



**Instacart**

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**Data Synchronization Implementation Guide**

Version 1.0



## **Data Synchronization Implementation Guide**

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# **Data Synchronization Implementation Guide**

## **REVISION HISTORY**

Date	Version #	Description of Change	Author
3/18/2025	1	Initial Document	J. Lott



# **Data Synchronization Implementation Guide**

## **1 INSTACART SYNCHRONIZATION INFORMATION**

Instacart has joined the 1WorldSync Item Management platform to synchronize product content with brand owners and information providers.

Instacart partners with a wide range of national and regional retailers including **Walmart, Albertsons, Costco, ALDI, Publix, Sprouts, Meijer, Sam's Club, Wegmans**, and more. Additionally, they also support many local grocery stores.

They require robust product content to support their Product Detailed Pages (PDPs) website and mobile apps. GDSN allows them to expand their current data ingestion capabilities. All brand owners and information providers can use this document to learn how they can synchronize their product content with Instacart via GDSN.

### **1.1 Primary Data Synchronization Contact**

All initial inquiries about how to publish to Instacart or attribute inquiries must be directed to 1WorldSync.

Email: [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com)

We encourage you to leverage the [1WorldSync Community Platform](#) to ask questions, learn from your peers, and access other training and reference materials that will assist with data synchronization.

If you wish to contact the Instacart team, please send a request to the above email. 1WorldSync will help facilitate this.

### **1.2 Instacart GLN - Publish To**

**Production: 1200180022390**



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## **2 STEPS TO BEGIN SYNCING YOUR DATA WITH INSTACART**

### **2.1 Implementation Steps:**

1. Sign up with a GDSN-certified data pool, if not already subscribed.
  - Contact 1WorldSync at [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) to learn more about their product content solutions, including GDSN.
2. Fill out the Trading Partner Form (TPF) on the Instacart Landing Page <https://1worldsync.com/trading-partners/instacart/>
  - Instacart will create a subscription based on the GLN shared via trading partner form.
  - We will inform you via email when we are ready to receive your item data via 1WorldSync
3. Prepare your item data into your home data pool/platform and ensure it meets Instacart's product content requirements as outlined in Section 3 of this document.

### **2.2 Publication Steps**

1. Publish your items to Instacart GLN 1200180022390:
  - Publish items requested by Instacart. Brand owners are welcome to share any additional items in their catalog.
    - Note: Instacart supports all major retailers and local grocers in the United States, including Walmart, Albertsons, Costco, ALDI, Publix, Sprouts, Meijer, Sam's Club, Wegmans, and more. Additionally, they also support many local grocery stores. You will benefit from publishing your full item catalog.
  - In order for your product data to flow into Instacart's system, use the **Instacart Playlist** in the Item Management platform to ensure you are meeting their attribute requirements.
  - Publish the full item hierarchy as "Initial Load".
2. You will receive a CIC message of 'RECEIVED' once Instacart received your data into their system.



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### **2.3 Catalog Item Confirmations (CICs)**

Instacart will automatically return a CIC message to the supplier of “Received”.

#### **CIC Messages:**

**RECEIVED** (Auto Generated): Items have been received, but Instacart has NOT reviewed the data to ensure its completeness. This response will typically be sent once to confirm receipt, and an updated CIC will follow once the data has been reviewed.



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### 3 ATTRIBUTE REQUIREMENTS

The attribute guide can be downloaded from the Instacart supplier resource page

<https://1worldsync.com/trading-partners/instacart/>.

Please review the Instacart Attribute Guide for:

- I. Mandatory attributes by GDSN and 1WorldSync to ensure quality and completeness.
- II. Instacart-specific conditional and optional attributes through the “Instacart” playlist.

**1WorldSync subscribers must utilize the Instacart playlist in the Item Management Platform. This will assist you in completing your item data with attributes required by Instacart.**

If you have any questions about publishing your item data to Instacart, feel free to contact the 1WorldSync support team via [Community](#). Browse and/or post a question to receive a response from 1WorldSync subject matter experts or your industry peers!

#### 3.1 Instacart Best Practices

##### Mandatory Attributes

For a successful product submission, ensure the inclusion of the following mandatory attributes:

##### **UPC (Universal Product Code)**

- Required Field: Every product must have a UPC for unique identification.
- Accuracy: Double-check the UPC for accuracy to prevent processing errors.
- Format: Ensure the UPC includes the check digit and any leading zeros, following Instacart's recommendation to use the GTIN-14 format.

##### **Brand Name**

- Proper Formatting: Ensure the brand name is in proper case and excludes trademark symbols.
- Uniqueness: Identify the brand behind the product to avoid confusion.

## **Product Name**

- **Descriptive:** Provide a clear and concise description of the product, avoiding brand name repetition and size details in this field.
- **Attributes:** Include important details such as flavors or unique features to accurately depict the product.

## **Main/Hero Image**

- **Image Quality:** Ensure the image is on a pure white background and the product is in focus.
- **Guidelines Compliance:** Follow all specified image guidelines, such as appropriate sizing, file format, and the absence of additional text or distractions.
- **URL Management:** Use a new URL link for any image updates to maintain image visibility on the platform.

## **Product Information**

### **Product Name**

- **Avoid Repetition:** Do not repeat the brand name in the product name field.
- **Exclude Size Information:** Do not include size or quantity details in the product name. Ensure this information is captured in the appropriate fields.
- **Clear Description:** The product name should be a straightforward description of what the product is. Include critical attributes such as flavors or unique characteristics (e.g., "Strawberry Yogurt" instead of just "Yogurt").
- **Brand Name**
  - **Proper Casing:** Ensure the brand name is in the proper case (e.g., "Instacart" instead of "INSTACART").
  - **No Symbols:** Avoid including trademark symbols such as ® or ™ in the brand name.
  - **No All Caps:** Do not submit brand names in all capital letters.

## **Image Guidelines**

### **Hero Image Requirements**

- **Background:** Product images must be on a pure white background.
- **Focus and Edges:** The product should be in-focus with crisp edges.
- **Realistic Appearance:** Use realistic images, not CGI or 2D renders.
- **Full Product Visibility:** Ensure the entire product is in-frame and not touching the image's edges.



- No Text/Promotions: Avoid additional text, banners, or promotional information in the image.
- Image Orientation: Prefer straight-on left and right-side images, rather than angled views.
- Image Size: Ensure images are sized between 600 x 600 px minimum and 4000 x 4000 px maximum, with recommended size being 1000 x 1000 px at 300 ppi.
- File Formats: Accepted formats are JPEG, JPG, and PNG.
- Image Links: Always use a new URL for image updates to ensure visibility.

### **Additional Images**

- Order of Display: Images are displayed in the following order: Hero, Angle Left, Angle Right, Angle Back, Angle Top, Lifestyle, Ingredients, Nutrition, Drugs, Supplements.
- Primary Image Requirement: Secondary images will not be processed without a primary (Hero) image.

### **Formatting Size**

- Integer Values:
  - If the size\_value of the product is a whole number, do not include a decimal point. Example, 12.0 oz should just be "12"
  - If size\_value does have a decimal, recommend rounding to 1 decimal space. Example, "16.9" oz
  - Unit of Measure: Use abbreviated sizing units (e.g., "fl oz" for fluid ounces or "oz" for ounces).
- Example Structure:
- For a 6-pack of 12 fl oz soda, format as:
  - Size: 12
  - Size\_uom: fl oz
  - Unit\_value: 6
  - Unit\_uom: pack

By following these best practices, you can ensure your product submissions are accurately processed, approved, and displayed on the Instacart platform.