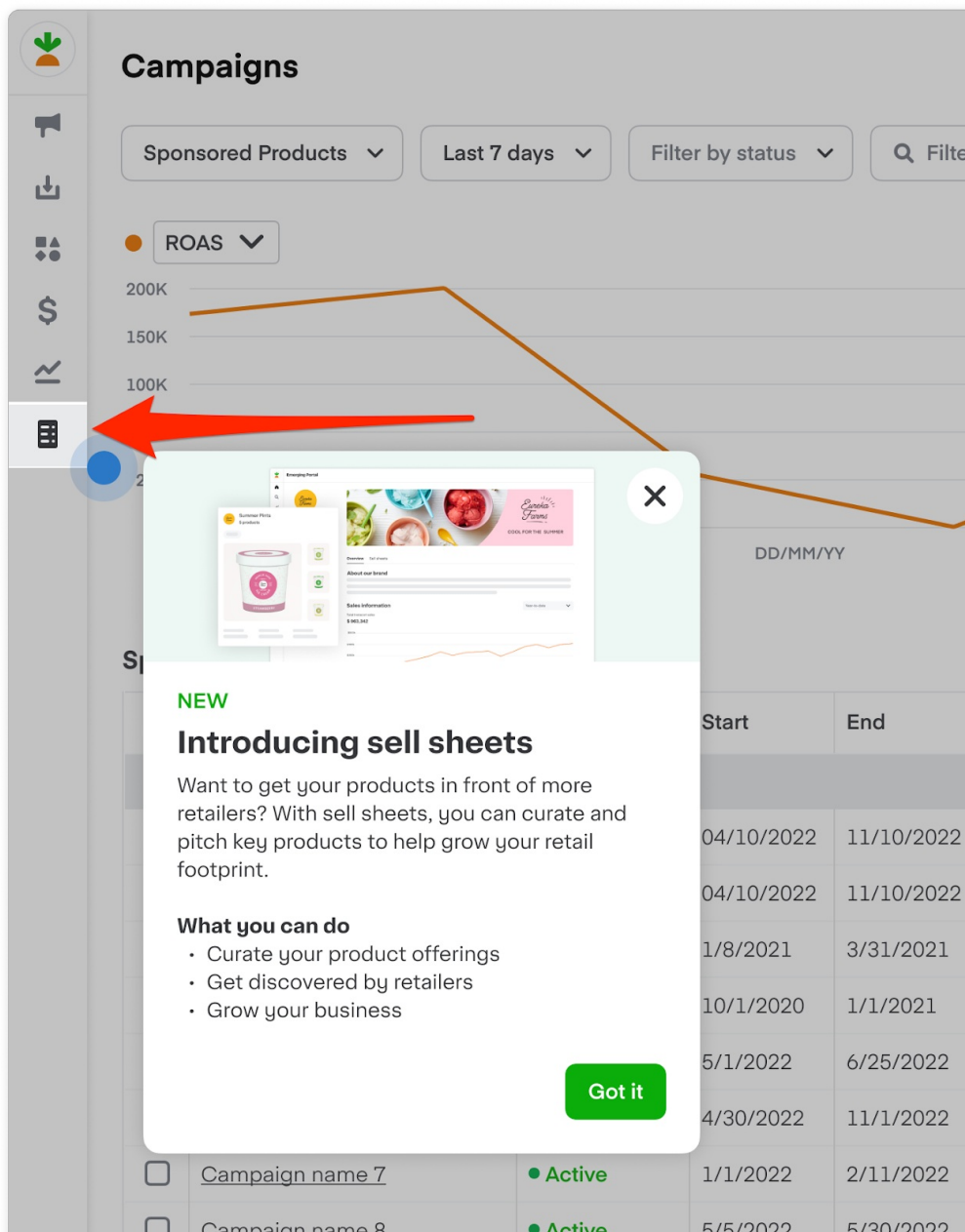
Sell sheets

Sell sheets describe a collection of products, their potential value to retailers, and why retailers should add them to their store shelves. With sell sheets, brands can—

- Curate product collections that automatically import product attributes and sales data to showcase products.
- Reach new retailers by publishing to our network of 1,400+ retailers looking to add new products to their shelves.
- Use Instacart's tools and insights to grow their business and connect customers with their products.

Access sell sheets

To access sell sheets in Ad Manager, click the **Sell sheets** tab on the left-hand side of the screen.



