

Share of digital shelf

Share of digital shelf is the percentage of category impressions your brand receives benchmarked against other brands in its category.

We calculate this by—

Category* share of digital shelf =

Number of impressions for your brand's products on the Instacart shelf

Total number of impressions for all products on the Instacart shelf within your category

With share of digital shelf, brands can—

- Better understand your competitiveness on the Instacart digital shelf.
- Evaluate how your brands are doing holistically, as the category share of digital shelf metric includes paid and organic shelf placements.
- Monitor trends over time to help inform your business strategies and grow your business on Instacart.

Bringing this to life: example of category share of digital shelf for "Eureka Farms"

In the image below, a consumer searches for "ice cream" and **Eureka Farms** shows twice out of the 4 total shelf slots. Their category share of digital shelf in this example is 50%.

Share of digital shelf on Ads Manager—

*The category is based on the top 20 search terms and is rooted in the Nielsen hierarchy.

View share of digital shelf

You can view your brand's share of digital shelf directly in Ads Manager—

1. Go to the navigation bar on the left-hand side in Ads Manager.
2. Click **Share of digital shelf**.

From here, you can select your brand and its category combination from the drop-down.

This displays—

- **Category share of digital shelf:** The percent of category search impressions for the selected brand.
- **Spend:** Sponsored Product spend of your products for the selected brand and category.
- **Total sales:** Product sales for the selected brand and category.

It may take a few days to a few weeks to see an impact on the category share of digital shelf based on your campaigns.

Your brand selection determines what you see in your growth highlights and opportunity areas.

Growth highlights

This section highlights your top brand-category combinations that are gaining category share of digital shelf.

The **green percentages** highlight the change period over period, based on the timeframe you select—

Opportunity areas

This section displays your brand-category combinations with the greatest opportunities for category share of digital shelf.

We define competitors as the brands whose category share of digital shelf values is closest to yours.

We display up to 4 blinded competitors with the following metrics in the **Competition table**—

- **Change:** How your category share of digital shelf changed over the selected time frame.
- **Rank:** How your category share of digital shelf compares to competitors.
- **Rank change:** Your brand's placements change in the selected time frame (ex. #5 to #7 is a rank change of 2).

All categories and brands

This section shows the share of digital shelf results for all of your brand's categories, all in one aggregated table in Ads Manager.

Similar to your **Opportunity areas**, this table displays **Change, Rank, and Rank change**.

