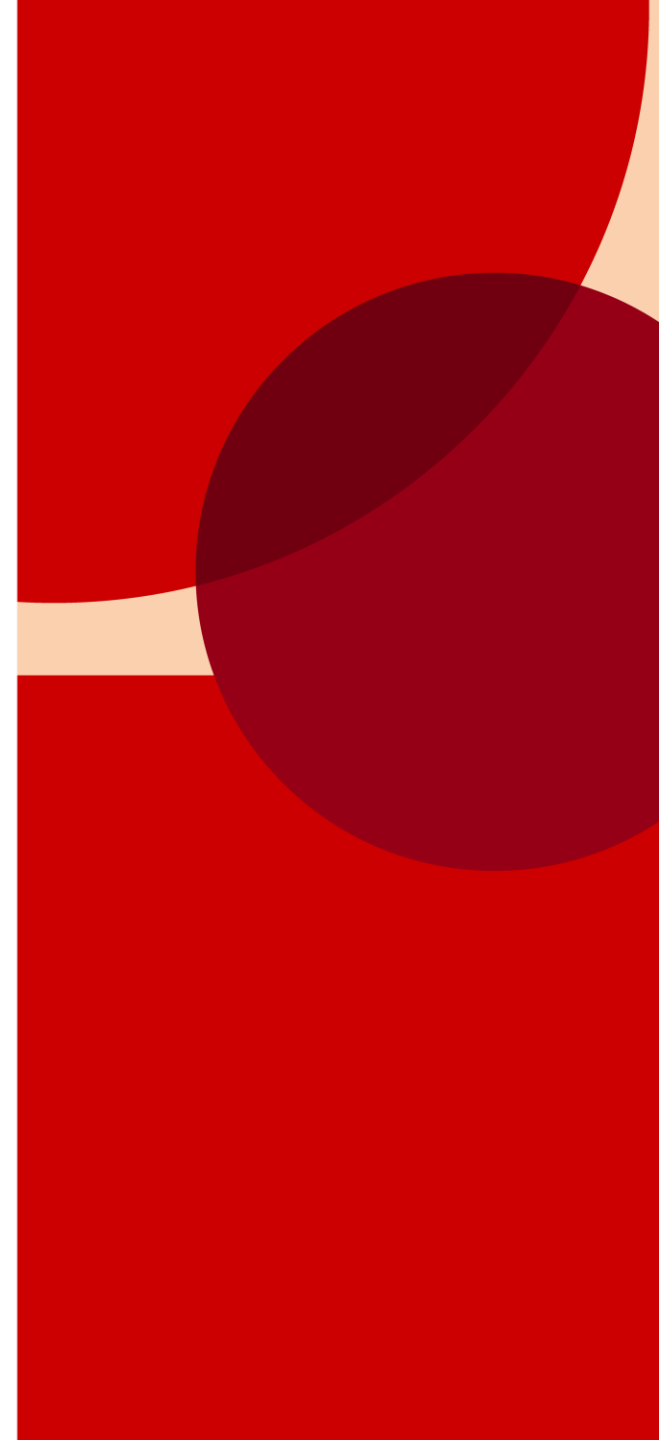


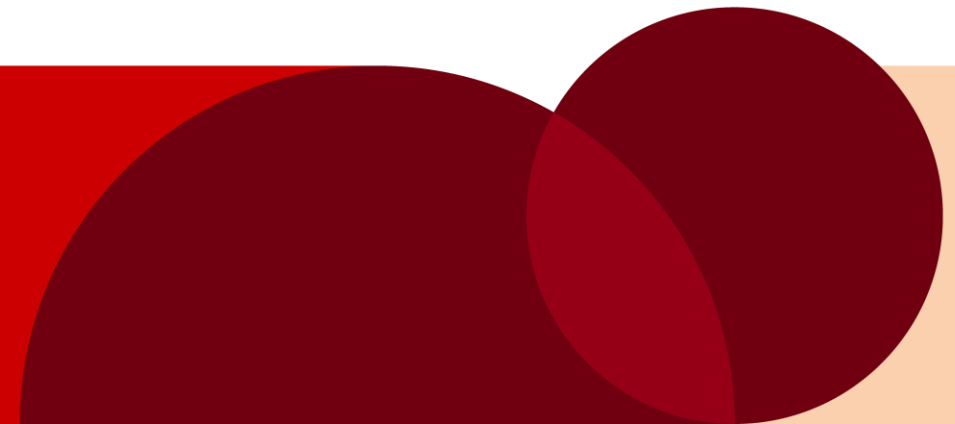
Cara Sylvester

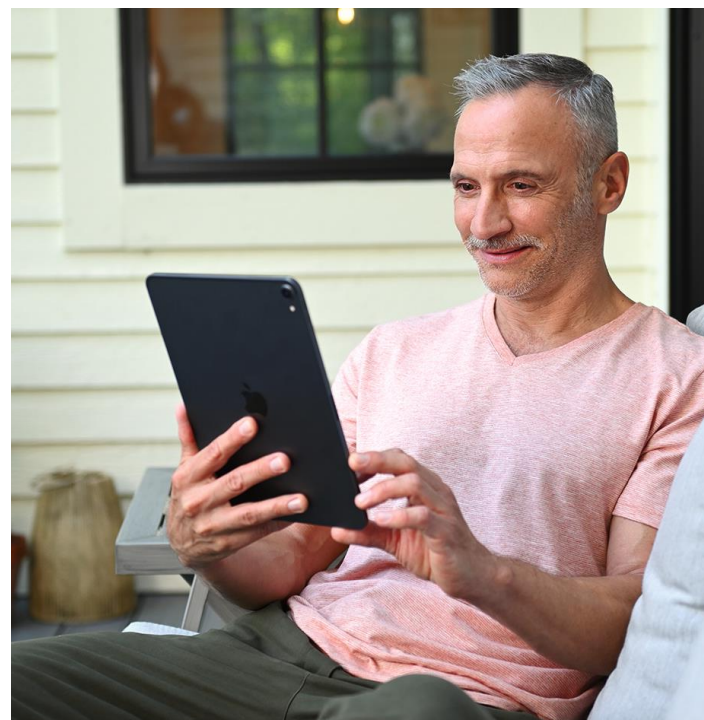
Executive Vice President and
Chief Guest Experience Officer





How are people
shopping today?







