



Instacart Featured Product Ads Deep Dive

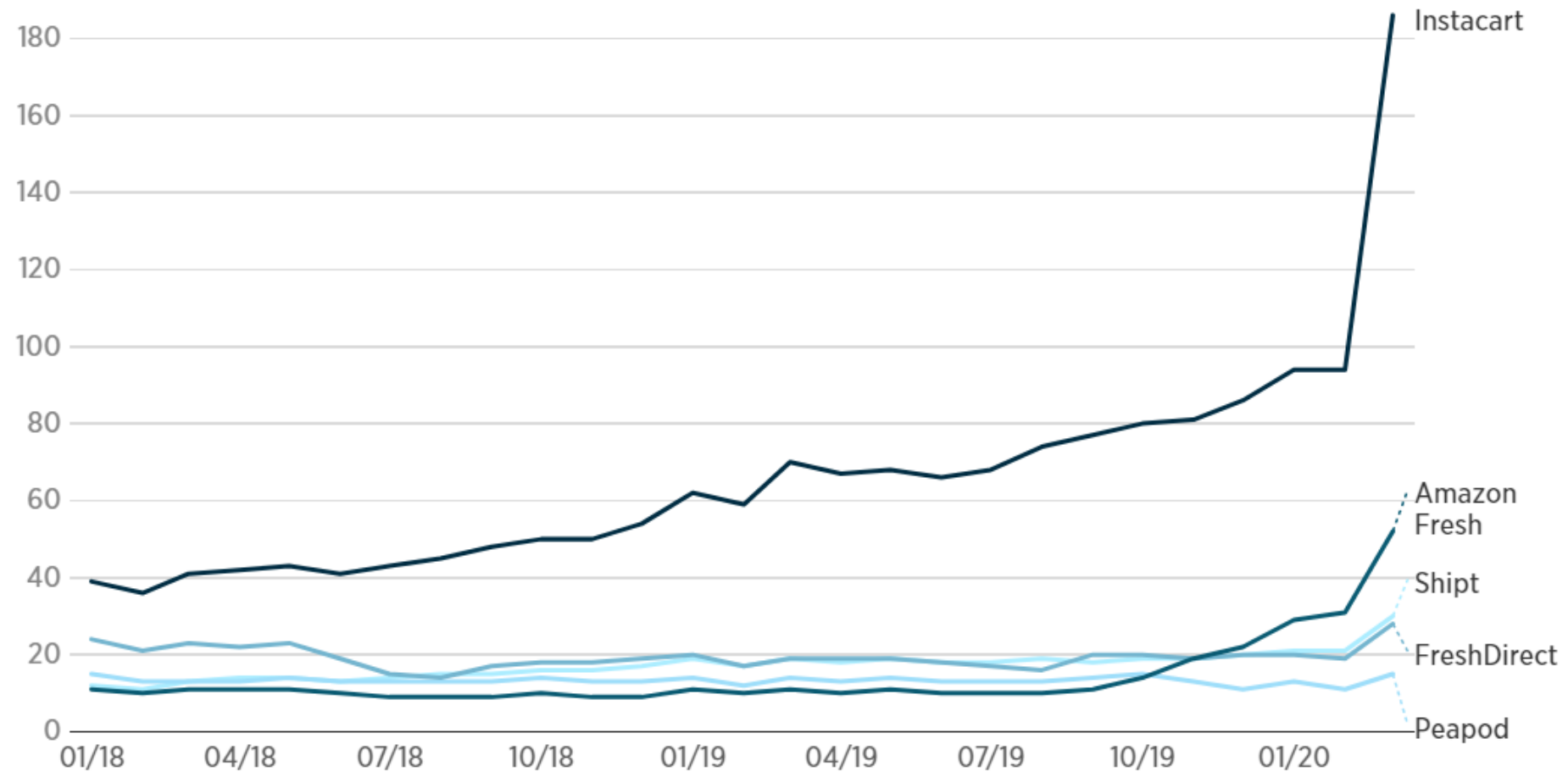


Presented By
Stephanie Leffler, CEO
OneSpace



Grocery Delivery Sales in the US since 2018

Instacart sales grew by 98% between February and March. Amazon Fresh grew by 68% month over month, while Shipt, FreshDirect and Peapod each grew by about 45%.



Sales are indexed to a baseline of 100 in January 2018. Amazon Fresh sales include both the old membership fee and Amazon Grocery.

Chart: CHRIS A. WILLIAMS • Source: [Second Measure](#)





Instacart Led Online Grocery with 57% Share in April

BRIEF

Instacart claims more than half of online grocery market



[Kroger](#)

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Dive Brief:

- Instacart's share of the online grocery market reached a high of 57% in April, [according to a new report from](#) The Information and Second Measure based on purchasing data. While it tapered off a bit in May, Instacart still has more than half the market.

BRAND STUDIO

3 Ways Retail Executives Are Preparing for the Future of In-Store Tech

Explore how retailers are planning to leverage advanced frictionless technology to provide a seamless shopping experience.

[Download now](#)

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Sign up

MOST POPULAR

1.



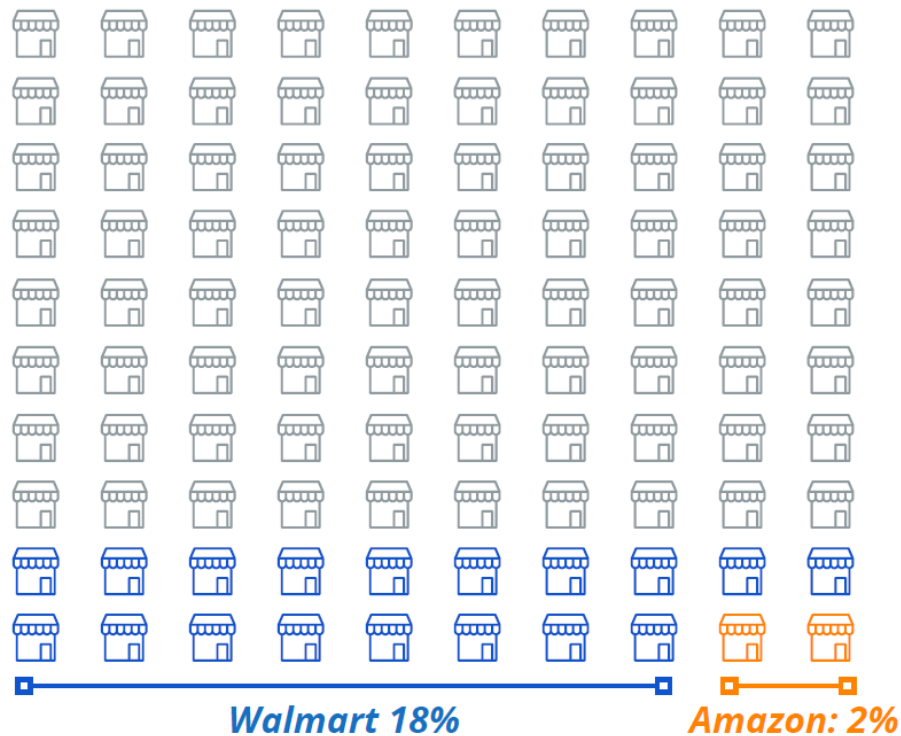
Fragmented Industry Requires a Comprehensive Strategy

80% of grocery shopping occurs outside of Walmart & Amazon

96% of customers who haven't tried online grocery would pick a store they already shop from

US Total Grocery Gross Transaction Value = \$838B

Each store icon represents \$8B in GTV



Source: Google & Bain Study





Instacart Paid Advertising

Multiple Promotional Opportunities

- **Featured Product**
- **Coupons**
- **Brand Wide Discounts**
- **Other Media Placements**





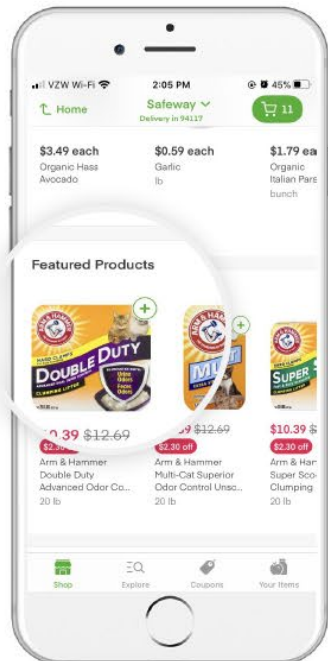
Featured Products Overview



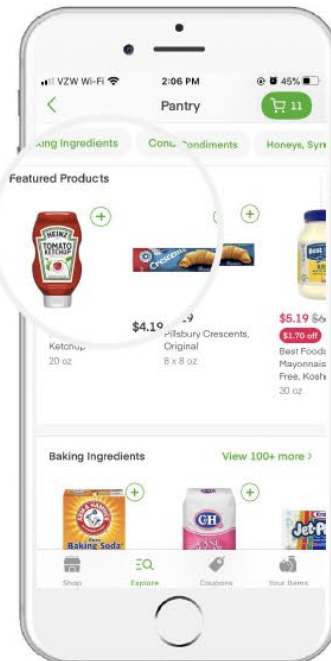


Featured Product Ads

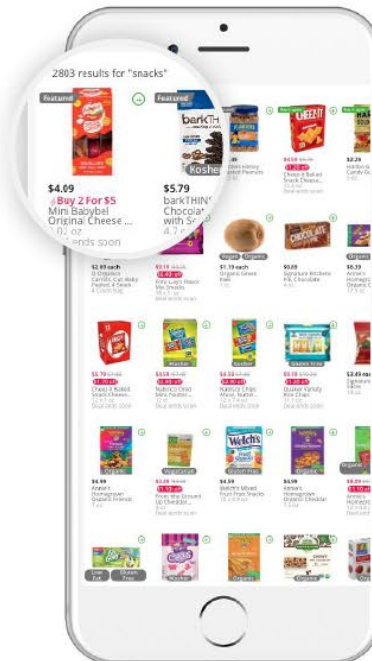
While Browsing



Home Page



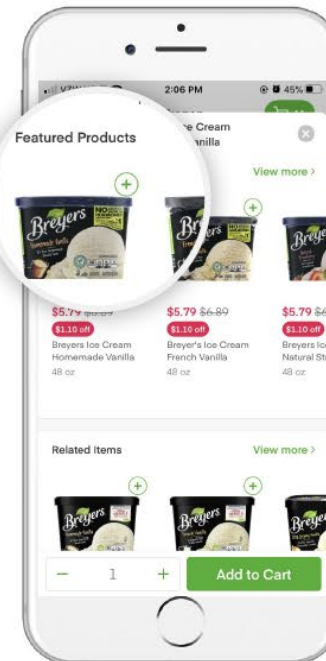
Department



Search

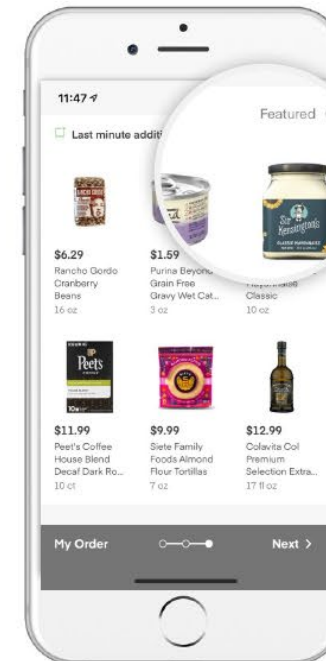
Note that this view is zoomed out

While Searching

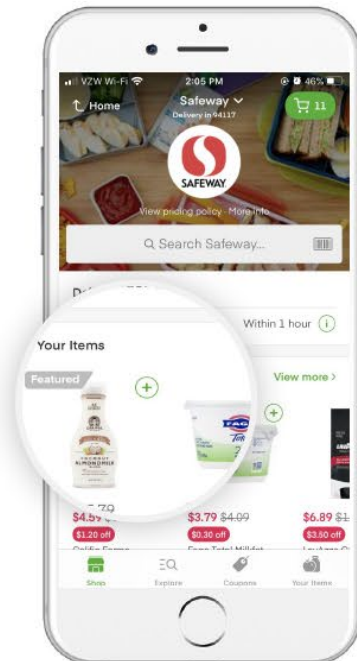


Item Details

Personalized After Ordering



Post Checkout



In "Your Items"

While Browsing



Stores ▾

Search Schnucks...



Account ▾

Help



Schnucks

Home

Departments

Savings

Get \$50

Your Items

DELIVERY

PICKUP

1123 Far Oaks Dr ▾

Aug 25 - Aug 26 ⓘ

Departments / Frozen / Frozen Meals

Pasta Meals

Sort by Popularity ▾

Featured



\$4.99

Birds Eye Alfredo Chicken
21 oz

Featured



\$8.19

Birds Eye Cheesy Chicken,
Family Size
42 oz

Featured



\$8.19

Birds Eye Family Size
Alfredo Chicken
2.63 lb



\$5.29

Birds Eye Chicken Alfredo
Bowl, Sleeve
9.3 oz



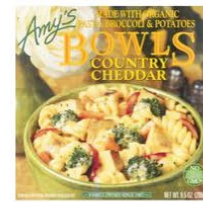
\$8.19

Birds Eye Voita! Family
Skillet Chicken Stir-Fry
42 oz



\$9.49

Stouffer's Cheesy Garlic
Lasagna with Meat Sauce,
Family Size
35 oz



\$5.29

Amy's Bowls Country
Cheddar
10.2 oz



\$3.39

Stouffer's Tuna Noodle
Casserole
12 oz



\$9.49

Stouffer's CLASSICS
Family Size Vegetable
Lasagna
5 oz



\$7.39

Tastee Choice Shrimp Lo
Mein
24 oz



\$3.39

Stouffer's CLASSICS
Macaroni & Cheese with
Broccoli
12 oz



\$1.09

Michelina's Macaroni &
Cheese
8 oz



\$7.39


Stouffer's Macaroni &
Cheese
40 oz




\$4.99

Amy's Light & Lean Sweet
& Sour Asian Noodle
8 oz

While Browsing

 Stores ▾ Search Schnucks...



