

# Winning on Instacart: Content, Ads, and More Best Practices

By Russ Dieringer // September 15, 2023 //

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November 15, 2023 @ 2pm EST

After several years of volatile growth, Instacart remains a leading omni-enabler platform helping retailers meet consumers online.

In addition, brands look to Instacart as one of only a handful of retail media platforms that provide scale, strong reporting and a culture of innovation and execution.

Join Claire McBride and guest presenters Ross Walker and Juan Munoz Dominguez from Acadia to unpack the latest best practices on product detail pages, paid search, and more, all designed for practitioners that are familiar with working on the Instacart platform and retail media leaders.

All Signal, No Noise Format

- 20 minutes of prepared remarks
- 20 minutes of Q&A

[Recap & Replay Here](#)

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