The screenshot shows the Ad Manager interface with a sidebar on the left containing various icons. The 'Sell sheets' icon, which is a document with a list, is highlighted with a blue circle and a red arrow. A red arrow also points to a notification pop-up that reads:

NEW
Introducing sell sheets
Want to get your products in front of more retailers? With sell sheets, you can curate and pitch key products to help grow your retail footprint.

What you can do

- Curate your product offerings
- Get discovered by retailers
- Grow your business

Got it

The background shows a 'Campaigns' view with a line graph of ROAS (Return on Ad Spend) over time. The graph shows a peak in ROAS around the middle of the period. Below the graph is a table with columns for 'Start' and 'End' dates. The table contains several rows of data, including dates like 04/10/2022, 11/10/2022, 1/8/2021, 3/31/2021, 10/1/2020, 1/1/2021, 5/1/2022, 6/25/2022, 4/30/2022, 11/1/2022, 1/1/2022, 2/11/2022, 5/5/2022, and 5/30/2022. The table also shows campaign names like 'Campaign name 7' and 'Campaign name 8', and their status as 'Active'.

Create a brand profile

From the Sell sheets tab in Ads Manager, click **Brand details** at the top of the page and then click **Edit brand details**. Be sure your profile includes—

- Contact information for retailers
- Details about your brand (max 1,000 characters)
- Your brand page URL
- Any relevant certifications your brand currently has
- Any existing distributors that your brand currently works with
- Geographic regions where you currently sell your products
- Types of stores your items are currently distributed
- Your logo (PNG recommended or JPEG, 1 MB maximum, 200-400 px wide, 100 px minimum height, no ratio requirement)
- Cover photo with image alt text (PNG recommended or JPEG, 2.5 MB maximum, 3200-9600 px wide, 8:1 ratio)

Create a sell sheet

You can create a sell sheet at any time, but you'll be prompted to create one after setting up your brand profile. Go to the **Sell sheets** tab in Ads Manager and click the **Create sell sheet** button on the right-hand side of the screen.

To create a sell sheet, be sure to include the following information—

- Sell sheet name
- Overview—describe the products listed in the sell sheet and why retailers should carry them (up to 1,000 characters maximum)
- UPCs—Ads Manager will automatically import the following product attributes and metrics:
 - Product images
 - Size
 - Average price
 - Unit count
 - Total sales
 - Total orders
 - Average stores sold in
 - Average sales per store
 - Average orders per store

Click **Save changes** when you're done.

Edit your sell sheet

Sell sheet details

Curate your sell sheet by highlighting products and their key features.

Sell sheet name

Overview

Describe your products and what makes them unique.

Introducing Eureka Farm's Summer Pints, the perfect summer treat for ice cream lovers. Our new line of ice cream pints features an array of refreshing and tropical flavors that will transport your taste buds to a summer paradise. Made with the freshest ingredients, our pints offer a creamy and satisfying texture that is perfect for those hot summer days. Join us in celebrating the season with our delicious and unique ice cream creations.

Select UPCs for your sell sheet

Don't see your products? [Manage in your library](#) Preview

Search products Add UPCs

Just added 5





- Strawberry & Fresh Mint**
01234567890123
14 fl oz ⓘ ⋮
- Yzu Lemon**
01234567890123
14 fl oz ⓘ ⋮
- Sangria All Day**
01234567890123
14 fl oz ⓘ ⋮
- Strawberry**
01234567890123
14 fl oz ⓘ ⋮
- Green Apple & Fresh Mint**
01234567890123
14 fl oz ⓘ ⋮

Cancel Save changes

You can only have 3 sell sheets published at a time. You can unpublish existing sell sheets to publish more. Click the 3 dots in the upper right-hand corner of each sell sheet card and then click "Unpublish."

PUBLISHED

Eureka Farms
Summer Pints
5 products



Sales (last 4 weeks) Units sold (last 4 weeks)
\$954,231 (+5.2%) **54,231 (+5.2%)**

Edit
Preview
Unpublish

Edit a sell sheet

To edit an existing sell sheet—

1. Go to the **Sell sheets** tab in Ads Manager.

2. Select the sell sheet you want to edit.
 3. Click on the 3 dots in the upper right-hand corner.
 4. Select **Edit**.
 5. Make your desired changes.
 6. Click **Save changes** in the lower right-hand corner when you're done.
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