Your It


All Items

Dry Goods


Household

All Item

Featured




\$16.49 ~~\$20.99~~
\$3.90 off
La Marca Prosecco
Sparkling Wine
750 ml
Deal ends 8/18/20



\$0.47 /lb
Banana
About \$0.20 each


Bakery > Bread




Dave's Killer Bread Thin-Sliced 21 Whole Grains and Seeds Organic Bread
20.5 oz
\$5.79 \$0.28 per oz

Quantity: [+ Add to cart](#)


[Favorite](#)




Often shopped next




Fresh Sliced Meats ...




Tofu & Meat Altern...



Lunch Meat









Specialty Cheeses





Prepared Meals

Featured Products




Account ▾ Help

 Cart



Blackberry



Protein
Almond

While Browsing

chnucks...

My Carts

Personal Cart

Shopping in 62232

Close



Schnucks

Next delivery: Tomorrow

\$1.69

Add \$8.31 to reach the order minimum of \$10.



Good Culture Cottage Cheese, Simply
5.3 oz

1

\$1.69

Preferences Remove

Frequently bought with

Good Culture Cottage Cheese, Simply

Featured



\$1.59

Fage Total Nonfat Greek
Strained Yogurt
6 oz



\$2.89

Jell-O Ready to Eat Sugar
Free Chocolate Vanilla
Swirl Pudding Cups
3.625 oz



\$5.29

Horizon Organic
Mozzarella Cheese Sticks
6 ct

Home

Departments

Savings

Get \$50

Your Items

DELIVERY

PICKUP

1123 Far Oaks Dr

Tomorrow

Departments / Deli



Spend \$22, get \$5 off!

Shop eligible products

Save Now

Browse Popular Categories

Cheese

Mozzarella

Goat Cheese

Gruyere Cheese

Babybel

Pub Cheese

Shredded Cheese

Cheddar Cheese

Parmesan Cheese

Havarti Cheese

Sales & Promotions

Brands

Nutrition

Sort by Popularity

Featured



\$10.49

Mini Babybel Original
Cheese
18 x 13.5 oz

Featured



\$1.69

Good Culture Cottage
Cheese, Simply
5.3 oz

Featured



\$6.29

Mini Babybel Original
Semisoft Cheeses
10 ct



\$5.79

Boar's Head Cheese,
Jalapeno Pepper Jack
Shrink Wrapped
8 oz



\$5.29

Imo's Pizza Provel Cheese
8 oz



\$3.19

Old El Paso Soft Tortilla
Bowl ? Cheese
8 x 6.7 oz




\$6.29


Boursin Garlic & Fine
Herbs Gournay Cheese
5.2 oz





While Searching



Showing results for english muffins


- Featured 







\$4.79
Thomas Original Nooks & Crannies English Muffins
6 ct
- Featured 







\$4.79
Thomas Cinnamon Raisin English Muffins
6 ct
- Featured  Buy it again 







\$5.79
Dave's Killer Bread Organic English Muffins
374 g
-  



\$3.49
Bays Sourdough English Muffins
6 x 2 oz
-  



\$3.49
Bays Original English Muffins
12 oz
-  



\$4.79
Thomas Light Multi-Grain English Muffins
12 oz
-  



\$4.79
Thomas 100% Whole Wheat English Muffin
6 ct
-  



\$1.89
Lewis Bakery Healthy Life Multi-Grain Lewis Bake Shop Healthy Life Multi-Grain English Muffins
4 oz
-  

\$1.89
Lewis Bakery Healthy Life Multi-Grain Lewis Bake Shop Healthy Life Multi-Grain English Muffins
4 oz
-  

\$1.89
Lewis Bakery Lewis Bake Shop English Muffins
4 each
- Featured  

\$5.99
Udi's Gluten-Free Sandwich Bread Whole Grain
12 oz
- Featured  

\$5.99
Udi's Gluten Free Muffins Double Chocolate
4 x 12 oz
- Featured  

\$5.99
Udi's Gluten Free Muffins Blueberry
4 ct
-  

\$4.79
Thomas Blueberry English Muffins
6 ct
- Banana
About \$0.21 each
- Almond Breeze Unsweetened Almond Coconut Original
- \$1.50 off**
Cantaloupe Melon
- Broccoli Crown
About \$1.76 each
- Gerber Strawberry
1 oz
- Strawberries
1 lb Container
- RxBar Nut & Protein Spread, Vanilla Almond Butter

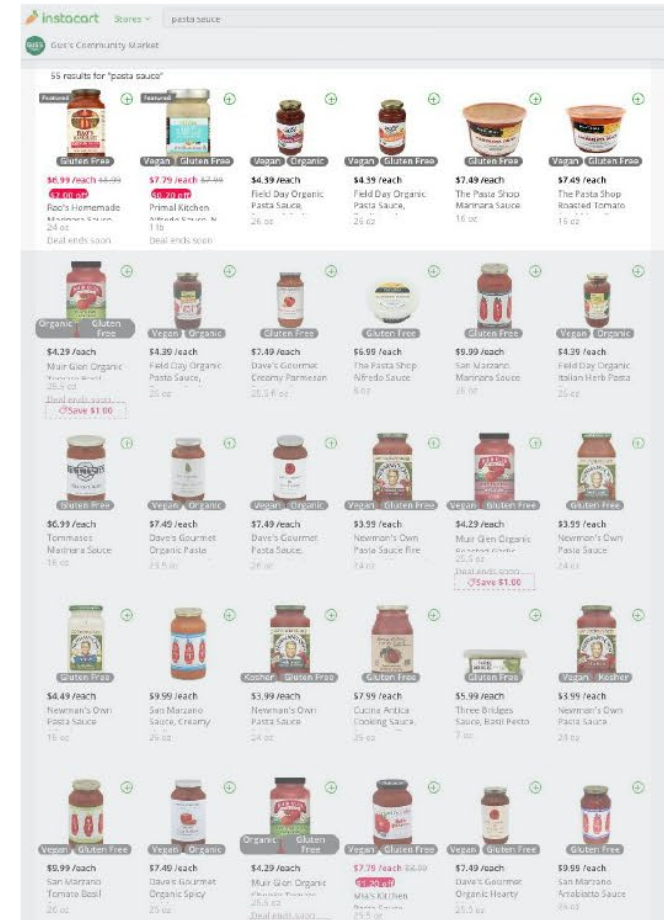
While Searching

Search is Foundational

17+ searches happen per order

Top Rows = Prime Shelf Space

70% of conversions from search
take place in the first row (88% in first three rows)



While Searching



Showing results for water



\$5.29
Ice Mountain Natural Spring Water
16.9 oz



\$2.09
Poland Spring 100% Natural Spring Water
30.4 oz



\$3.19
Ice Mountain Natural Spring Water
8 oz



\$1.99
hint water watermelon
16 oz



\$5.59
LaCroix Sparkling Water Grapefruit
12 x 12 fl oz

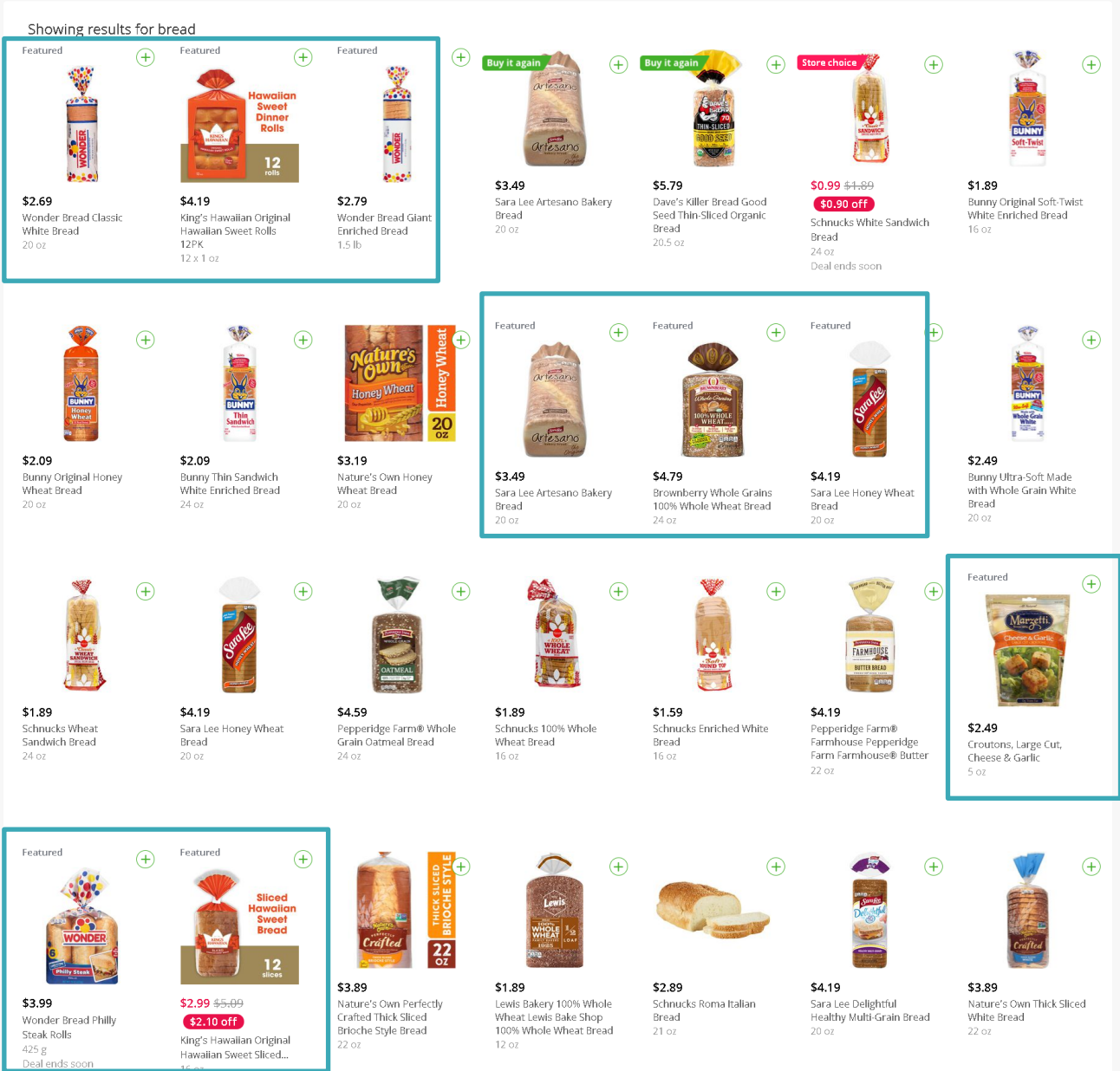


\$2.89
Schnucks 24 Pack Drinking Water
24 x 500 ml



\$3.19
Schnucks Natural Spring Water
24 x 16.9 fl oz

31-33



Personalized After Ordering

Your Items

- All Items Favorites On Sale Produce Meat & Seafood Deli Bakery Alcohol Dairy & Eggs Canned Goods
- Dry Goods & Pasta Pantry International Beverages Breakfast Snacks Frozen Personal Care Babies
- Household Craft & Hobby

Shop your last order



14 items
Delivered 8/18/20



Sort by Most relevant ▾

All Items

Featured



\$16.49 ~~\$20.39~~

\$3.90 off

La Marca Prosecco
Sparkling Wine
750 ml
Deal ends soon

Featured



\$5.79

Dave's Killer Bread Thin-Sliced 21 Whole Grains and Seeds Organic Bread
20.5 oz

Featured



\$3.69

Wheat Thins Crackers, Reduced Fat
8.5 oz



\$0.46 /each
Limes



\$2.99 /lb
Honeycrisp Apple
About \$1.20 each



\$1.89 /each
Hass Avocado
1 ct



\$1.99
hint water blackberry
16 oz



\$0.47 /lb
Banana
About \$0.21 each



\$3.79
Almond Breeze
Unsweetened Almond
Coconut Original



\$1.49 /each ~~\$2.99~~
\$1.50 off
Cantaloupe Melon



\$2.29 /lb
Broccoli Crown
About \$1.76 each



\$3.19
Gerber Strawberry
1 oz



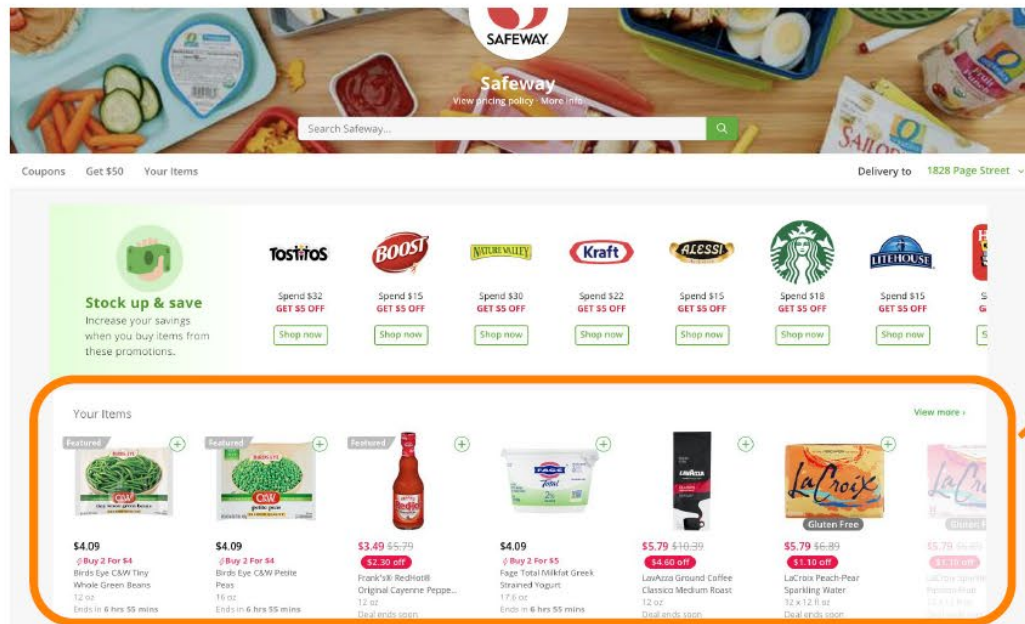
\$3.19 /each
Strawberries
1 lb Container



