

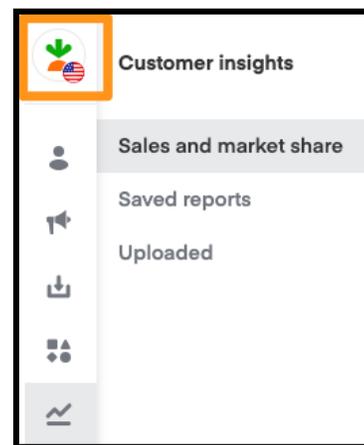
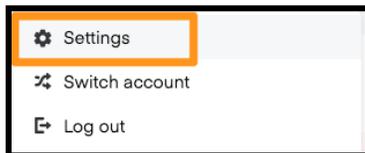
How to Grant API Access as an Advertiser or Agency Admin

Agency Information to be shared with Admin

- User Email:

Admin Navigates to User Management

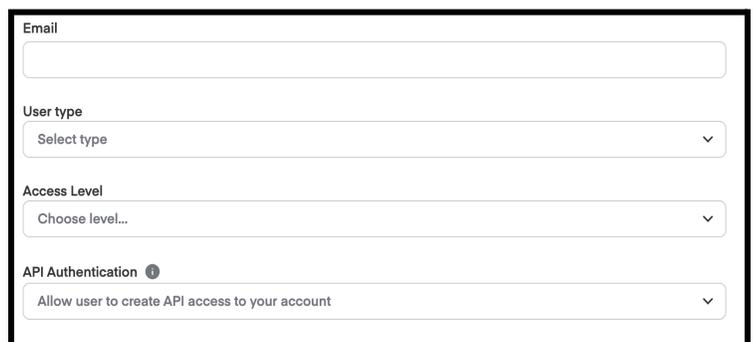
1. Log into Ads Manager - <https://ads.instacart.com/home>
2. Navigate to settings (click top left carrot icon)
3. Select “⚙️ Settings”
4. Select “User Management”*



*If you do not see the “User Management” drop-down, you do not have Admin permissions. Reach out to your Admin or Instacart rep for assistance.

Adding New User as API Partner

1. Click Invite User
2. Enter Users Email Address
3. Select “**Agency user**” as the User Type
4. Access Level: Set to “**Custom**”
5. API Authentication: Set to “**Yes**”

A screenshot of a form for adding a new user. The form has the following fields:

- Email: A text input field.
- User type: A dropdown menu with 'Select type' and a downward arrow.
- Access Level: A dropdown menu with 'Choose level...' and a downward arrow.
- API Authentication: A dropdown menu with 'Allow user to create API access to your account' and a downward arrow.

Selecting User Role Access - Full Campaign Management

Select the highlighted circles. - by doing so, the API partner can create OAuth applications and create, update, and view performance metrics via the API and through Ads Manager.

User access			
Choose the level of access this user should have to features within the Instacart Ads manager			
	None	Read	Edit
User Management ⓘ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sell Sheets ⓘ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product Library ⓘ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pages ⓘ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Insights Reporting ⓘ	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Payment Settings ⓘ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campaign Management ⓘ	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Selecting User Role Access - Reporting Only

Select the highlighted circles. - by doing so, the API partner will be able to create OAuth applications and access ad performance metrics via the API and through Ads Manager

User access			
Choose the level of access this user should have to features within the Instacart Ads manager			
	None	Read	Edit
User Management ⓘ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sell Sheets ⓘ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product Library ⓘ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pages ⓘ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Insights Reporting ⓘ	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Payment Settings ⓘ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campaign Management ⓘ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Selecting Permissions for Agency Representation

Below you (The advertiser/brand) are giving permissions to the agency or technology partner based on the permissions you selected above. In most cases, you should not give the API user access to order forms or agency billing. We recommend giving this through another user at the agency.

After you agree to the terms of agency access, click download agreement and click “Send Invite”

Agency representation

By clicking the “send invite” button, you as the Advertiser (“**You**”, “**I**” or “**Advertiser**”), agree to provide the identified user (Agency user or otherwise) (“User”) the applicable “User Access” permissions checked off on this page (“**Permissions**”). I agree that by granting these Permissions to the identified User, I, as Advertiser, am subject to the [Agency Consent Terms](#) and remain responsible and liable for any misuse, edits and actions taken by the User on the Instacart Platform. I represent and warrant to Instacart that (i) I have the full corporate power and authority to grant these permissions to the User on behalf of the Advertiser; and (ii) rights needed to provide these Permissions without violating applicable law or any agreements in place with third parties.

I agree to the terms of agency access

[Download agreement](#)

 Please download the agreement.

Order forms

Allows agency to access Ads reservation tool and execute insertion orders for reservation-based products.

Agency billing

Allows agency to remit payment on your behalf.