

# Instacart partners with YouTube to offer shoppable ads

Article

**The news:** Instacart is expanding its partnership with Google Shopping Ads to YouTube, as it looks to grow its [offsite retail media](#) capabilities.

- Instacart's first-party retail media data will power shoppable YouTube ads for CPG ad partners; the offering is currently being piloted by **Clorox** and **Publicis**.

- The announcement follows a partnership between the delivery platform and **The New York Times** to make the latter's [Cooking content shoppable](#).

**How it works:** CPG advertisers will be able to use Instacart's first-party data to find and reach high-intent consumers on YouTube, and receive closed-loop measurement.

- Viewers who click on the ads will be directed to an Instacart product page, where they can order the promoted items for same-day delivery.
- “What we’re offering our brands’ partners is the ability to better target their messages, to make sure they’re reaching high-intent consumers and to measure the true impact of their marketing spend,” the company’s vice president of ads product, **Ali Miller**, told Modern Retail.

**Why it matters:** [Instacart's retail media growth](#) relies on its ability to help advertisers reach shoppers on other channels, particularly those—like YouTube—that are important avenues for product research and discovery.

- YouTube dominates [time spent with media](#): US adults spend an average of 36 minutes per day on the platform, outpacing **Netflix**, **Hulu**, and **Facebook**, per our forecast, and making it highly attractive to advertisers.
- While the platform currently lags when it comes to [social-buying adoption](#), Miller says Instacart's decision to launch shoppable ads on YouTube is “enhancing a behavior that’s already happening” and speeding up the path between discovery and purchase.

**The big picture:** Offsite will make up just 19.5% of [total retail media ad spending](#) this year, but we expect sales to shoot up by 61.5% to \$10.64 billion—making it a significant growth driver for the broader retail media sector.

## Components of US Advertisers' Retail Media Strategies, Dec 2023

% of respondents



Note: n=98 with 59% agency professionals and 41% consumer product manufacturers  
Source: Skai and Path to Purchase Institute, "The State of Retail Media 2024," Feb 7, 2024

284749