\$1.69
RxBar Nut & Protein
Spread, Vanilla Almond
Butter

Personalized After Ordering

- Over time, consumers become more reliant on their personalized list of previously purchased items
- By a customer's 10th order, **25% of all conversions are from the "Your Items" aisle**



Source: Instacart First Movr Presentation



Goals & Structure





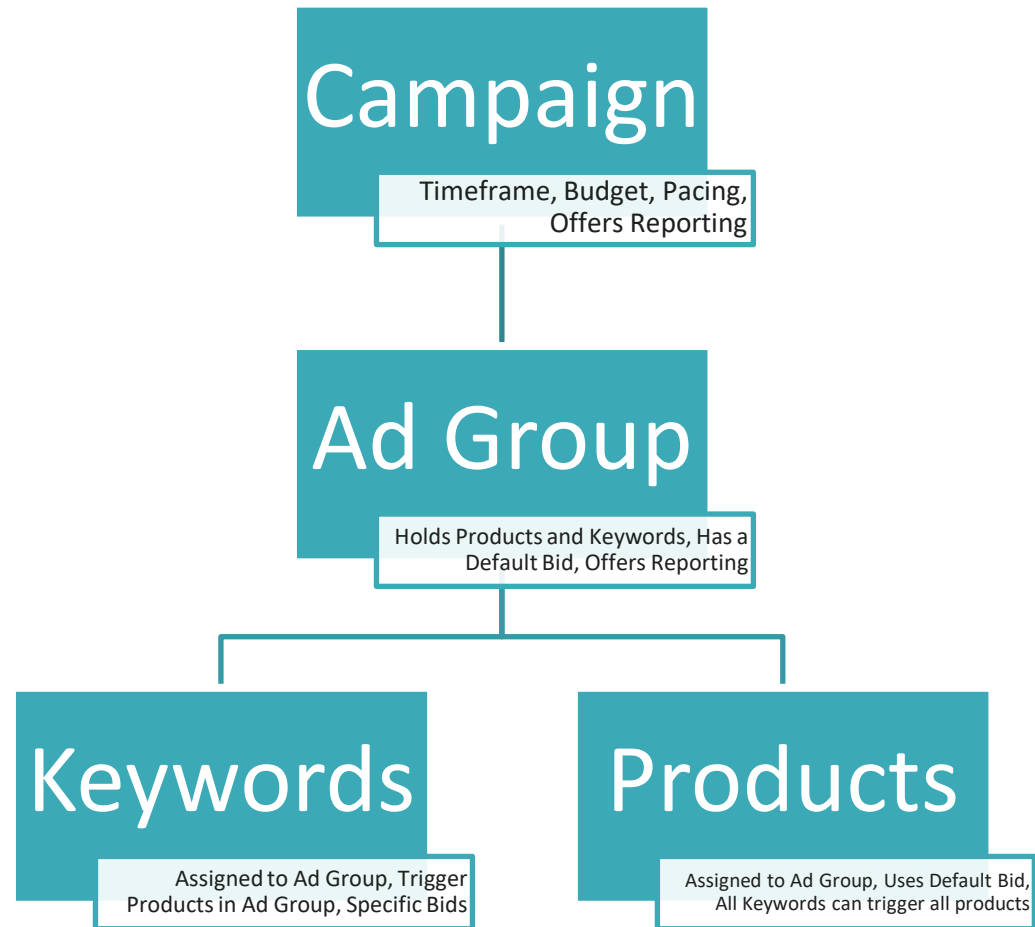
Featured Product Ads GOALS

- Sales Growth
- ROAS
- Total Category Share* (Defense & Acquisition)
- Category Visibility/Awareness

*only available with premium Instacart analytics



Structure: Campaigns & Ad Groups





Structure: Campaigns & Ad Groups

Campaigns

Search for Campaign...

Export ▾

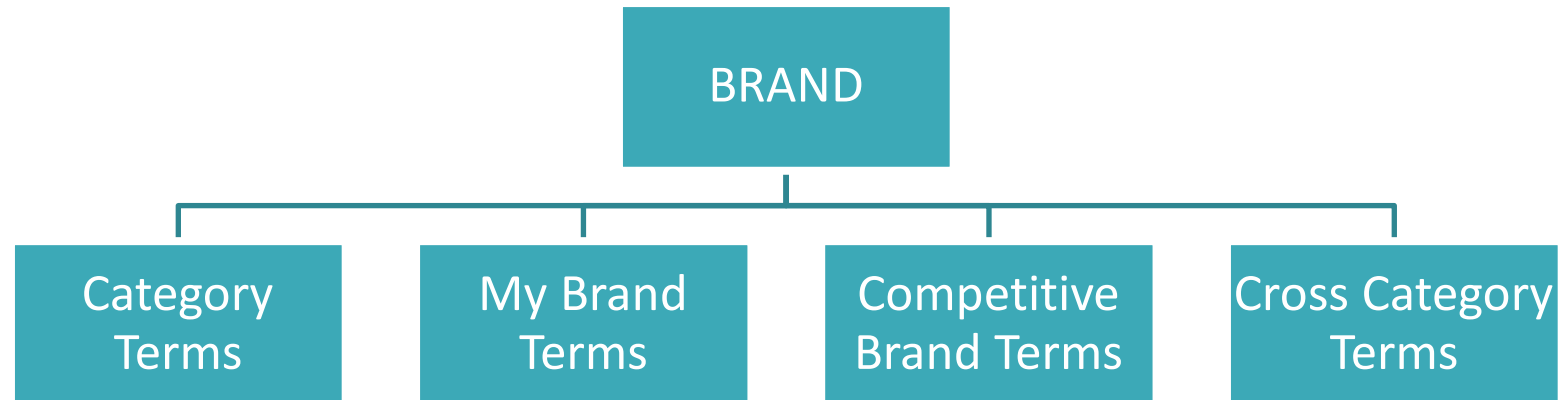
Create Campaign

STATUS	CAMPAIGN	START ▾	END	BUDGET	SPEND	ATTRIBUTED SALES	ATTRIBUTED QUANTITIES	ROAS	IMPRESSIONS	CLICKS	CTR	AVERAGE CPC
 ● Active	Example Campaign #1	06/08/20	10/05/20	\$60,000.00	\$39,778.96	\$171,319.52	10,462	4.3x	1,219,421	14,043	1.2%	\$2.83
 ● Out of Budget	Example Campaign #2	05/06/20	06/30/20	\$36,000.00	\$17,255.76	\$75,116.03	4,152	4.4x	875,930	5,857	0.7%	\$2.95

Start date, end date, budget, reporting considerations, toggle on or off, pacing

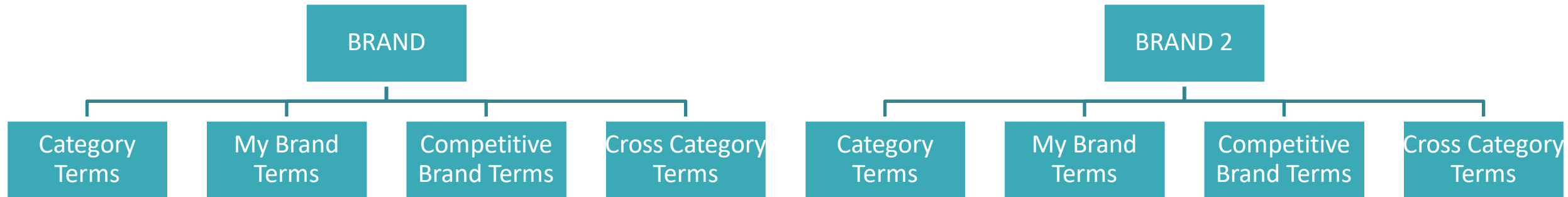


Structure: Campaigns & Ad Groups



Structure: Campaigns & Ad Groups

If Brands have separate budgets



Win with Multiple Ad Groups

Win 2 placements per ad group based on your bids and relevancy to the search term

Task | OneSpace x | Join conversation x | Dashboard x | Instacart - bread x | +

instacart Stores v bread Account v Help Cart

Schnucks Home Departments Savings Get \$50 Your Items

Showing results for bread

Featured + Featured + Featured + Buy it again + Buy it again + Store choice + +

\$2.69
Wonder Bread Classic White Bread
20 oz

\$4.19
King's Hawaiian Original Hawaiian Sweet Rolls
12PK
12 x 1 oz

\$2.79
Wonder Bread Giant Enriched Bread
1.5 lb

\$3.49
Sara Lee Artesano Bakery Bread
20 oz

\$5.79
Dave's Killer Bread Good Seed Thin-Sliced Organic Bread
20.5 oz

\$0.99 ~~\$1.99~~ **\$0.90 off**
Schnucks White Sandwich Bread
24 oz
Deal ends soon

\$1.89
Bunny Original Soft-Twist White Enriched Bread
16 oz

\$2.09
Bunny Original Honey Wheat Bread
20 oz

\$2.09
Bunny Thin Sandwich White Enriched Bread
24 oz

\$3.19
Nature's Own Honey Wheat Bread
20 oz

\$3.49
Sara Lee Artesano Bakery Bread
20 oz

\$4.79
Brownberry Whole Grains 100% Whole Wheat Bread
24 oz

\$4.19
Sara Lee Honey Wheat Bread
20 oz

\$2.49
Bunny Ultra-Soft Made with Whole Grain White Bread
20 oz

\$1.89
Schnucks Wheat Sandwich Bread
24 oz

\$4.19
Sara Lee Honey Wheat Bread
20 oz

\$4.59
Pepperidge Farm® Whole Grain Oatmeal Bread
24 oz

\$1.89
Schnucks 100% Whole Wheat Bread
16 oz

\$1.59
Schnucks Enriched White Bread
16 oz

\$4.19
Pepperidge Farm® Farmhouse Pepperidge Farm Farmhouse® Butter
22 oz

\$2.49
CROUTONS, Large Cut, Cheese & Garlic
5 oz

\$3.99
Wonder Bread Philly Steak Rolls
425 g
Deal ends soon

\$2.99 ~~\$5.99~~ **\$2.10 off**
King's Hawaiian Original Hawaiian Sweet Sliced...
16 oz
Deal ends soon

\$3.89
Nature's Own Perfectly Crafted Thick Sliced Brioche Style Bread
22 oz

\$1.89
Lewis Bakery 100% Whole Wheat Lewis Bake Shop 100% Whole Wheat Bread
12 oz

\$2.89
Schnucks Roma Italian Bread
21 oz

\$4.19
Sara Lee Delightful Healthy Multi-Grain Bread
20 oz

\$3.89
Nature's Own Thick Sliced White Bread
22 oz

Buy 2 Save \$0.75

Bid on Your Own Terms: Share Defense

[Home](#) [Departments](#) [Savings](#) [Get \\$50](#) [Your Items](#)

[DELIVERY](#) [PICKUP](#)

1123 Far Oaks Dr [▼](#)


Within 2 hours [ⓘ](#)

[Departments ▼](#) [Brands ▼](#) [Nutrition ▼](#)

Sort by [Best Match ▼](#)

Showing results for kodiak


Featured



+

\$5.79
Kodiak Cakes Power Cakes Buttermilk Flapjack Waffle Mix
20 oz


Featured



+

\$5.29
Annie's Homegrown Organic Pancake and Waffle Mix
26 oz


Featured



+

\$5.79
Kodiak Cakes Flapjack & Waffle Mix Chocolate Chip
18 oz


Buy it again



+

\$5.69
Kodiak Cakes Power Waffles Buttermilk & Vanilla
10 x 13.4 oz


Buy it again



+

\$2.29
Kodiak Cakes Flapjack On The Go Power Cakes Buttermilk & Maple
2.15 oz


Buy it again



+

\$2.09
Kodiak Cakes Minute Muffin Mountain Blueberry
2.29 oz


Buy it again



+

\$5.79
Kodiak Cakes Power Cakes Dark Chocolate Flapjack Waffle Mix
18 oz


Buy it again



+

\$2.09
Kodiak Cakes Minute Muffin Double Dark Chocolate
2.36 oz


Buy it again



+

\$5.79
Kodiak Cakes Buttermilk & Honey Flapjack Waffle Mix
24 oz


Buy it again



+

\$2.29
Kodiak Cakes Unleashed Flapjack Chocolate Chip & Maple
2.29 oz


Featured



+

\$5.29
Kodiak Cakes Graham Crackers, Frontier, Honey, Bear Bites, Box
9 oz


Featured



+

\$5.59
Kodiak Cakes Muffin Mix Blueberry
14 oz


Featured



+

~~**\$2.50**~~
\$0.69 off
Krusteaz Light & Fluffy Buttermilk Complete Mix
32 oz
Deal ends soon