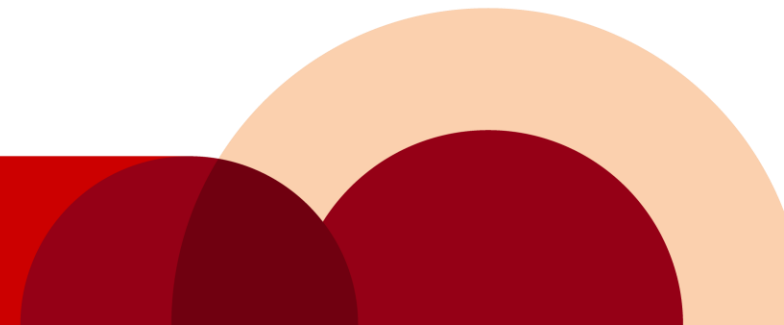
40%

start their
purchase online

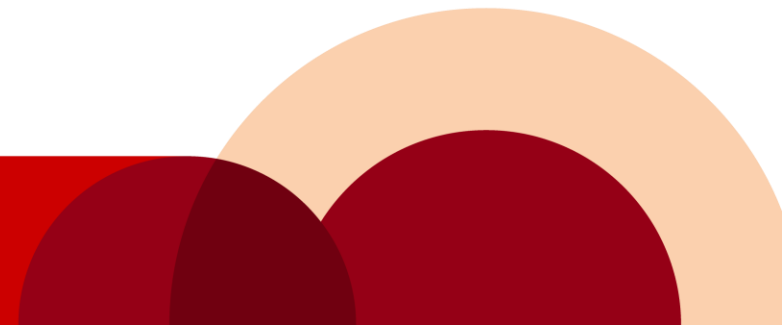
20%

start on social
platforms

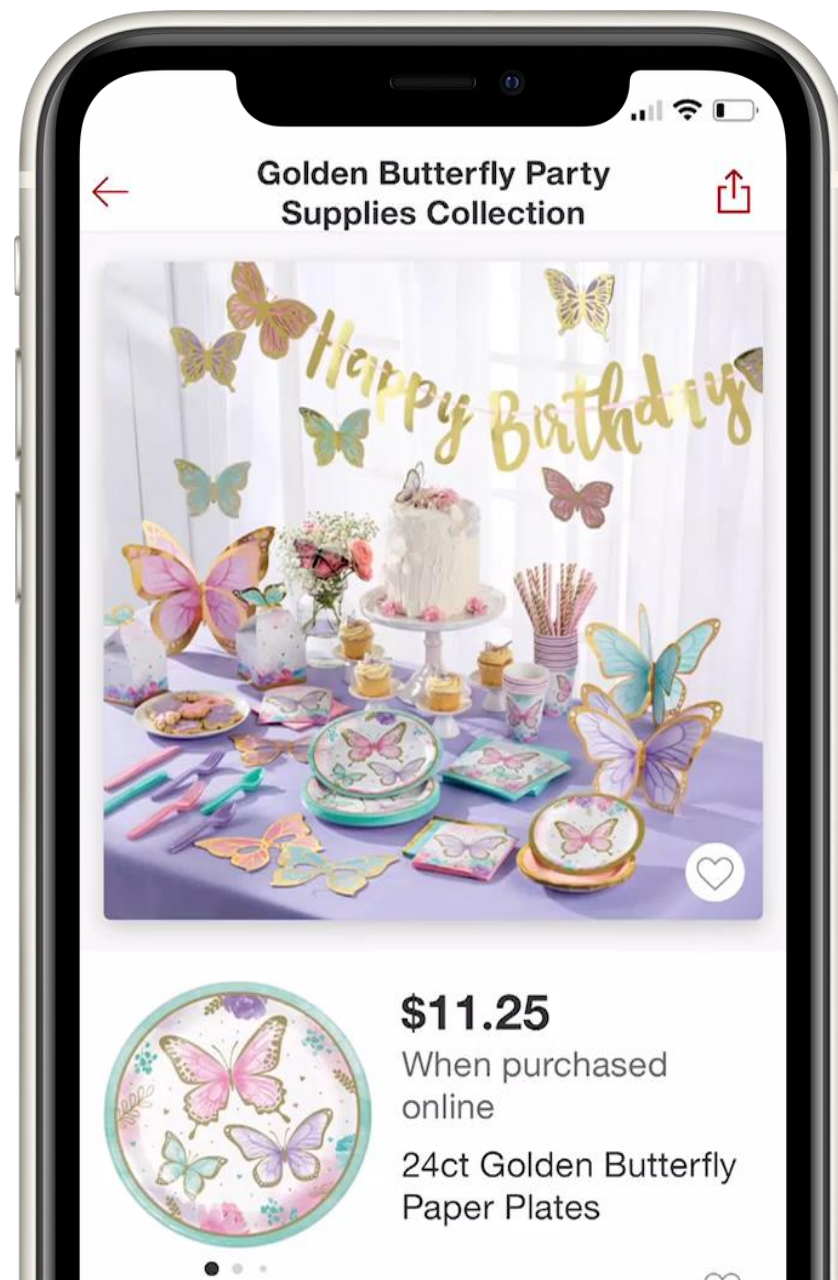
This is *expansive retail*, in tune to what shoppers want and need .



