

# Shoppable display ads on Caper Carts

Your single advertising campaign can now connect with relevant customers in-store on Caper Carts. Starting April 14, 2025, shoppable campaigns display on Caper Carts when 1 or more pinned products are in stock at applicable retailers.

## Caper Carts

Caper Cart is an AI-powered smart cart that simplifies checkout, guides consumers through the store, and is a digital shopping assistant. Caper Carts can add, remove, weigh, and adjust items while keeping a running receipt tally on screen and check out from the same cart.

You can streamline campaign management with a single digital campaign spanning multiple surfaces and simplify campaign measurement across all touchpoints with unified attribution models from Instacart.

This also offers an opportunity to—

- Fuel brand engagement. Previous pilots showed a >3% engagement rate with the ad unit and a >2% an add-to-cart rate.
- Reach an incremental customer base. Most in-store customers aren't part of our online marketplace, allowing early adopters to connect with a new audience making in-store purchase decisions ahead of competitors.

## FAQs

### **Where will my ads on Caper Carts be shown?**

Your shoppable display ads will serve on the Caper Cart's digital screen. Ads will be shown at all retailer locations with ads-enabled Caper Carts starting with Mckeevers and Schnucks. We will provide updates as we add more retailers.

### **How do I create Ads on Caper Cart campaigns?**

We will use existing shoppable display campaigns, excluding video, to automatically deliver ads to Caper Cart using the UPCs in applicable campaigns. When consumers shop in-store and enter relevant aisles, the campaign delivers ads directly to live Caper Carts.

### **Should I create a new shoppable display campaign?**

No, all eligible shoppable display campaigns will automatically extend delivery to Caper Carts with no additional lift required on your end.

### **What campaigns are eligible to serve on Caper Carts?**

Starting April 1, 2025, only shoppable display campaigns with keyword targeting or with optimized performance are eligible.

## **How are ads delivered & billed? What targeting & bids are used?**

For an ad to serve on Caper Carts, it must—

1. Have an in-stock product in an aisle when a Caper Cart enters.
2. Have relevant targeting. When the Caper Cart enters a “breakfast aisle” our system matches shoppable display ads (pinned products) with relevant keyword terms like “cereal”, “oatmeal”, “syrup”, “pancakes”(all items found in the physical aisle). Advertisers targeting those keywords (ex.“cereal”, “oatmeal”, “syrup”, “pancakes”) will be eligible to serve in that aisle.
3. Enter into a 1st price CPM auction. The ad with the highest bid will win the auction and deliver to the Caper Cart’s digital surface. Once displayed on the screen for 1 second, the campaign will be charged the CPM bid used in the auction.

We recommend using broad-match keyword targeting or optimized performance to let our algorithms serve your ads in the right moment.

## **Can I access Caper-specific reporting for my shoppable display campaigns?**

No, Caper-specific reporting isn’t available. All Ads Manager reporting displays aggregated data for all surfaces, including Caper Carts.

## **How do you define impressions & clicks?**

- Impression: 1 second on the screen will count as a 1 impression.
- Click: Users directly tapping clickable elements of the ad, such as clipping coupons or viewing more eligible items. In the future, we plan to increase engagement with the ad format by introducing additional features, like the ability to add products to a virtual shopping list.