Buy it again



+

\$2.09
Kodiak Cakes Brownie In A Cup Chocolate Fudge
2.36 oz



If You Don't Bid on Your Own Terms



Stores ▾

coors light



Account ▾

Help



Schnucks

Home

Departments

Savings

Get \$50

Your Items

DELIVERY

PICKUP

1123 Far Oaks Dr ▾

Within 2 hours ⓘ

Category ▾

Style ▾

Price ▾

Brewery ▾

Alcohol % ▾

Sort by **Best Match** ▾

Showing results for coors light

Featured



\$9.29

Heineken Light Beer
6 x 12 fl oz

Featured



\$17.99 ~~\$18.49~~

\$0.50 off

Heineken Lager Beer
12 x 12 oz
Deal ends soon

Featured



\$17.99 ~~\$18.49~~

\$0.50 off

Heineken Lager Beer
12 x 12 oz
Deal ends soon

Featured



\$19.99 ~~\$25.59~~

\$5.60 off

Coors Light Beer, Lager
Beer Can
30 x 12 oz
Deal ends soon

Featured



\$16.49 ~~\$17.39~~

\$0.90 off

Coors Light Beer, Lager
Beer Can
18 x 12 fl oz
Deal ends soon

Featured



\$12.19

Coors Light Beer, Lager
Beer Bottle
12 x 12 oz

Featured



\$12.19

Coors Light Beer, Lager
Beer Can
12 x 12 oz



\$12.49 ~~\$12.99~~

\$0.50 off

Coors Light Beer
Aluminum Btl
9 x 16 fl oz
Deal ends soon



\$6.99

Coors Light Beer, Lager
Beer Bottle
6 x 12 fl oz



\$15.49 ~~\$18.99~~

\$3.50 off

Coors Light Beer
Aluminum Btl
15 x 16 fl oz
Deal ends soon

Featured



\$24.49 ~~\$26.59~~

\$2.10 off

Heineken Lager Beer
18 x 12 fl oz
Deal ends soon

Featured



\$25.39

Michelob Ultra Light Beer
Slim Cans
24 x 12 fl oz

Featured



\$8.99 ~~\$9.19~~

\$0.20 off

Dos Equis Ambar Mexican
Beer
6 x 12 fl oz
Deal ends soon

Featured



\$16.49 ~~\$17.39~~

\$0.90 off

Coors Light Beer, Lager
Beer Bottle
18 x 12 fl oz
Deal ends soon

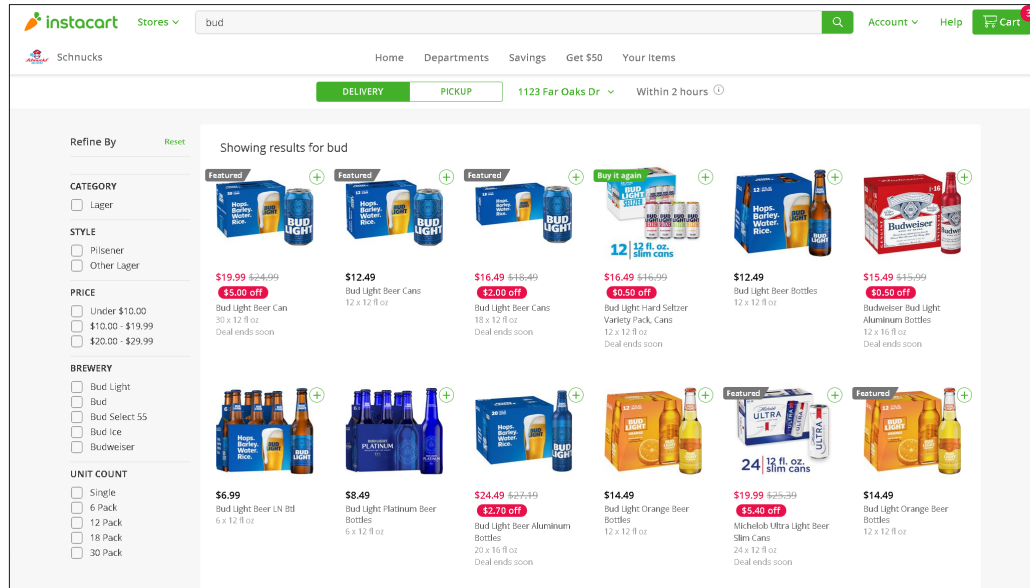




How to Build Ad Groups



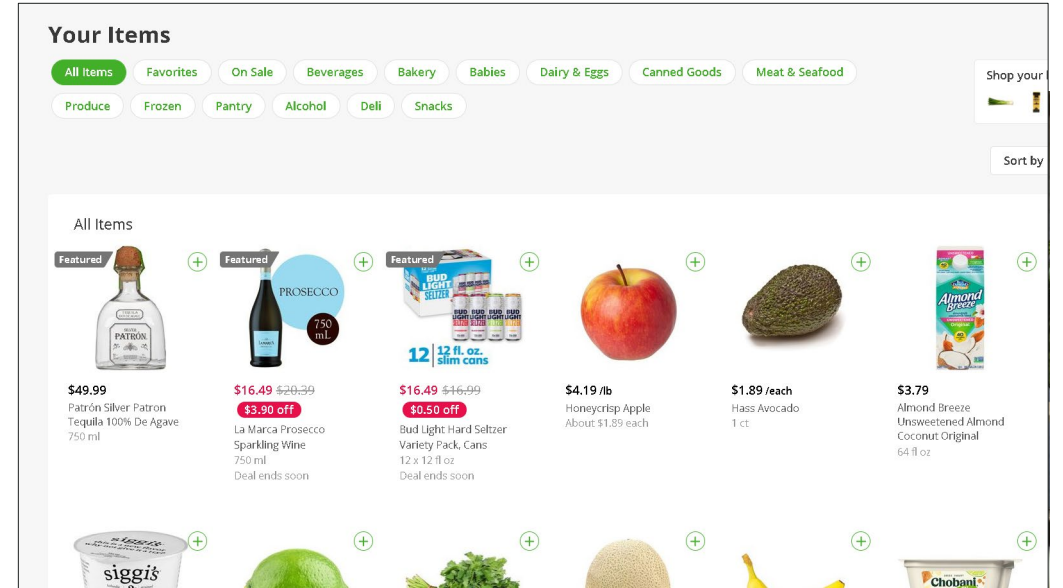
Ad Types



The screenshot shows the Instacart website's search results for the keyword "bud". The page features a top navigation bar with the Instacart logo, a search bar containing "bud", and links for "Account", "Help", and a shopping cart with 3 items. Below the navigation bar, there are tabs for "DELIVERY" and "PICKUP", and a location selector set to "1123 Far Oaks Dr" with a "Within 2 hours" delivery window. A left sidebar allows users to refine their search by category (Lager), style (Pilsener, Other Lager), price range (Under \$10.00, \$10.00 - \$19.99, \$20.00 - \$29.99), brewery (Bud Light, Bud, Bud Select 55, Bud Ice, Budweiser), and unit count (Single, 6 Pack, 12 Pack, 18 Pack, 30 Pack). The main content area, titled "Showing results for bud", displays a grid of featured beer products. Each product listing includes an image, the product name, the current price, a red "off" sticker indicating a discount, and the deal end date. Products shown include Bud Light Beer Cans, Bud Light Hard Seltzer Variety Pack, Budweiser Bud Light Aluminum Bottles, Bud Light Orange Beer Bottles, and Michelob Ultra Light Beer Slim Cans.

Search-based

Search-based ads are any featured listing that displays on a consumer's SERP when they manually perform a keyword search.



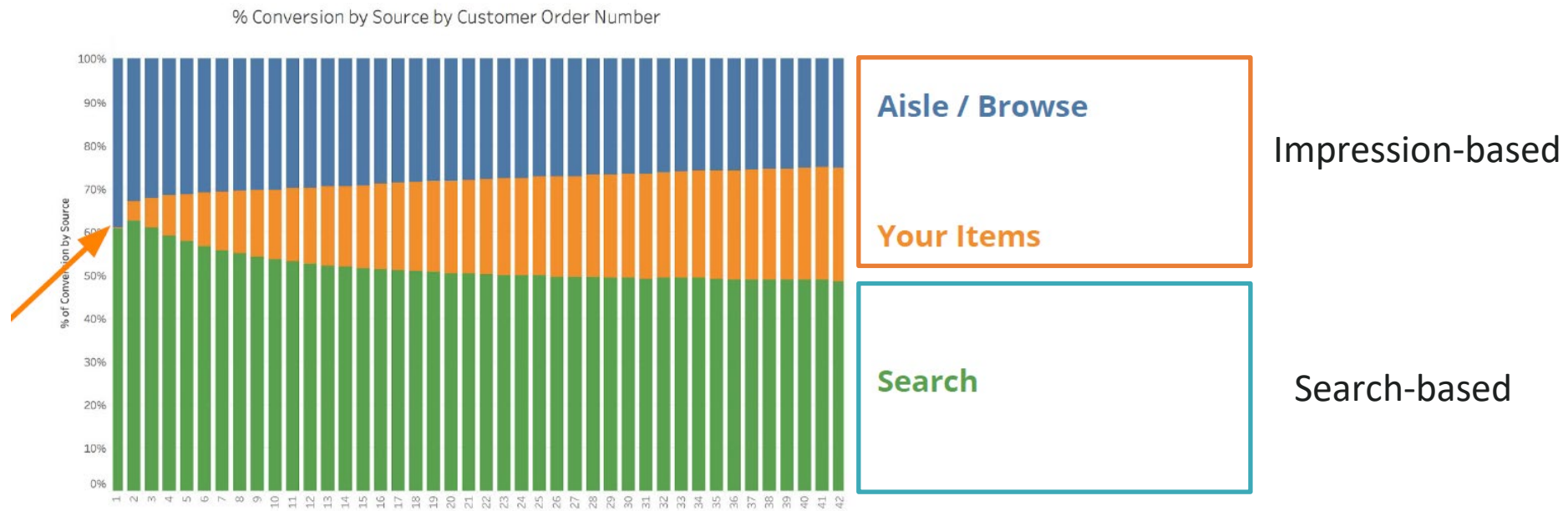
The screenshot shows the "Your Items" page on the Instacart website. At the top, there are tabs for "All Items", "Favorites", "On Sale", "Beverages", "Bakery", "Babies", "Dairy & Eggs", "Canned Goods", and "Meat & Seafood". Below these are more specific category tabs: "Produce", "Frozen", "Pantry", "Alcohol", "Deli", and "Snacks". The main content area, titled "All Items", displays a grid of various grocery items. Each item listing includes an image, the item name, the current price, and a red "off" sticker indicating a discount. Items shown include Patrón Silver Patron Tequila, La Marca Prosecco Sparkling Wine, Bud Light Hard Seltzer Variety Pack, Honeycrisp Apples, Hass Avocados, Almond Breeze Unsweetened Almond Coconut Original, and various dairy products like sigg's and Chobani. Each item has a green plus icon in the top right corner, indicating it can be added to the cart.

Impression-based

Any ad that appears as a consumer navigates through Instacart's platform (without performing a specific search) can be considered an impression-based ad.



Ad Types



Source: Instacart First Movr Presentation

Bid Types















Home Departments Savings Get \$50 Your Items

DELIVERY PICKUP 1123 Far Oaks Dr Aug 25 - Aug 26

Departments / Frozen / Frozen Meals
Pasta Meals

Sort by Popularity

Featured

 \$4.99 Birds Eye Alfredo Chicken 21 oz	 \$8.19 Birds Eye Cheesy Chicken, Family Size 42 oz	 \$8.19 Birds Eye Family Size Alfredo Chicken 2.63 lb	 \$5.29 Birds Eye Chicken Alfredo Bowl, Sleeve 9.3 oz	 \$8.19 Birds Eye Volla! Family Skillet Chicken Stir-Fry 42 oz	 \$9.49 Stouffer's Cheesy Garlic Lasagna with Meat Sauce, Family Size 35 oz	 \$5.29 Amy's Bowls Country Cheddar 10.2 oz
 \$3.39 Stouffer's Tuna Noodle Casserole 12 oz	 \$9.49 Stouffer's CLASSICS Family Size Vegetable Lasagna 5 oz	 \$7.39 Taste of China Shrimp Lo Mein 24 oz	 \$3.39 Stouffer's CLASSICS Macaroni & Cheese with Broccoli 12 oz	 \$1.09 Michelina's Macaroni & Cheese 8 oz	 \$7.39 Stouffer's Macaroni & Cheese 40 oz	 \$4.99 Amy's Light & Lean Sweet & Sour Asian Noodle 8 oz

Default "Product" Bids

res v cereal















Home Departments Savings Get \$50 Your Items

Delivery to 1123 Far Oaks Dr Tomorrow

Departments Brands Nutrition

Sort by Best Match

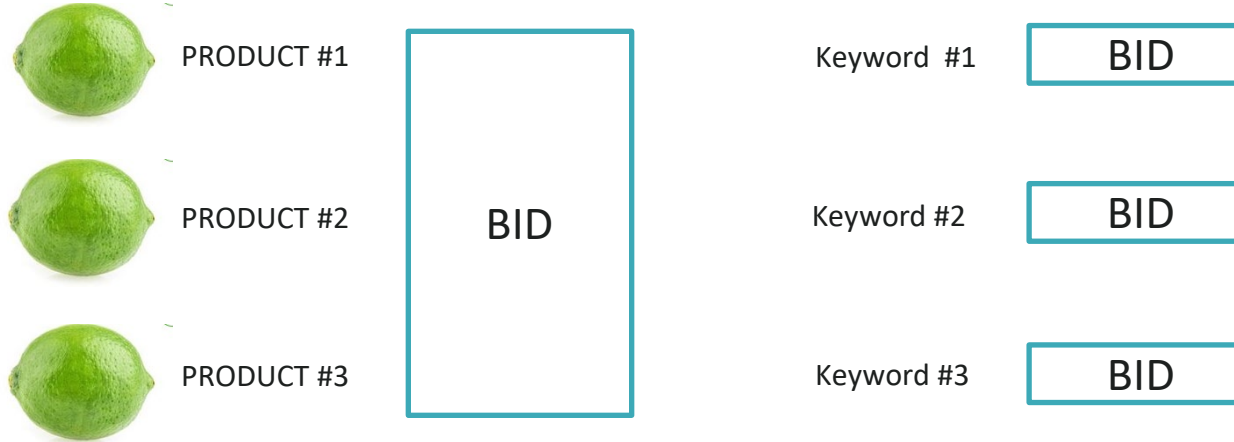
Showing results for cereal

 \$7.50 \$8.99 \$1.49 off Honey Bunches Of Oats with Almonds Cereal 48 oz Deal ends soon	 \$6.82 \$7.97 \$1.15 off Post Cereal 2 ea Deal ends soon	 \$7.50 \$8.99 \$1.49 off General Mills Cornflakes Toast Crunch Breakfast... 2 x 49.5 oz Deal ends soon	 \$9.65 \$11.00 \$1.35 off Kellogg's Assortment Pack Breakfast Cereal... 30 x 32.7 oz Deal ends soon	 \$8.31 Kellogg's Frosted Mini- Wheats Mini Wheats Cereal Bite Size Frosted 2 x 55 oz	 \$7.07 \$8.99 \$1.92 off Member's Mark Buttermilk Pancake Mix 10 lb Deal ends soon	 \$7.46 \$8.99 \$1.53 off Cheerios Honey Nut... Gluten Free, Cereal with... 2 x 24 oz Deal ends soon
 \$5.35 \$6.40 \$1.05 off KID DOUBLE PACK Variety Pack Kid Cereal 28 oz Deal ends soon	 \$7.25 \$8.26 \$1.01 off Kellogg's Frosted Flakes Breakfast Cereal Original 2 x 55 oz Deal ends soon	 \$7.50 \$8.99 \$1.49 off Kellogg's Frost Loops Breakfast Cereal Original 2 x 49.5 oz Deal ends soon	 \$5.49 Cap'n Crunch Crunch Berriesweetened Corn & Oat Cereal 40 oz	 \$7.50 \$8.99 \$1.49 off Lucky Charms Breakfast Cereal, Gluten Free Cereal 2 x 25 oz Deal ends soon	 \$8.55 Cheerios Cinnamon Oat: Crunch Breakfast Cereal 55.5 oz	 \$6.32 \$7.40 \$1.08 off Cheerios Gluten Free... Cereal with Whole Grain... 20.25 oz Deal ends soon