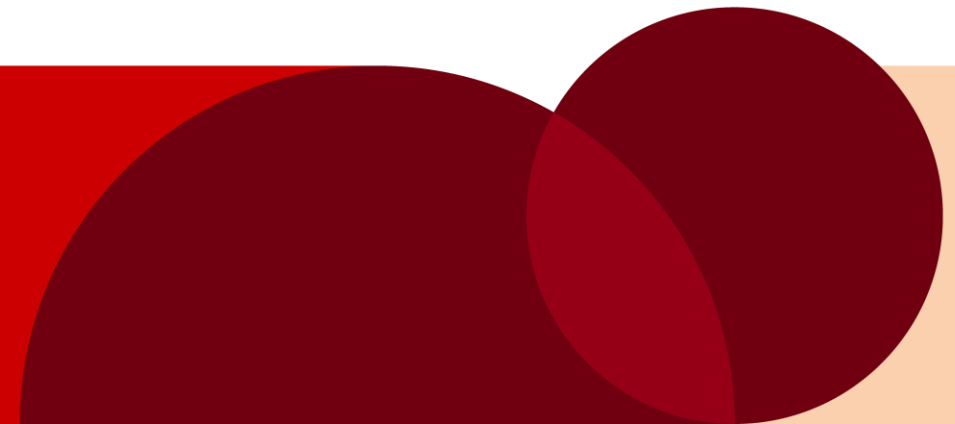
We **get to know them** so we can
meet them where they are.







