



**Media Rating
Council, Inc.**

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October 27, 2025

Mr. Brandon Leong
Senior Technical Program Manager
Instacart
50 Beale St. Suite 600
San Francisco, CA 94105

Dear Mr. Leong,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of Instacart's Ads Manager Platform ("the Service") for measurement and reporting of Display and Video Impressions, Clicks and Click-Through-Rate (CTR) reported Gross and Net of General Invalid Traffic (GIVT) and Viewable Impressions and related Viewability metrics (Net of GIVT) within Desktop, Mobile Web and Mobile In-App. *Note: This accreditation is specifically for Sponsored Products Ads, Display Ads, Shoppable Display Ads and Shoppable Video Ads placements served on the Instacart Marketplace.*

The MRC Board of Directors has also voted in favor of granting initial accreditation of Instacart's measurement and reporting of Carrot Ads which includes Display and Video Impressions, Clicks and CTR reported Gross and Net of GIVT and Viewable Impressions and related Viewability metrics (Net of GIVT) within Desktop, Mobile Web and Mobile In-App. *Note: This is specifically for Sponsored Products Ads, Display Ads, Shoppable Display Ads and Shoppable Video Ads placements shown on retailer properties through Storefront and Storefront Pro integrations as well as Connect API integrations.*

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research*, the *Viewable Impression Measurement Guidelines* for desktop and mobile measurement and the General Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC; the *Display Impression Guidelines*, *Click Measurement Guidelines*, and the *Digital Video Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression Guidelines* and *Mobile In-App Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in procedure manuals and textual materials included in reports of the Service.

We congratulate you on maintaining this important Industry standard of quality, and look forward to continuing our work with Instacart in the future.

Sincerely,

A handwritten signature in black ink, appearing to read "George W. Ivie". The signature is fluid and cursive, with the first name "George" being the most prominent.

George W. Ivie
Executive Director and CEO

Copy to: MRC Digital Committee
MRC Executive Committee
Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar, Shadi Hamdan (MRC)
Johnson Wong, Luc Gruson, Brian McCarthy (BDO)

Encl: 1 (Specific Accredited Metrics)

Accredited Metrics: Instacart's Ads Manager Platform

Note: This accreditation is specifically for Sponsored Products Ads, Display Ads, Shoppable Display Ads and Shoppable Video Ads placements served on the Instacart Marketplace, Storefront and Storefront Pro integrations as well as the Connect API integrations.

Desktop, Mobile Web and Mobile In-App (Display and Video, Gross and Net of GIVT):

- Impressions
- Clicks
- CTR
- Average CTR

Desktop, Mobile Web and Mobile In-App (Display and Video, Net of GIVT):

Note: Viewability metrics are only available within the Impressions & Clicks PDF report

- Viewable Impressions
- Non-Viewable Impressions
- Unmeasured Impressions
- Viewable Rate (%)
- Measured Rate (%)
- Viewable Impression Distribution
 - Viewable (%)
 - Non-Viewable (%)
 - Unmeasured (%)