Keyword-Specific Bids



Creating an Ad Group



Creating an Ad Group

New Ad Group

Ad Group Name

UPCs

0 Products

Enter UPCs separated by a new line

PRODUCT	SIZE	UPC	ACTION
---------	------	-----	--------

Add UPCs

Default Maximum CPC Bid

Enter Bid Amount

Keywords ⓘ

Enter keywords separated by a new line

You can add up to 1000 keywords

Add Keywords

Default "Product" Bids

Default Maximum CPC Bid



Bid Strength Weak Current Maximum Bid Suggested Maximum Bid **\$7.97**

Ad Group Details

Products Keywords

Export ▾

Add Products

STATUS	PRODUCT	SIZE	UPC	SPEND	ATTRIBUTED SALES	ATTRIBUTED QUANTITIES	ROAS	IMPRESSIONS ▾	CLICKS	CTR	AVERAGE CPC
<div><div></div><div>Active</div></div>	 PRODUCT #1	12 fl oz	12345678655	\$136.38	\$1,113.18	129	8.2x	71,476	183	0.3%	\$0.75
<div><div></div><div>Active</div></div>	 PRODUCT #2	12 oz	12345678655	\$2.82	\$75.64	5	26.8x	4,439	10	0.2%	\$0.28
<div><div></div><div>Active</div></div>	 PRODUCT #3	12 fl oz	12345678655	\$7.84	\$59.46	4	7.6x	3,968	10	0.3%	\$0.78

Keyword-Specific Bids

Default Maximum CPC Bid

Bid Strength Weak Current Maximum Bid Suggested Maximum Bid **\$7.97**

Ad Group Details

Products Keywords

Export

Add Keywords

KEYWORD	BID TYPE <div></div>	BID STRENGTH <div></div>	CURRENT MAXIMUM BID	SUGGESTED MAXIMUM BID <div></div>	SPEND <div></div>	ATTRIBUTED SALES	ATTRIBUTED QUANTITIES	ROAS	IMPRESSIONS	CLICKS	CTR	AVG CPC
Keyword #1	Override	<div></div>	<div>\$20.00</div>	\$13.43 <div>Apply</div>	\$45,769.65	\$75,983.66	3,646	1.7x	502,187	4,983	1.0%	\$9.19
Keyword #2	Override	<div></div>	<div>\$13.00</div>	\$15.75 <div>Apply</div>	\$1,690.08	\$3,598.13	169	2.1x	26,609	238	0.9%	\$7.10
Keyword #3	Override	<div></div>	<div>\$10.00</div>	\$11.57 <div>Apply</div>	\$859.13	\$2,686.76	124	3.1x	22,838	172	0.8%	\$4.99

Default vs Override Keywords

Default Maximum CPC Bid

Bid Strength Weak

Current Maximum Bid

\$6.00

Suggested Maximum Bid **\$7.36**

Ad Group Details

Products Keywords

Search for Keyword...

Export ^

Add Keywords

Export

Export by Day

KEYWORD	BID TYPE <small>i</small>	BID STRENGTH <small>i</small> ^	CURRENT MAXIMUM BID	SUGGESTED MAXIMUM BID <small>i</small>	SPEND	ATTRIBUTED SALES	ATTRIBUTED QUANTITIES	ROAS	IMPRESSIONS	CLICKS	AVG CPC
Keyword 1	Override	<div><div></div><div></div><div></div></div>	<div>\$4.00</div>	<div>\$12.75 Apply</div>	\$238.54	\$896.74	64	3.8x	18,285	93	\$2.56
keyword 2	Override	<div><div></div><div></div><div></div></div>	<div>\$7.00</div>	<div>\$7.34 Apply</div>	\$180.98	\$353.93	25	2.0x	1,086	36	\$5.03
keyword 3	Default	<div><div></div><div></div><div></div></div>	<div>\$6.00</div>	<div>\$12.75 Apply</div>	\$0.00	\$0.00	0	0.0x	516	0	\$0.00

Instacart automatically add keywords, so be ready and adjust bids



How to Review Performance by Campaign & Ad Group



Key Stats to Review

SPEND

-15%

SALES

+16%

ROAS

+36%

AVG CTR

+20%

AVG CPC

-24%

% of Spend on Search Ads +21%

	Daily Spend	Daily Sales	Daily Units	ROAS	Clicks/Day	CTR	CPC	% Search Spend
April - June 13	\$ 3,431	\$ 23,891	1,294	6.96	1891	0.70%	\$ 1.81	42%
June 14 - July 8	\$ 7,209	\$ 26,532	1,509	3.68	1935	0.87%	\$ 3.72	42%
July 9 - July 31	\$ 6,145	\$ 30,817	1,714	5.01	2166	1.05%	\$ 2.84	51%
	-15%	16%	14%	36%	12%	20%	-24%	21%





PERFORMANCE: By Campaign

Test Company / CAMPAIGN #1

CAMPAIGN #1

STATUS
Active

Edit

Lifetime

Overview

SPEND
\$564,930.39

IMPRESSIONS
26,157,805

CLICKS
214,235

AVERAGE CTR
0.8%

ROAS
5.0x



Maximum CPC Bid Performance

Search for Ad Group...

Export

Create Ad Group

STATUS		AD GROUP ^	BID STRENGTH	DEFAULT MAXIMUM BID	SUGGESTED MAXIMUM BID	NUMBER OF DEFAULT KEYWORDS
<input checked="" type="radio"/>	Paused	AD GROUP #1	○○○	\$10.00	\$8.33 Apply	240
<input checked="" type="radio"/>	Paused	Ad Group #2	○○○	\$5.00	\$7.08 Apply	176



PERFORMANCE: By Campaign

Test Company / CAMPAIGN #1

CAMPAIGN #1

STATUS
Active

Edit

Lifetime

Overview

SPEND

\$564,930.39

IMPRESSIONS

26,157,805

CLICKS

214,235

AVERAGE CTR

0.8%

ROAS

5.0x



Maximum CPC Bid

Performance

Search for Ad Group...

Export

Create Ad Group

	STATUS	AD GROUP	SPEND	ATTRIBUTED SALES	ATTRIBUTED QUANTITIES	ROAS	IMPRESSIONS	CLICKS	CTR	AVERAGE CPC
<input checked="" type="checkbox"/>	Active	Ad Group #1	\$164.12	\$1,463.39	153	8.9x	98,490	236	0.2%	\$0.70
<input type="checkbox"/>	Paused	Ad Group #2	\$0.00	\$0.00	0	0.0x	4	0	0.0%	\$0.00



Ad Group #1

Edit

Lifetime

 ACTIVE

\$ CAMPAIGN BUDGET \$590,000.00

\$ DEFAULT MAXIMUM BID \$3.00

Overview

SPEND

\$1,641.21

IMPRESSIONS

181,332

CLICKS

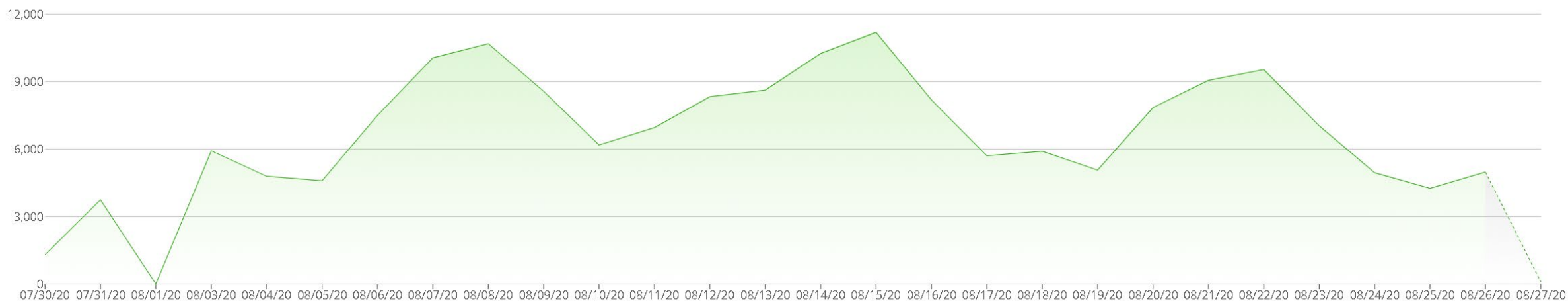
1,266

AVERAGE CTR

0.7%

ROAS

6.6x



Default Maximum CPC Bid

Bid Strength **Weak**

Current Maximum Bid

\$3.00

Suggested Maximum Bid **\$5.40**

Ad Group Details



PERFORMANCE: By Product

Default Maximum CPC Bid

Bid Strength Weak

Current Maximum Bid

\$1.50

Suggested Maximum Bid **\$7.97**

Ad Group Details

Products

Keywords

🔍 Search for Product or UPC...

Export ▾

Add Products

STATUS	PRODUCT	SIZE	UPC	SPEND	ATTRIBUTED SALES	ATTRIBUTED QUANTITIES	ROAS	IMPRESSIONS ▾	CLICKS	CTR	AVERAGE CPC
<div><div></div><div>● Active</div></div>	<div>PRODUCT #1</div>	12 fl oz	12345678655	\$136.38	\$1,113.18	129	8.2x	71,476	183	0.3%	\$0.75
<div><div></div><div>● Active</div></div>	<div>PRODUCT #2</div>	12 oz	12345678655	\$2.82	\$75.64	5	26.8x	4,439	10	0.2%	\$0.28
<div><div></div><div>● Active</div></div>	<div>PRODUCT #3</div>	12 fl oz	12345678655	\$7.84	\$59.46	4	7.6x	3,968	10	0.3%	\$0.78



PERFORMANCE: By Keyword

Default Maximum CPC Bid

Bid Strength Weak Current Maximum Bid Suggested Maximum Bid **\$7.97**

Ad Group Details

Products Keywords

[Export](#) [Add Keywords](#)

KEYWORD	BID TYPE i	BID STRENGTH i	CURRENT MAXIMUM BID	SUGGESTED MAXIMUM BID i	SPEND ✓	ATTRIBUTED SALES	ATTRIBUTED QUANTITIES	ROAS	IMPRESSIONS	CLICKS	CTR	AVG CPC
Keyword #1	Override	○○○	<input type="text" value="\$20.00"/>	\$13.43 Apply	\$45,769.65	\$75,983.66	3,646	1.7x	502,187	4,983	1.0%	\$9.19
Keyword #2	Override	○○○	<input type="text" value="\$13.00"/>	\$15.75 Apply	\$1,690.08	\$3,598.13	169	2.1x	26,609	238	0.9%	\$7.10
Keyword #3	Override	○○○	<input type="text" value="\$10.00"/>	\$11.57 Apply	\$859.13	\$2,686.76	124	3.1x	22,838	172	0.8%	\$4.99



How to Review Performance by Advanced Groupings

Search vs Impressions, by Keyword Type, by Propensity to Switch





SEARCH vs IMPRESSIONS

Last 7 Days ▾

		Export ▴	Create Campaign
IMPRESSIONS	CLICKS	Export	
13,138	84	Export by Day	
0	0	Export With Child Levels	
8,875	225	Export With Child Levels by Day	
31,340	478	1.5%	\$1.43
1,829	22	1.2%	\$0.77
9,527	130	1.4%	\$4.30
1,506	11	0.7%	\$2.21
0	0	0.0%	\$0.00
8,997	50	0.6%	\$2.90
1,480,450	14,046	0.9%	\$2.94

< 1 of 1 >

Step 1:

Export your Campaign Level Reports with Child Levels

This will give you your stats for campaigns, ad groups and products.



SEARCH vs IMPRESSIONS

Step 2:
Export your Keyword Level Reports
(To do this you must navigate to each ad group 😊)

Ad Group Details

Products

Keywords

Search for Keyword...