What We Know About Our Guests

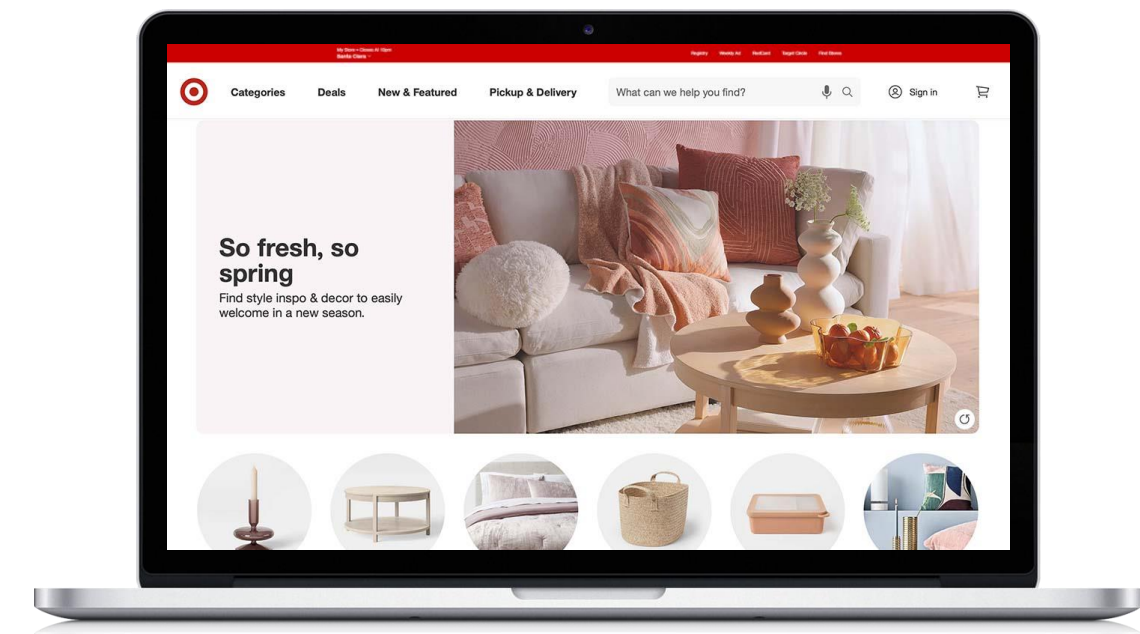
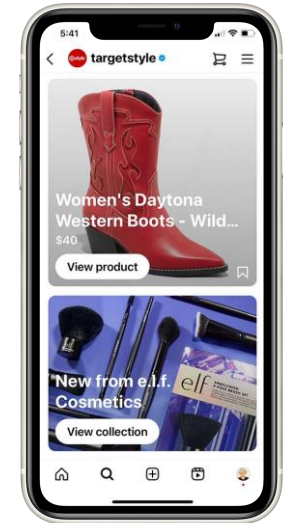
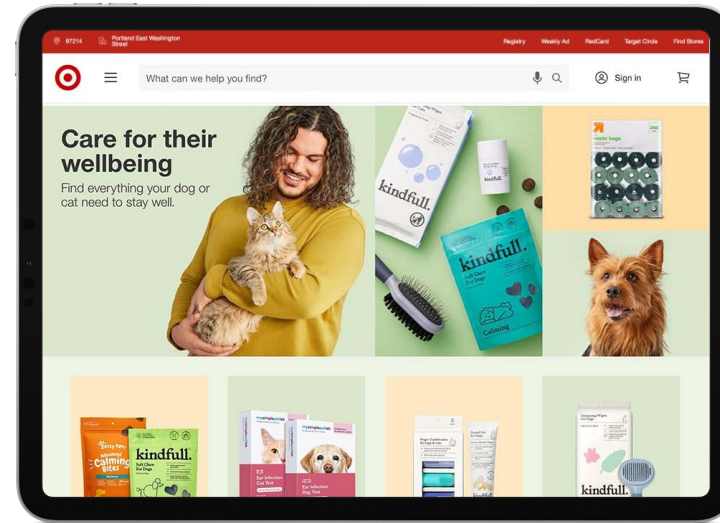




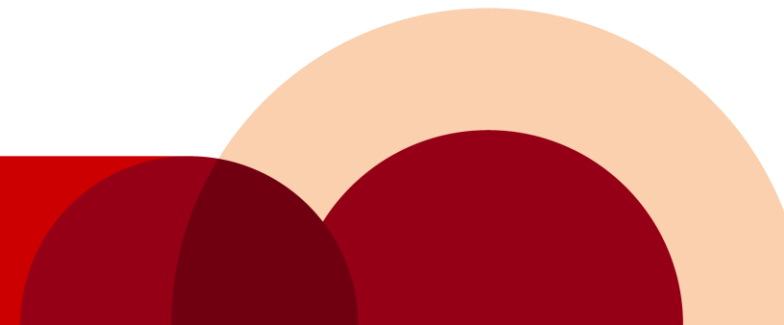
90%

of guests are looking
for quality products





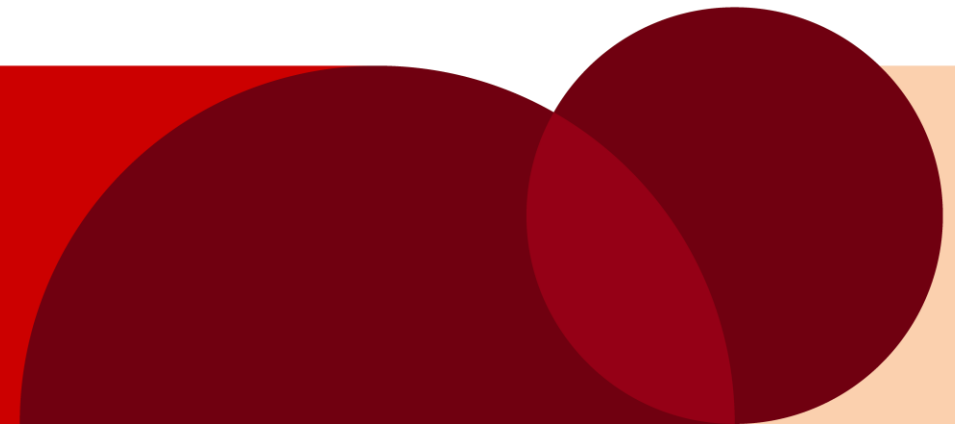
We know them and **where** , **when**
and **how** they need us.



Target guest loyalty drives growth and profitability .



Guests look to Target
for *inspiration* .



Affordable

Fast + Convenient

Everything on Your List





A Jack-o'-lantern by Any Other Name, Lewis Is Defining Halloween

The towering decoration from Target, which has become a must-have among Halloween fans, will sass you.

Share full article



His name is Lewis: How a voicey Target jack-o'-lantern became a TikTok sensation

The 8-foot-tall talking pumpkin wants you to know his real name.



