

# 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.

## 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.

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."

## 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.