

# Instacart Canada Onboarding

Salsify a simple solution for brands to onboard product content to Instacart Canada.

**Instacart Canada has partnered with Salsify** to onboard rich product content and accurate data to deliver premium customer experiences **in both French and English**. Use Salsify to publish your most up-to-date content to the Instacart catalog and maintain a consistent brand experience while always keeping up with Instacart's latest product content requirements. This connection supports New Item Setup and Content Refresh.

## Key Features and Benefits

- ✓ A free option and a scalable option
- ✓ Receive automated feedback via the portal
- ✓ Syndicate content in both French and English
- ✓ Improve product visibility and experiences
- ✓ Always keep up with Instacart's requirement changes
- ✓ Supports New Item Setup and Content Refresh

**Brands can choose between two primary methods to get their products on Instacart Canada:**

### Self-Service (Free Option):

- **Best for:** Brands needing a simple, zero-cost solution.
- **Method:** Use the Supplier Portal to manually enter data or import via Excel templates.
- **Features:** Automated feedback on data quality and validation rules before publishing.

### Direct Connection (Scalable Option):

- **Best for:** Brands interested in syndicating to Instacart and any other retail destination at scale
- **Method:** Centralize content in the Salsify PIM and use a direct connection to publish.
- **Features:** Automated transformation of content to meet requirements, broad activation across the digital shelf

**Flip this one-pager for step by step instructions on how to get started – for free!**

If you choose the free Self-Service option, follow these steps to manage your content on the Supplier Portal:

## Account Setup

**Sign Up/Log In:** Visit [app.supplierxm.salsify.com](https://app.supplierxm.salsify.com). If you don't have an account, click "Create an account," fill in the form, select your market country, and confirm via email.

You have two methods for importing product data:

### Via Excel (Bulk):

**Generate Template:** Select the recipients (e.g., Instacart) and product categories. This creates an Excel file with only the necessary fields.

**Fill Data:** Complete the "Product" tab (one GTIN per line) and the recipient-specific tab.

**Import:** Drag and drop the completed Excel file into the "Imports" section. The system will flag any errors for correction.

### Manually (Single):

Click "Create a product" in the Catalog, enter the GTIN and category, and fill in the required fields using the progress bar as a guide.

**Media Requirements** Images must meet specific standards to be accepted:

**Format:** Square (1:1 ratio), white or transparent background.

**Resolution:** Minimum 1500 pixels.

**Size:** Less than 50 MB.

## Publishing & Sharing

**Activate Recipients:** In the "Publication" tab of a product, enable the recipient (e.g., Instacart) to share the data.

**Check Status:** Ensure the product status is "Published" and all mandatory fields for that recipient are complete.

## Instacart Canada x Salsify Resources

### Instacart Partnership Page:

<https://www.salsify.com/retailers/instacart>

### Request a Demo of the Salsify PXM Platform:

<https://www.salsify.com/pages/product-demo-request-brand>

### Contact with the Salsify Supplier Portal Onboarding Team:

Technical Support: [help.sxm@salsify.com](mailto:help.sxm@salsify.com)

### Onboarding Team:

[supplierxm-na-onboarding@salsify.com](mailto:supplierxm-na-onboarding@salsify.com)