See why TikTok users are freaking out over a Halloween decoration







Target brings dog mascot Bullseye to Las Vegas Sphere for holiday blitz

A behemoth outdoor ad running through Dec. 22 complements the retailer's "However You Holiday, Do It For Less" campaign.

Published Dec. 19, 2023



[Peter Adams](#)
Senior Reporter



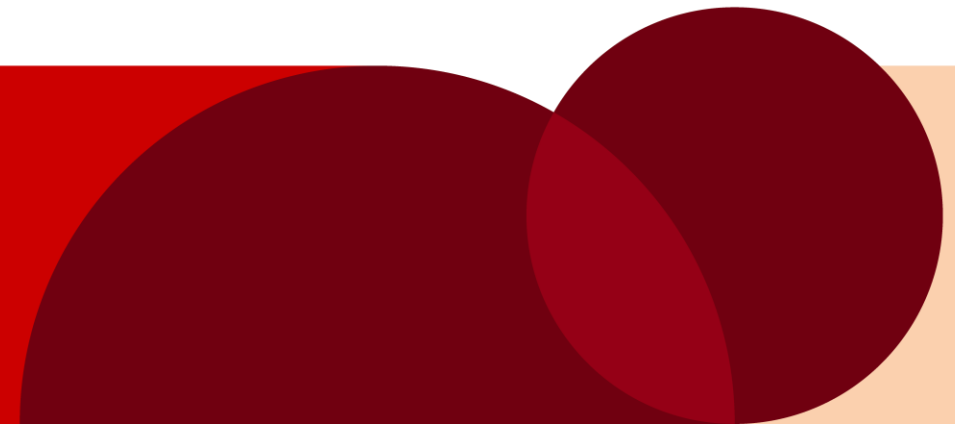


VID_141_Team_Member_Amelia_
V1

2:07



Empathy is infused into every part of the guest experience.

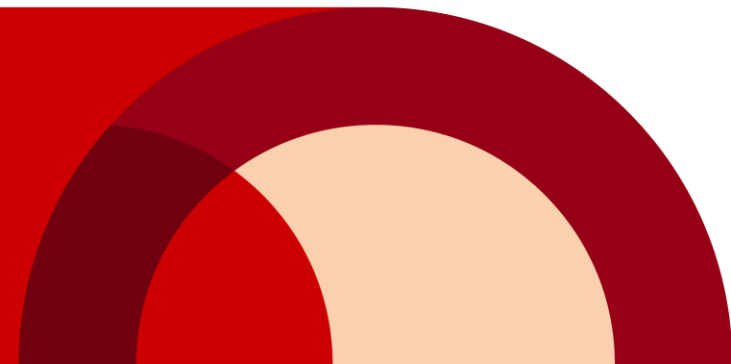




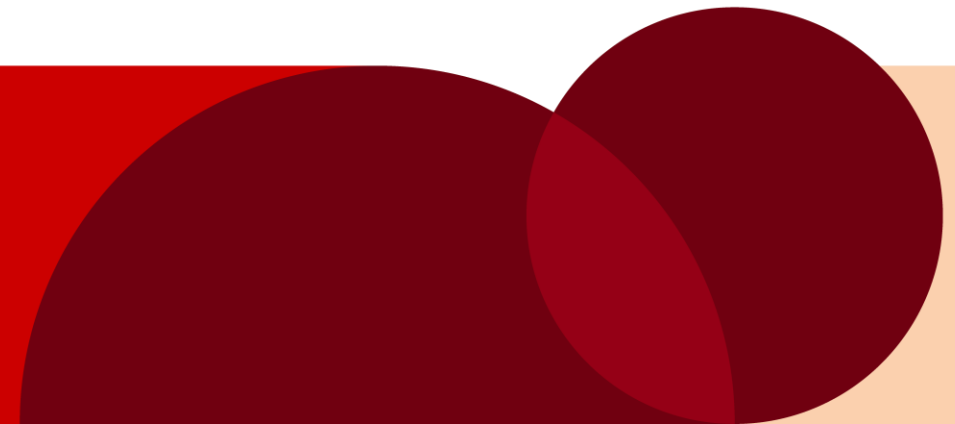
drive up
Now taking returns.



We design every experience
with our guests in mind.