Export

Export by Day

Add Keywords

KEYWORD	BID TYPE	BID STRENGTH	CURRENT MAXIMUM BID	SUGGESTED MAXIMUM BID	SPEND	ATTRIBUTED SALES	ATTRIBUTED QUANTITIES	ROAS	IMPRESSIONS	CLICKS	AVG CPC	
Keyword 1	Override	<div></div>	<div>\$4.00</div>	<div>\$12.75</div> <div>Apply</div>	\$238.54	\$896.74	64	3.8x	18,285	93	0.5%	\$2.56
keyword 2	Override	<div></div>	<div>\$7.00</div>	<div>\$7.34</div> <div>Apply</div>	\$180.98	\$353.93	25	2.0x	1,086	36	3.3%	\$5.03
keyword 3	Default	<div></div>	<div>\$6.00</div>	<div>\$12.75</div> <div>Apply</div>	\$0.00	\$0.00	0	0.0x	516	0	0.0%	\$0.00
blue moon	Default	<div></div>	<div>\$6.00</div>	<div>\$10.41</div> <div>Apply</div>	\$0.16	\$0.00	0	0.0x	378	1	0.3%	\$0.16



SEARCH vs IMPRESSIONS

Step 3:

Aggregate your keyword data and subtract it from your product/ad group reports. This gives you your search data.

	Impressions	Clicks	Spend	Sales	ROAS
Search	54,767	1,140	\$ 3,123.97	\$ 16,727.51	5.35X
Display	131,904	825	\$ 2,465.45	\$ 9,574.81	3.88X
% Search	29%	58%	56%	64%	



Keyword Groups

Step 1:
Export your keyword level reports
(To do this you must navigate to each ad group 😊)

Ad Group Details												
Products		Keywords										
<input type="text" value="Search for Keyword..."/>										Export ^		Add Keywords
KEYWORD	BID TYPE <small>i</small>	BID STRENGTH <small>i</small> ^	CURRENT MAXIMUM BID	SUGGESTED MAXIMUM BID <small>i</small>	SPEND	ATTRIBUTED SALES	ATTRIBUTED QUANTITIES	ROAS	IMPRESSIONS	CLICKS	<div>Export Export by Day</div>	AVG CPC
Keyword 1	Override	<div><div></div><div></div><div></div></div>	<div>\$4.00</div>	<div>\$12.75 Apply</div>	\$238.54	\$896.74	64	3.8x	18,285	93		\$2.56
keyword 2	Override	<div><div></div><div></div><div></div></div>	<div>\$7.00</div>	<div>\$7.34 Apply</div>	\$180.98	\$353.93	25	2.0x	1,086	36		\$5.03
keyword 3	Default	<div><div></div><div></div><div></div></div>	<div>\$6.00</div>	<div>\$12.75 Apply</div>	\$0.00	\$0.00	0	0.0x	516	0		\$0.00
blue moon	Default	<div><div></div><div></div><div></div></div>	<div>\$6.00</div>	<div>\$10.41 Apply</div>	\$0.16	\$0.00	0	0.0x	378	1		\$0.16



Step 2:

Paste all your reports into a single worksheet

AutoSave

Off

EXAMPLE-FOR-INSTACART-PRESO

Search

FileHomeInsertDrawPage LayoutFormulasDataReviewViewHelpAcrobat

Paste

Cut

Copy

Format Painter

Clipboard

Calibri

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Wrap Text

Merge & Center

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Number

Normal

Check Cell

Conditional Formatting

Format as Table

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kwtype

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	date	keyword	bid_type	bid_str	current	suggest	spend	attribut	attribut	roas	impress	clicks	ctr	average_cpc
2	7/3/2020	keyword	override	green	15	10.02	2834.09	3867.83	196	1.364752	49610	246	0.495868	11.52069106
3	7/2/2020	keyword	override	green	15	10.02	2723.41	2960.65	148	1.087111	39066	234	0.598986	11.63850427
4	6/25/2020	keyword	override	green	15	10.02	2156.13	3053.26	149	1.416083	25794	186	0.721098	11.59209677
5	6/27/2020	keyword	override	green	15	10.02	2028.89	2777.76	134	1.369103	29630	176	0.593993	11.52778409
6	7/1/2020	keyword	override	green	15	10.02	2011.85	2907.79	142	1.445331	27401	172	0.627714	11.69680233
7	6/26/2020	keyword	override	green	15	10.02	1885.24	2755.26	142	1.46149	33239	166	0.499413	11.35686747
8	6/30/2020	keyword	override	green	15	10.02	1763.9	2356.46	118	1.335937	22177	152	0.685395	11.60460526
9	6/24/2020	keyword	override	green	15	10.02	1720.02	1837.64	87	1.068383	20022	150	0.749176	11.4668
10	7/25/2020	keyword	override	green	8	4.88	1694.44	1484.05	83	0.875835	7896	115	1.456434	14.73426087
11	7/11/2020	keyword	override	green	15	5.5	1633.62	1785.06	90	1.092702	17532	131	0.747205	12.47038168
12	6/28/2020	keyword	override	green	15	10.02	1467.49	2208.69	104	1.50508	20143	132	0.655315	11.11734848
13	7/17/2020	keyword	override	green	15	5.5	1455.22	1380.62	65	0.948736	17800	109	0.61236	13.3506422
14	6/29/2020	keyword	override	green	15	10.02	1419.74	1826.93	91	1.286806	20169	125	0.619763	11.35792
15	7/18/2020	keyword	override	green	15	5.5	1410.4	2206.8	94	1.564663	12272	109	0.888201	12.93944954
16	7/23/2020	keyword	override	green	15	5.5	1401.43	1407.33	64	1.00421	10628	89	0.837411	15.74640449
17	7/28/2020	keyword	override	green	15	5.5	1293.04	901.46	44	0.697163	8207	70	0.85293	18.472
18	7/10/2020	keyword	override	green	15	5.5	1227.22	1497.53	71	1.220262	15373	103	0.670006	11.91475728
19	7/26/2020	keyword	override	green	8	4.88	1198.58	1091.97	62	0.911053	5763	82	1.42287	14.61682927
20	7/24/2020	keyword	override	green	8	4.88	1158.74	887.71	53	0.766099	7120	83	1.16573	13.96072289
21	7/5/2020	keyword	override	green	15	10.02	1132.99	1395.94	64	1.232085	19149	99	0.516998	11.44434343
22	7/4/2020	keyword	override	green	15	10.02	1118.72	1394.09	69	1.246147	19763	97	0.490816	11.53319588
23	7/8/2020	keyword	override	green	15	10.02	1093.52	1682.04	81	1.538189	19401	95	0.489665	11.51073684
24	7/7/2020	keyword	override	green	15	10.02	1040.05	1951.8	98	1.876641	19427	92	0.473568	11.3048913
25	7/29/2020	keyword	override	green	15	5.5	1028.36	1248.11	59	1.21369	9348	85	0.909285	12.09835294
26	7/6/2020	keyword	override	green	15	10.02	1027.17	1665.21	87	1.621163	17889	100	0.559003	10.2717
27	7/30/2020	keyword	override	green	15	5.5	1020.59	1325.08	59	1.298347	12042	101	0.838731	10.10485149
28	6/18/2020	keyword	override	green	15	10.02	1019.9	2290.91	109	2.24621	25033	136	0.543283	7.499264706
29	6/12/2020	keyword	override	green	15	10.02	965.27	1935.93	93	2.005584	31840	122	0.383166	7.91204918
30	7/19/2020	keyword	override	green	15	5.5	950.1	1434.85	63	1.510209	8219	81	0.985521	11.72962963
31	6/13/2020	keyword	override	green	15	10.02	927.36	1895.05	87	2.043489	35261	126	0.357335	7.36
32	7/29/2020	keyword	override	green	8	4.88	916.84	1068.81	61	1.165754	5376	85	1.581101	10.78635294
33	7/25/2020	keyword	override	green	15	5.5	847.67	1172.3	52	1.382967	13900	76	0.546763	11.15355263
34	7/22/2020	keyword	override	green	8	4.88	840.49	620.88	36	0.738712	3198	53	1.657286	15.85830189
35	7/23/2020	keyword	override	green	8	4.88	832.58	643.36	38	0.772731	6107	59	0.966104	14.11152542
36	7/16/2020	keyword	override	green	15	5.5	831.47	1322.73	58	1.590833	11943	71	0.59449	11.71084507
37	7/21/2020	keyword	override	green	15	5.5	823.78	1496.6	66	1.816747	6715	93	1.384959	8.857849462
38	7/9/2020	keyword	override	green	15	10.02	768.67	1042.29	52	1.355965	12201	67	0.549135	11.47268657
39	6/14/2020	keyword	override	green	15	10.02	761.71	1538.56	81	2.019876	26847	103	0.383656	7.395242718
40	7/28/2020	keyword	override	green	8	4.88	756.33	488.47	29	0.645842	5058	53	1.047845	14.27037736
41	7/27/2020	keyword	override	green	15	5.5	749.56	476.66	21	0.63592	5720	45	0.786713	16.65688889
42	6/11/2020	keyword	override	green	15	10.02	748.36	1052.12	53	1.405901	26321	99	0.376126	7.559191919
43	6/17/2020	keyword	override	green	15	10.02	746.69	1109.77	54	1.486253	21744	93	0.427704	8.028924731
44	6/22/2020	keyword	override	green	15	10.02	735.63	989.21	51	1.344711	16350	92	0.562691	7.995978261

All Keywords

Keyword Key



Step 3:

Copy the entire keywords column and paste it into a second worksheet

FileHomeInsertDrawPage LayoutFormulasDataReviewViewHelpAcrobat

Calibri

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Step 4:

Classify your keywords into groups

AutoSave Off

EXAMPLE-FOR-INSTACART-PRESO

FileHomeInsertDrawPage LayoutFormulasDataReviewViewHelpAcrobat

Paste

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Clipboard

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Wrap Text

Merge & Center

Number

General

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	A	B	C	D	E	F	G	H
1	Term	Keyword Type	Keyword Catego					
2	Bread	General	General Terms					
3	Sarah Lee	Sarah Lee	My Brand					
4	Nature's Own	Natures Own	Competitor					
5	Honey Wheat Bread	Bread Type	General Terms					
6	Sandwich Bread	Use	General Terms					
7	White Bread	Bread Type	General Terms					
8	Organic Bread	Bread Type	General Terms					
9	Dinner Rolls	Rolls	General Terms					
10	French Bread	Bread Type	General Terms					
11	Wonder White Bread	Wonder	My Brand					
12	Dave's Killer	Dave's	Competitor					
13	Butter	Other Dairy	Cross Category					
14	Butter	Other Dairy	Cross Category					
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All Keywords

Keyword Key

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Keyword Groups

Step 5:

Use a Vlookup to add your classifications to your All Keywords tab

EXAMPLE-FOR-INSTACART-PRESSO															
File Home Insert Draw Page Layout Formulas Data Review View Help Acrobat															
Clipboard		Font		Alignment		Number		Styles							
T18															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	date	keyword	bid_type	bid_str	current	suggest	spend	attribut	attribut	roas	impress	clicks	ctr	average_cpc	kwtype
3	7/2/2020	Bread	override	green	15	10.02	2723.41	2960.65	148	1.087111	39066	234	0.598986	11.63850427	General
4	6/25/2020	Sarah Lee	override	green	15	10.02	2156.13	3053.26	149	1.416083	25794	186	0.721098	11.59209677	Sarah Lee
5	6/27/2020	Nature's Own	override	green	15	10.02	2028.89	2777.76	134	1.369103	29630	176	0.593993	11.52778409	Natures Own
6	7/1/2020	Honey Wheat Brea	override	green	15	10.02	2011.85	2907.79	142	1.445331	27401	172	0.627714	11.69680283	Bread Type
7	6/26/2020	Sandwich Bread	override	green	15	10.02	1885.24	2755.26	142	1.46149	33239	166	0.499413	11.35686747	Use
8	6/30/2020	White Bread	override	green	15	10.02	1763.9	2356.46	118	1.335937	22177	152	0.685395	11.60460526	Bread Type
9	6/24/2020	Organic Bread	override	green	15	10.02	1720.02	1837.64	87	1.068383	20022	150	0.749176	11.4658	Bread Type
10	7/25/2020	Dinner Rolls	override	green	8	4.88	1694.44	1484.05	83	0.875835	7896	115	1.456434	14.73426037	Rolls
11	7/11/2020	French Bread	override	green	15	5.5	1633.62	1785.06	90	1.092702	17532	131	0.747205	12.47038158	Bread Type
12	6/28/2020	Wonder White Bre	override	green	15	10.02	1467.49	2208.69	104	1.50508	20143	132	0.655315	11.11734518	Wonder
13	7/17/2020	Dave's Killer	override	green	15	5.5	1455.22	1380.62	65	0.948736	17800	109	0.61236	13.3506422	Dave's
14	6/29/2020	Butter	override	green	15	10.02	1419.74	1826.93	91	1.286806	20169	125	0.619763	11.35732	Other Dairy
15	7/18/2020	Butter	override	green	15	5.5	1410.4	2206.8	94	1.564663	12272	109	0.888201	12.93944954	Other Dairy
16	7/23/2020	Bread	override	green	15	5.5	1401.43	1407.33	64	1.00421	10628	89	0.837411	15.74640413	General
17	7/28/2020	Sarah Lee	override	green	15	5.5	1293.04	901.46	44	0.697163	8207	70	0.85293	18.472	Sarah Lee
18	7/10/2020	Nature's Own	override	green	15	5.5	1227.22	1497.53	71	1.220262	15373	103	0.670006	11.91475728	Natures Own
19	7/26/2020	Honey Wheat Brea	override	green	8	4.88	1198.58	1091.97	62	0.911053	5763	82	1.42287	14.61682927	Bread Type
20	7/24/2020	Sandwich Bread	override	green	8	4.88	1158.74	887.71	53	0.766099	7120	83	1.16573	13.96072289	Use
21	7/5/2020	White Bread	override	green	15	10.02	1132.99	1395.94	64	1.232085	19149	99	0.516998	11.44434343	Bread Type
22	7/4/2020	Organic Bread	override	green	15	10.02	1118.72	1394.09	69	1.246147	19763	97	0.490816	11.53319588	Bread Type
23	7/8/2020	Dinner Rolls	override	green	15	10.02	1093.52	1682.04	81	1.538189	19401	95	0.489665	11.51073684	Rolls
24	7/7/2020	French Bread	override	green	15	10.02	1040.05	1951.8	98	1.876641	19427	92	0.473568	11.3048913	Bread Type
25	7/29/2020	Wonder White Bre	override	green	15	5.5	1028.36	1248.11	59	1.21369	9348	85	0.909285	12.09835294	Wonder
26	7/6/2020	Dave's Killer	override	green	15	10.02	1027.17	1665.21	87	1.621163	17889	100	0.559003	10.2717	Dave's
27	7/30/2020	Butter	override	green	15	5.5	1020.59	1325.08	59	1.298347	12042	101	0.838731	10.10485149	Other Dairy
28	6/18/2020	Butter	override	green	15	10.02	1019.9	2290.91	109	2.24621	25033	136	0.543283	7.499264706	Other Dairy
29	6/12/2020	Bread	override	green	15	10.02	965.27	1935.93	93	2.005584	31840	122	0.383166	7.91204918	General
30	7/19/2020	Sarah Lee	override	green	15	5.5	950.1	1434.85	63	1.510209	8219	81	0.985521	11.72962963	Sarah Lee
31	6/13/2020	Nature's Own	override	green	15	10.02	927.36	1895.05	87	2.043489	35261	126	0.357335	7.36	Natures Own
32	7/29/2020	Honey Wheat Brea	override	green	8	4.88	916.84	1068.81	61	1.165754	5376	85	1.581101	10.78635294	Bread Type
33	7/25/2020	Sandwich Bread	override	green	15	5.5	847.67	1172.3	52	1.382967	13900	76	0.546763	11.15355263	Use
34	7/22/2020	White Bread	override	green	8	4.88	840.49	620.88	36	0.738712	3198	53	1.657286	15.85830189	Bread Type
35	7/23/2020	Organic Bread	override	green	8	4.88	832.58	643.36	38	0.772731	6107	59	0.966104	14.11152542	Bread Type
36	7/16/2020	Dinner Rolls	override	green	15	5.5	831.47	1322.73	58	1.590833	11943	71	0.59449	11.71084507	Rolls
37	7/21/2020	French Bread	override	green	15	5.5	823.78	1496.6	66	1.816747	6715	93	1.384959	8.857849462	Bread Type
38	7/9/2020	Wonder White Bre	override	green	15	10.02	768.67	1042.29	52	1.355965	12201	67	0.549135	11.47268657	Wonder
39	6/14/2020	Dave's Killer	override	green	15	10.02	761.71	1538.56	81	2.019876	26847	103	0.383656	7.395242718	Dave's
40	7/28/2020	Butter	override	green	8	4.88	756.33	488.47	29	0.645842	5058	53	1.047845	14.27037736	Other Dairy



