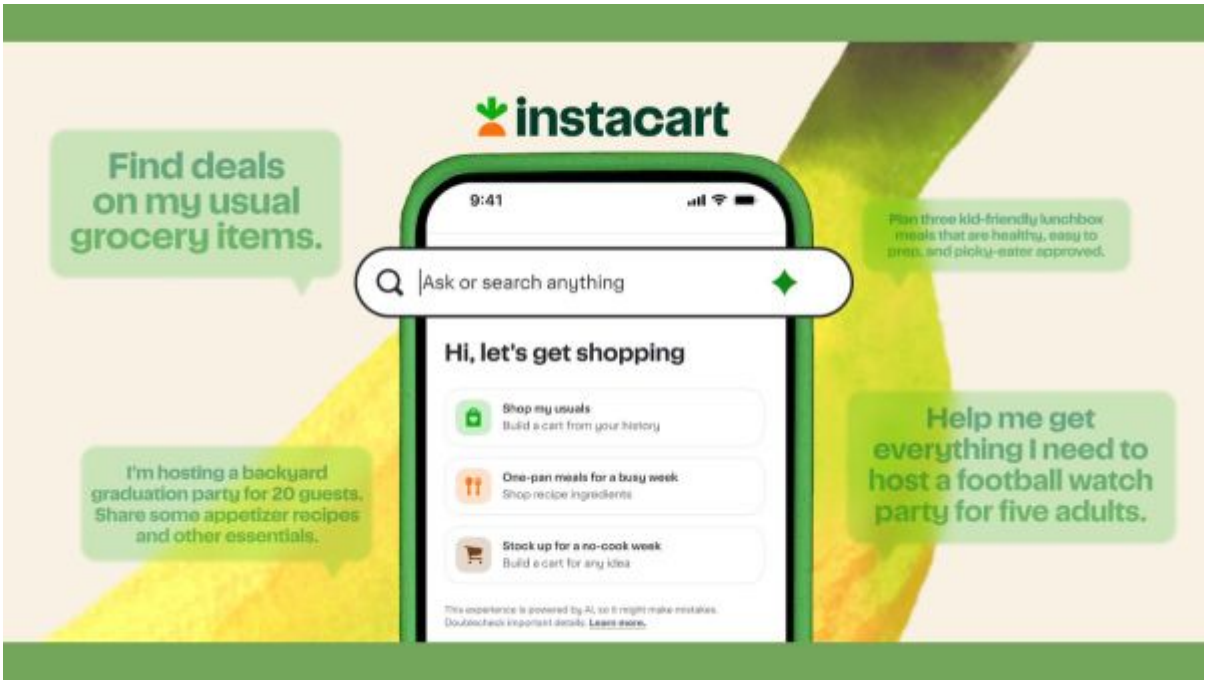
Instacart Teases the 3 Ad Formats Coming to Its AI Shopping Assistant



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Struggling to figure out what to make for dinner tonight? Instacart's new AI assistant might be able to help.

The grocery delivery app's new AI shopping assistant is available to millions of users in the U.S., with plans for a full rollout across the U.S. and Canada in the coming months. Later this year, the company will also start testing ads within the chatbot.

Instacart's AI assistant is built on data from the 1.6 billion orders that have been placed on the platform since its

inception nearly 14 years ago. The AI assistant also pulls in real-time inventory data from nearly 100,000 stores across North America.

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