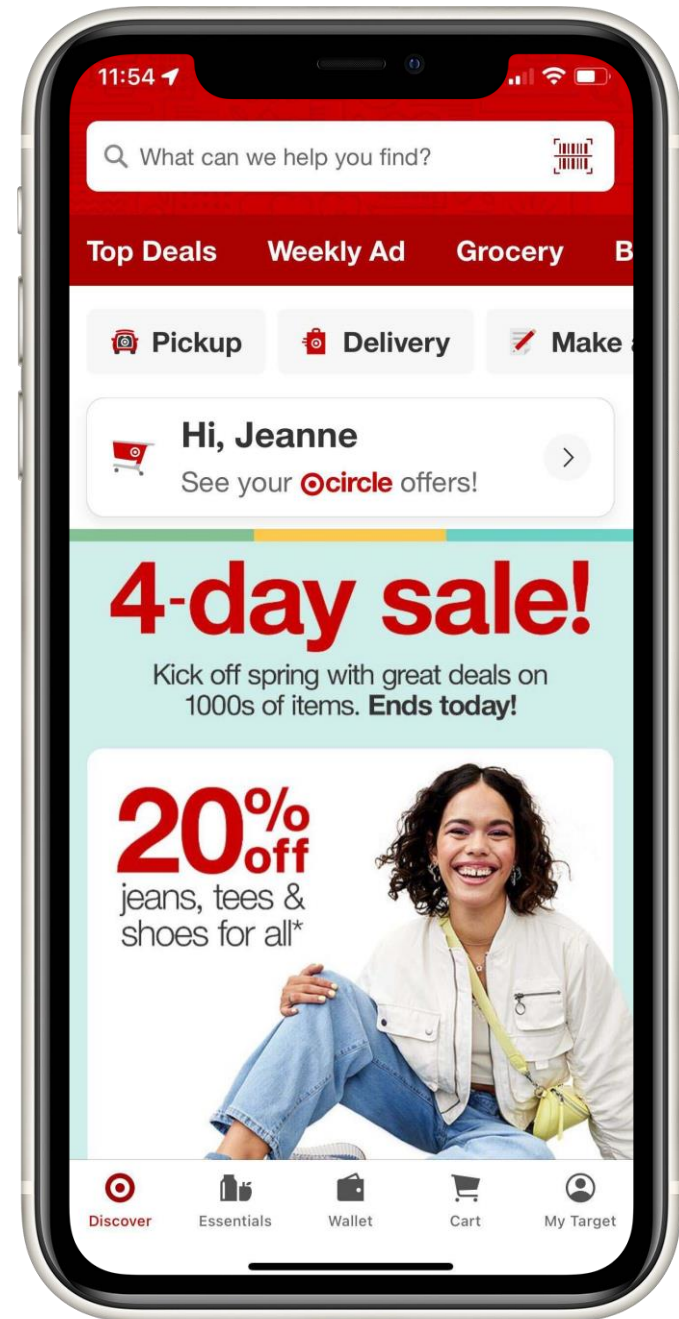


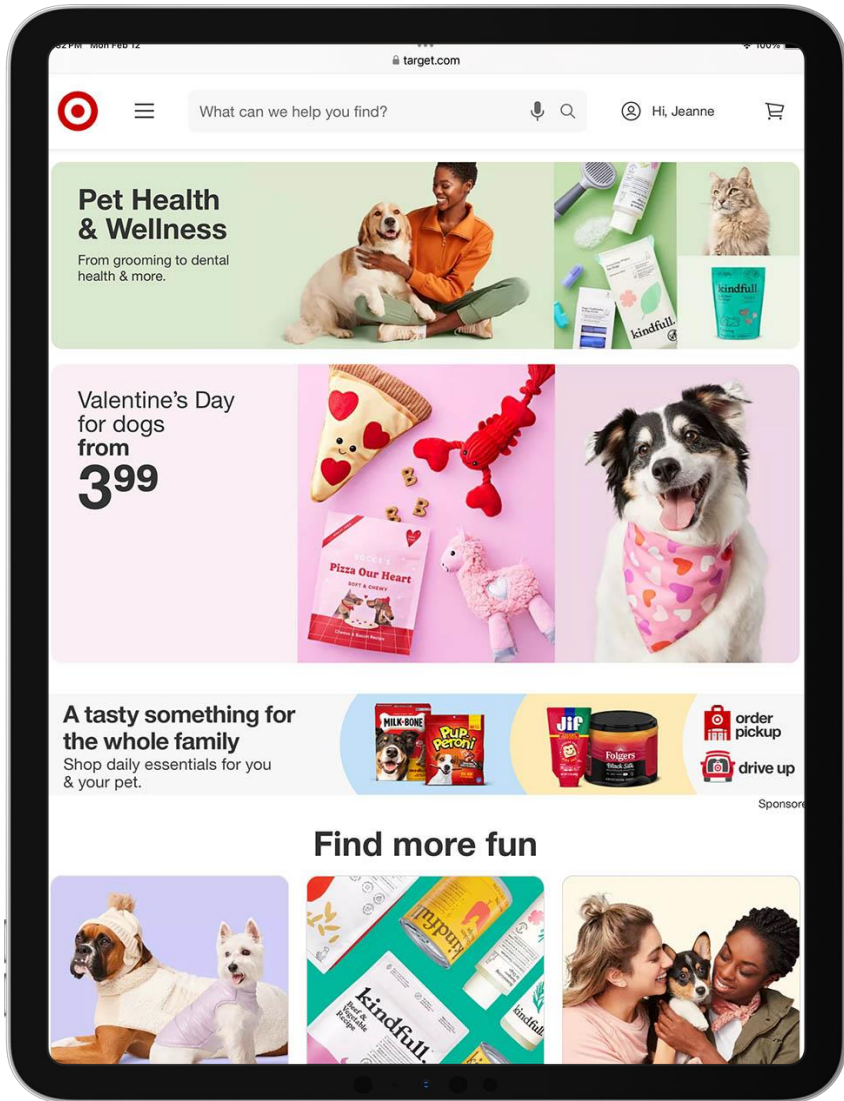
America's Favorite *Discovery* Destination



“love love 🥰
@target has
my heart IYKYK”







6 billion+
guest visits to our site in 2023

BeautyTok must-haves

shop
what's
trending



K
O
1





Categories

Deals

New & Featured

Pickup & Delivery

What can we help you find?