Keyword Groups

Step 6:

Use a Pivot Table to roll up your data and analyze at the keyword type and keyword category level

AutoSave Off EXAMPLE-FOR-INSTACART-PRE... Search Stephanie Leffler

File Home Insert Draw Page Layout Formulas Data Review View Help Acrobat

Paste Clipboard Font Alignment Number Styles Cells Editing

Calibri 11 Accounting \$ % .00 .00 Conditional Formatting Format as Table Cell Styles Insert Delete Format Sort & Filter

C35

	A	B	C	D	E	F	G	H	I	J	K	L	M
1													
2													
3	Row Labels	Sum of spend	Sum of attributed_sales										
4	Competitor	\$ 8,723.59	\$ 12,230.23										
5	Dave's	\$ 3,804.49	\$ 5,070.68										
6	Natures Own	\$ 4,919.10	\$ 7,159.55										
7	Cross Category	\$ 7,469.40	\$ 11,781.77										
8	Other Dairy	\$ 7,469.40	\$ 11,781.77										
9	General Terms	\$ 31,106.56	\$ 39,960.70										
10	Bread Type	\$ 17,098.81	\$ 22,040.14										
11	General	\$ 5,838.47	\$ 7,356.03										
12	Rolls	\$ 4,277.63	\$ 5,749.26										
13	Use	\$ 3,891.65	\$ 4,815.27										
14	My Brand	\$ 8,996.18	\$ 11,936.02										
15	Sarah Lee	\$ 5,145.96	\$ 6,499.34										
16	Wonder	\$ 3,850.22	\$ 5,436.68										
17													
18	Grand Total	\$ 59,129.82	\$ 79,776.55										
19													
20													
21													
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37													
38													

PIVOT TABLE All Keywords Keyword Key



Keyword Groups

Step 7:
Calculate your ROAS using a
calculated field

The screenshot shows an Excel PivotTable with the following data:

Row Labels	Sum of spend	Sum of attributed_sales
Competitor	\$ 8,723.59	\$ 12,230.23
Dave's	\$ 3,804.49	\$ 5,070.68
Natures Own	\$ 4,919.10	\$ 7,159.55
Cross Category	\$ 7,469.40	\$ 11,781.77
Other Dairy	\$ 7,469.40	\$ 11,781.77
General Terms	\$ 31,106.56	\$ 39,960.70
Bread Type	\$ 17,098.81	\$ 22,040.14
General	\$ 5,838.47	\$ 7,356.03
Rolls	\$ 4,277.63	\$ 5,749.26
Use	\$ 3,891.65	\$ 4,815.27
My Brand	\$ 8,996.18	\$ 11,936.02
Sarah Lee	\$ 5,145.96	\$ 6,499.34
Wonder	\$ 3,850.22	\$ 5,436.68
Grand Total	\$ 59,129.82	\$ 79,776.55

The 'PivotTable Analyze' tab is active, showing the 'Fields, Items, & Sets' group. The 'Manage Sets...' option is highlighted. The 'Fields, Items, & Sets' group also includes 'Calculated Field...', 'Calculated Item...', 'Solve Order...', and 'List Formulas'.

The 'Fields, Items, & Sets' group is expanded, showing the following options:

- Calculated Field...
- Calculated Item...
- Solve Order...
- List Formulas
- Create Set Based on Row Items...
- Create Set Based on Column Items...
- Manage Sets...

The 'Fields, Items, & Sets' group is also expanded, showing the following options:

- date
- keyword
- bid_type
- bid_strength
- current_cpc_bid
- suggested_bid
- ☒ spend
- ☒ attributed_sales
- attributed_quantities
- roas
- impressions
- clicks

The 'Fields, Items, & Sets' group is also expanded, showing the following options:

- Filters
- Columns
- Rows
- Values

The 'Fields, Items, & Sets' group is also expanded, showing the following options:

- Filters
- Columns
- Rows
- Values



Keyword Groups

Step 7:
Calculate your ROAS using a
calculated field

AutoSave Off EXAMPLE-FOR-INSTACART-PRE... Stephanie Leffler

File Home Insert Draw Page Layout Formulas Data Review View Help Acrobat **PivotTable Analyze** Design

PivotTable Active Field: Sum of ROAS* Drill Down Drill Up Field Settings Group Selection Ungroup Group Field Insert Slicer Insert Timeline Filter Connections Refresh Change Data Source Actions Fields, Items, & Sets OLAP Tools Relationships PivotChart Recommended PivotTables Show

D14 1.32678759206686

	A	B	C	D	E	F	G	H	I	J
1										
2										
3	Row Labels	Sum of spend	Sum of attributed_sales	Sum of ROAS*						
4	Competitor	\$ 8,723.59	\$ 12,230.23	\$ 1.40						
5	Dave's	\$ 3,804.49	\$ 5,070.68	\$ 1.33						
6	Natures Own	\$ 4,919.10	\$ 7,159.55	\$ 1.46						
7	Cross Category	\$ 7,469.40	\$ 11,781.77	\$ 1.58						
8	Other Dairy	\$ 7,469.40	\$ 11,781.77	\$ 1.58						
9	General Terms	\$ 31,106.56	\$ 39,960.70	\$ 1.28						
10	Bread Type	\$ 17,098.81	\$ 22,040.14	\$ 1.29						
11	General	\$ 5,838.47	\$ 7,356.03	\$ 1.26						
12	Rolls	\$ 4,277.63	\$ 5,749.26	\$ 1.34						
13	Use	\$ 3,891.65	\$ 4,815.27	\$ 1.24						
14	My Brand	\$ 8,996.18	\$ 11,936.02	\$ 1.33						
15	Sarah Lee	\$ 5,145.96	\$ 6,499.34	\$ 1.26						
16	Wonder	\$ 3,850.22	\$ 5,436.68	\$ 1.41						
17										
18	Grand Total	\$ 59,129.82	\$ 79,776.55	\$ 1.35						
19										
20										
21										
22										
23										
24										
25										
26										
27										
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31										
32										
33										
34										
35										
36										
37										

PivotTable Fields

Choose fields to add to report:

Search

- ☐ date
- ☐ keyword
- ☐ bid_type
- ☐ bid_strength
- ☐ current_cpc_bid
- ☐ suggested_bid
- ☒ spend
- ☒ attributed_sales
- ☐ attributed_quantities
- ☐ roas
- ☐ impressions
- ☐ clicks

Drag fields between areas below:

Filters

Columns

Σ Values

Rows

KW Category

kwtype

Σ Values

Sum of spend

Sum of attributed_sales

Sum of ROAS*





Look for places to expand or reduce spend based on aggregate performance

[illegible]



Propensity to Switch

ROAS within your competitive keyword set can help you understand switching likelihood.

	 Competitor 1	 Competitor 2	 Competitor 3	 Competitor 4	 Competitor 5	 Competitor 6
My Brand Ad Group 1	3.0x	2.4x	2.2x	3.8x	1.7	n/a
My Brand Ad Group 2	1.1x	0.4x	1.0x	0.5x	2.9x	2.4x
My Brand Ad Group 3	n/a	n/a	0.9x	0.0x	n/a	n/a






Optimizing with Content



Content is Critical: Optimize for Search & Consumers

Great content drives higher consumer engagement & conversion.

Pantry > Condiments



Best Foods Mayonnaise Light Mayonnaise

Gluten Free

15 oz

\$4.59 ~~\$0.80 off~~ Reg. \$5.39 \$0.31 per oz

Quantity: [+ Add to cart](#)

[Favorite](#)

Details

Enjoy the deliciously light, creamy taste of America's #1 light mayonnaise! With 100% cage-free eggs, 35 calories per tablespoon and 3.5g of fat per serving, best foods light mayonnaise has less than half the fat and calories but all of the rich, creamy flavor of best foods real. And people really love its taste: best foods light mayonnaise won a national blind taste test of leading brands among people with a preference. It's so good most people can't tell the difference versus regular mayonnaise. However, we know that to really "bring out the best," we need to do more than just taste great. That's why our delicious blue ribbon quality mayonnaise is made with 100% cage-free eggs, oil and vinegar sourced from trusted American farms. Even after 100 years, we're still committed to using premium ingredients to craft the highest quality mayonnaise. In fact, we use 100% cage-free eggs and are committed to 100% responsibly sourced soybean oil. Our deliciously creamy light mayonnaise is a good source of omega 3-ala (contains 230mg ala per serving, which is 14% of the 1.6g daily value for ala) and is also gluten-free and certified kosher. It is the ideal condiment for spreading on sandwiches and wraps, grilling juicy burgers, mixing creamy dips, and preparing fresh salads. Use it to make outrageously delicious (and nutritious!) dishes like our spinach & almond crusted chicken, black bean & corn salsa and spinach and lemon crusted dill cod. Best Foods is known as Hellmann's east of the Rockies. Discover our recipes, products, information about our sourcing, and more on our website, bestfoods.com.

Ingredients

Water, Soybean Oil, Modified Food Starch (corn, Potato)**, Sugar, Distilled Vinegar, Whole Eggs And Egg Yolks, Salt, Lemon Juice Concentrate, Sorbic Acid** And Calcium Disodium Edta (used To Protect Quality), Natural Flavor, Paprika Extract, Vitamin E.

Directions

Refrigerate after opening, do not freeze

Nutrition Facts

Serving Size 1.00 Tbsp
Servings Per Container 30

Amount Per Serving	% Daily Value
Calories 35	
Total Fat 3.5g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Polyunsaturated Fat 2g	
Monounsaturated Fat 1g	
Cholesterol 5mg	2%
Sodium 110mg	5%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 0g	

Percent Daily Values are based on a 2,000 calorie diet.