Sign in



Save \$10
when you spend \$50
on toys & craft kits*

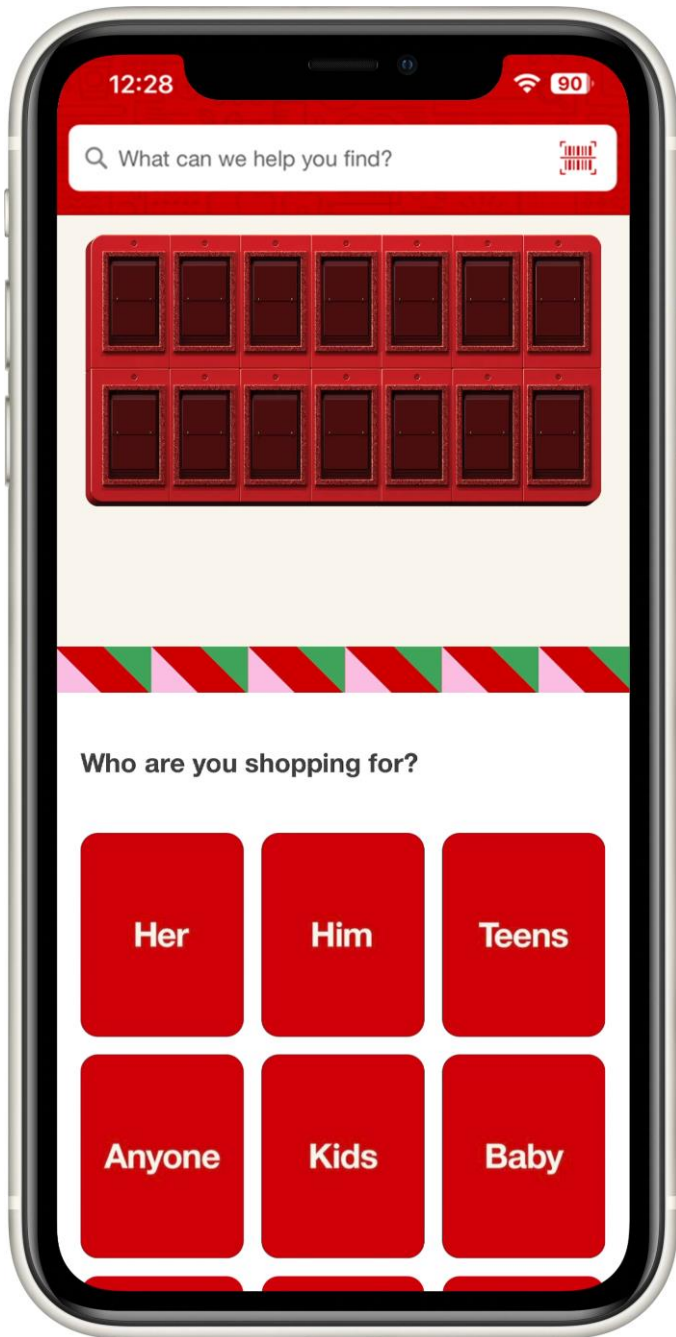


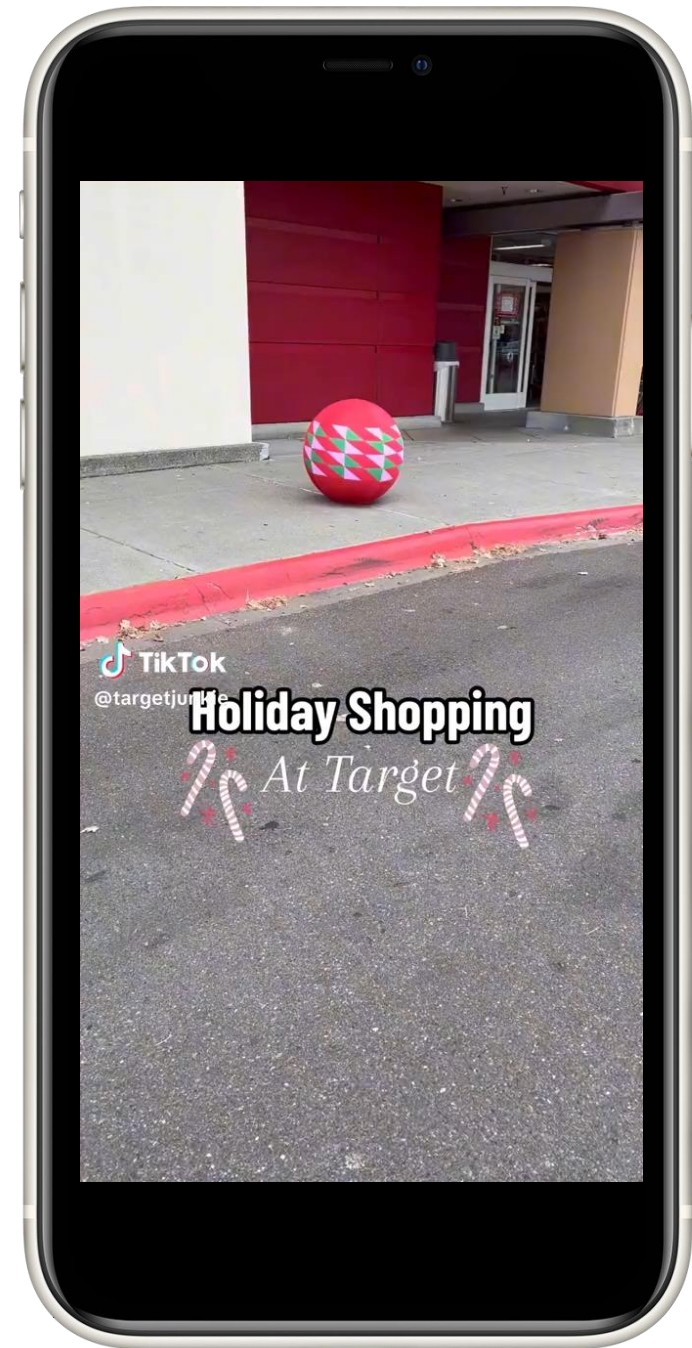