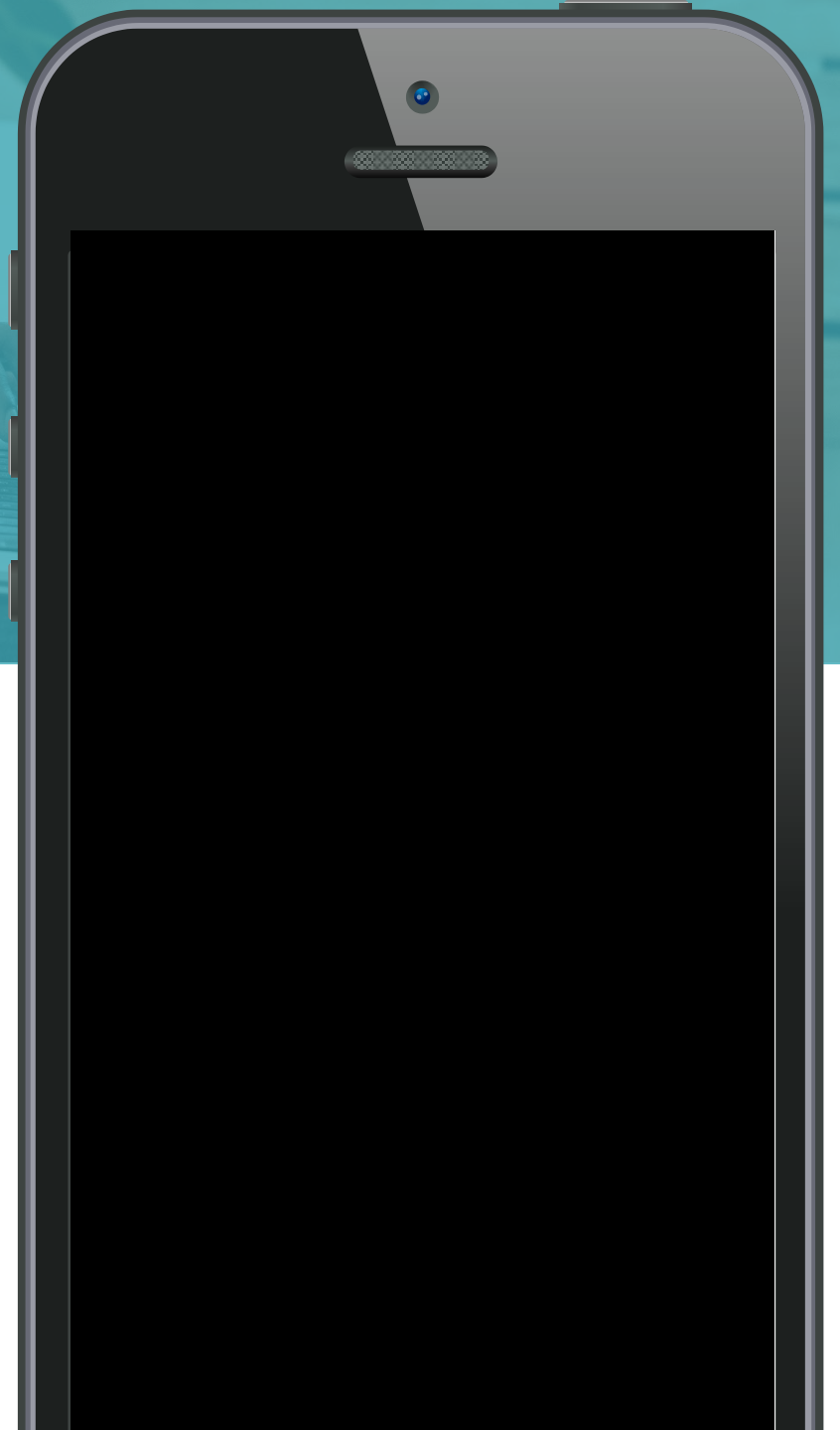
Recommendation:

Invest in high quality images, partner with an established Content Service Provider (CSP) to host images, & ensure images are always up to date



Mobile Heroes Win the Click

- Instacart discourages heroes, but some types are still currently being accepted.
- Test and learn with the self-service ad platform.












Hero Image Impact

Items can be hard to distinguish in a sea of search results. For all sponsored items, ensure your hero image, content and carousel are working for you.

Showing results for english muffins

Featured	+	Featured	+	Featured	+	Buy it again	+	+	+	+
										
\$4.79 Thomas Original Nooks & Crannies English Muffins 6 ct	\$4.79 Thomas Cinnamon Raisin English Muffins 6 ct	\$5.79 Dave's Killer Bread Organic English Muffins 374 g	\$3.49 Bays Sourdough English Muffins 6 x 2 oz	\$3.49 Bays Original English Muffins 12 oz	\$4.79 Thomas Light Multi-Grain English Muffins 12 oz	\$4.79 Thomas 100% Whole Wheat English Muffin 6 ct				





Hero Image Test

- In our testing, average CTR increase of 44%
- For just one product, this resulted in \$800 of incremental revenue per day
- Revenue for that one SKU is forecasted to increase by ~\$283,000 per year with the addition of the hero image



Pilot Highlights

A summary of 4 successful tactics we put in place during this test.

IMAGES & CONTENT OPTIMIZATION



The addition of optimized hero images increased CTRs of 3 key SKUs by an average of 44%.

AD GROUP REFINEMENT



Segmenting your portfolio into more specific groups allowed us to win the right keywords for the right products.

KEYWORD REFINEMENT



We removed all keywords with a negative ROAS and focused on only the most relevant terms.

COMPETITOR CONQUEST



We tested many brands against competitors and discovered the biggest opportunity for consumer cross-over.





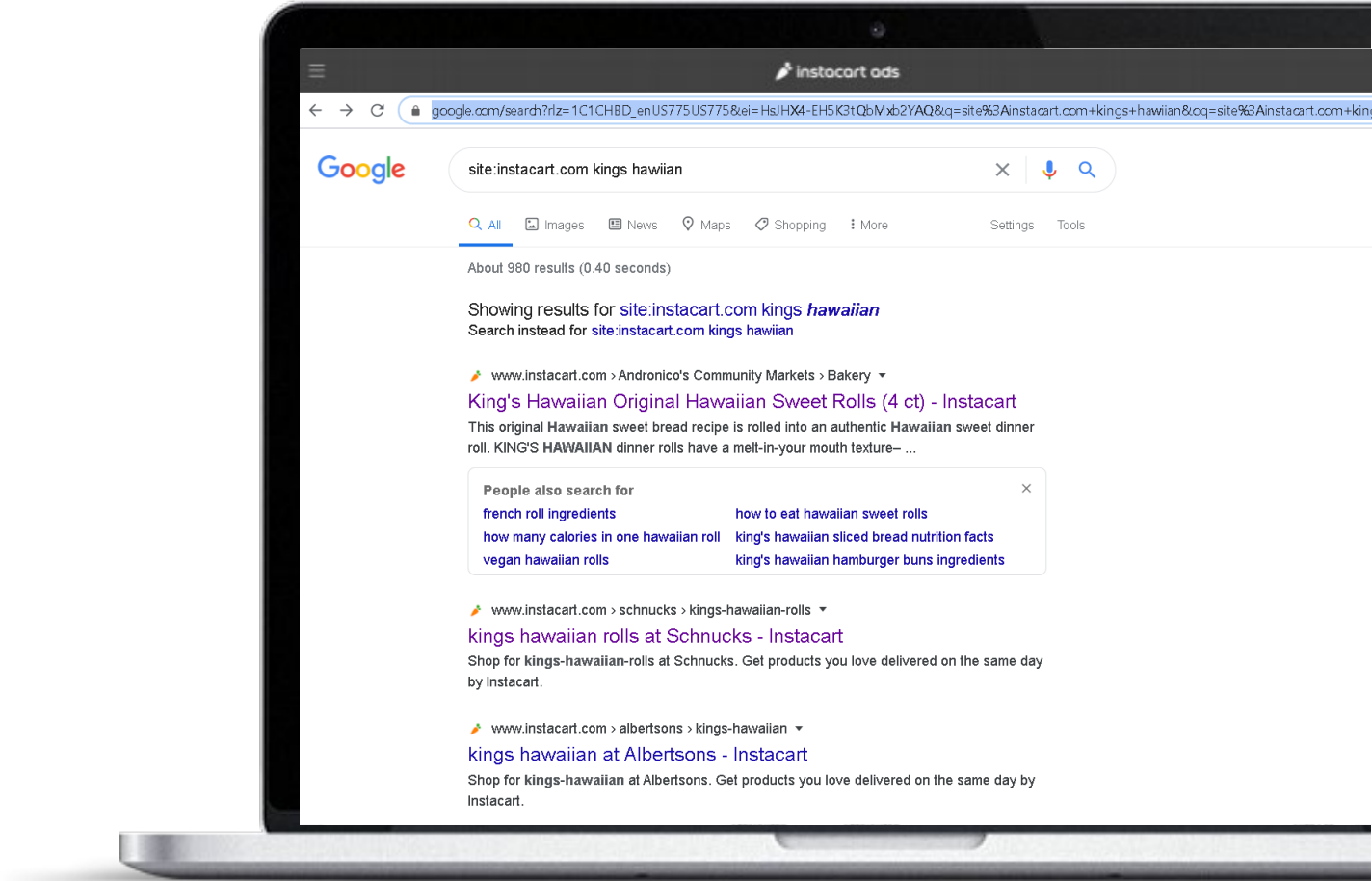
Monitoring Content





Find Your Master Product URLs

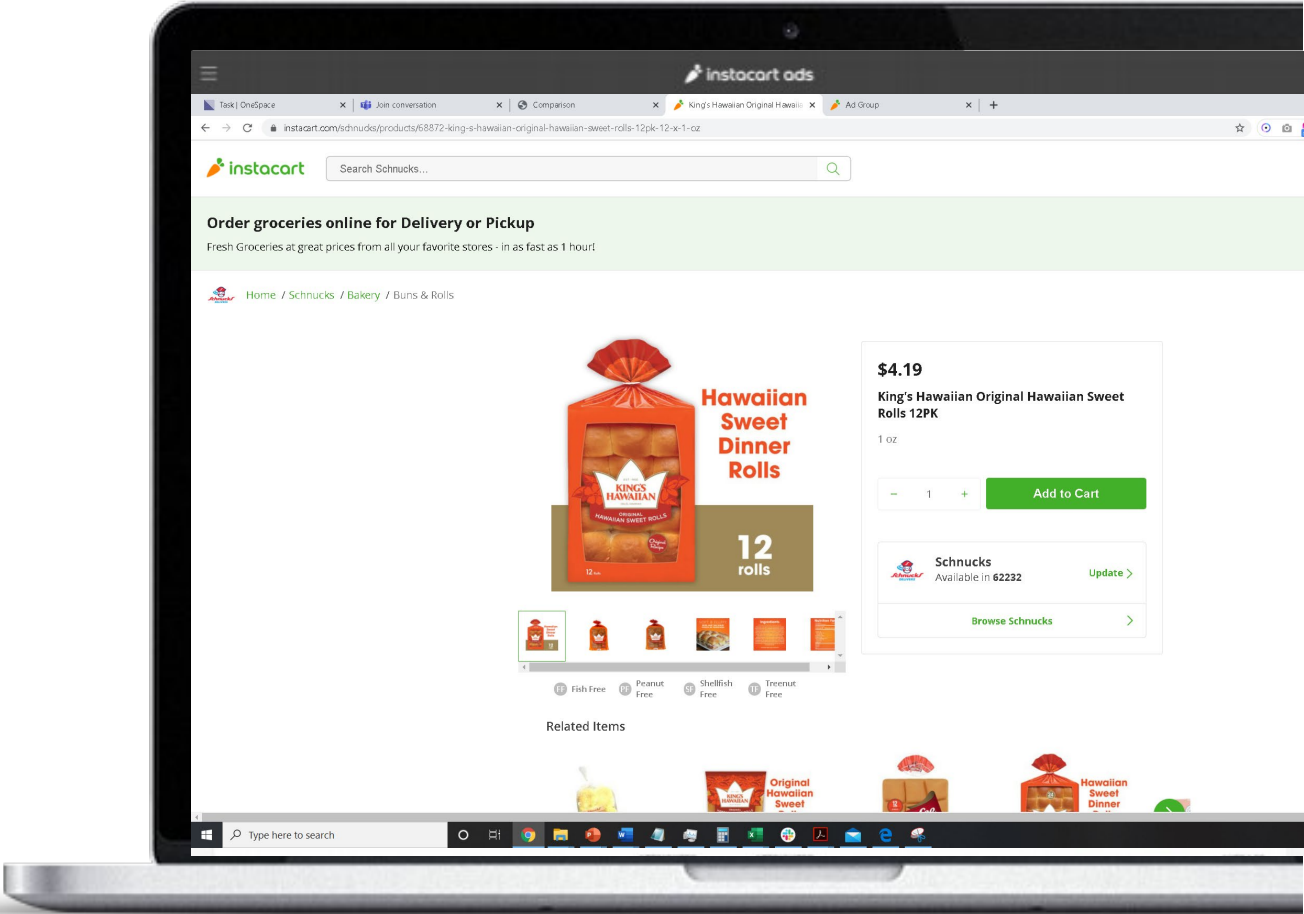
Site:Instacart.com YOUR BRAND NAME





Find Your Master Product URLs

This page lists all the local stores where this product is available if you are logged in. This will also show you Instacart’s “official” version of your content.





Monitoring Your Content is Critical

OneSpace Digital Shelf Auditor ensures your content is complete and correct across Instacart.

Instacart.com

All Listings

Listings w/o SoT

Compare

ID or Title

☐ Search only in title

Filter By

Common Tags

☒ All

☐ Untagged

☐ Content Kickstart

Notes Filter

☒ Any Listings

☐ With Notes

Deployment Date

From

To

Listing Badges

☒ All Listings

☐ Instacart's Choice

☐ Newer Edition

Instacart Status

☒ All

☐ Active Only

☐ Not available

☐ Merged

☐ Terminated

DashboardCompareAuditSearch Ranking

instacart

Comparison

+ Upload Source of Truth Data

Source of Truth vs Current PublishedPast vs CurrentView Statistic

#2

Instacart ID: 16935229

View on Instacart.com

☐

Source of Truth(08/26/2020)

Current Data on Instacart.com (08/26/2020) [Not available]

Edit Listing

#1

#2

#3

#4

#5

#6

#7

King's Hawaiian Original Hawaiian Sweet Rolls 18PK

Deployment ID

Labels

- Fish Free
- Peanut Free
- Shellfish Free
- Treenut Free

Product Details

Size 18 oz

Product Description

Enjoy the delicious taste of KING'S HAWAIIAN Original Hawaiian Sweet Rolls. This original Hawaiian sweet bread recipe is rolled into an authentic Hawaiian sweet dinner roll. KING'S HAWAIIAN dinner rolls have a melt-in-your mouth texture- soft and fluffy with just the right touch of sweetness that can elevate any meal. With no high fructose corn syrup, artificial dyes or trans fat, these sweet bread rolls are uniquely crowd-pleasing. KING'S HAWAIIAN Rolls are the perfect size to make great-tasting slider rolls, kid-friendly snacks and delightful desserts such as glazed donut bites. When they're not the main dish, KING'S HAWAIIAN sweet rolls still make an impression as a complement to family

#1

#2

#3

#4

#5

#6

#7

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A background image showing a business meeting. A laptop is open on a wooden desk, displaying a dashboard with various charts and graphs. A person's hand is visible typing on the laptop keyboard. To the right, another person is holding a tablet. A pair of glasses and a pen are also on the desk. The entire image has a blue tint.

Questions or Want to Learn More?

**Visit our website: [ONESPACE.COM](https://onespace.com)
Hit me up on LinkedIn
or email me: steph@onespace.com**