For nourishing moisture that lasts

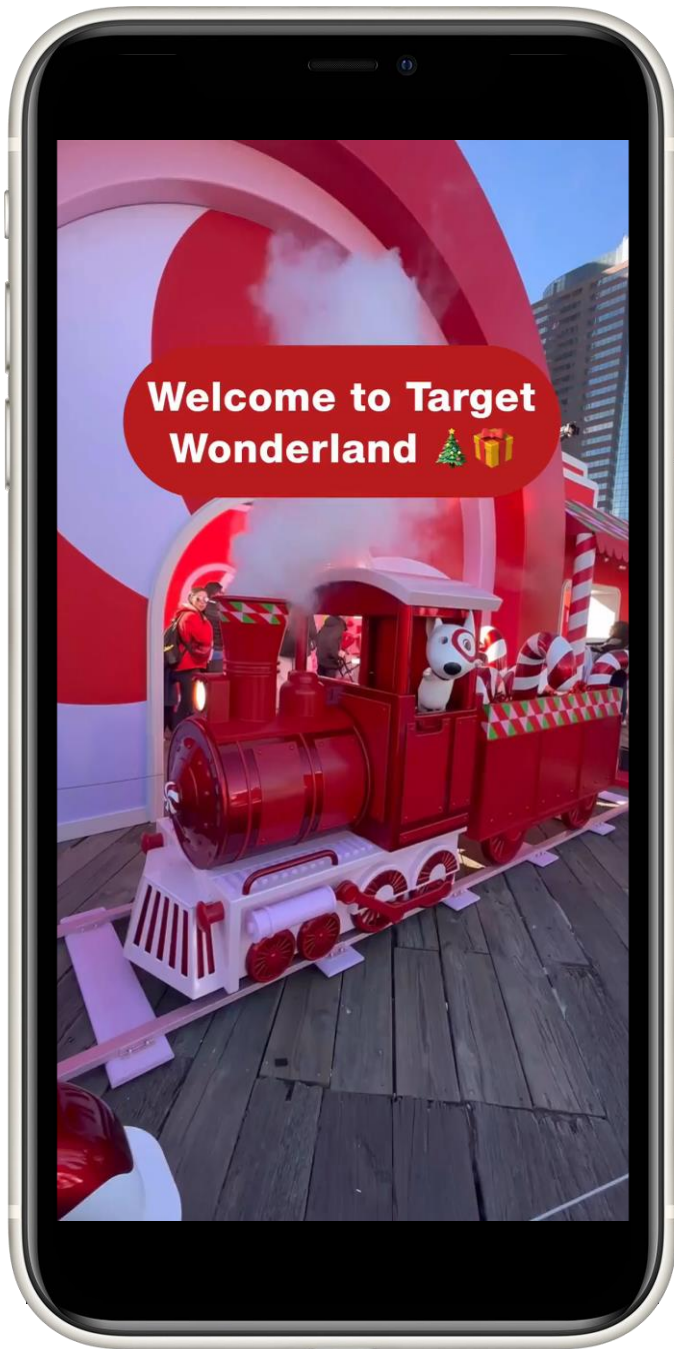
Shop NIVEA body lotions & creams.



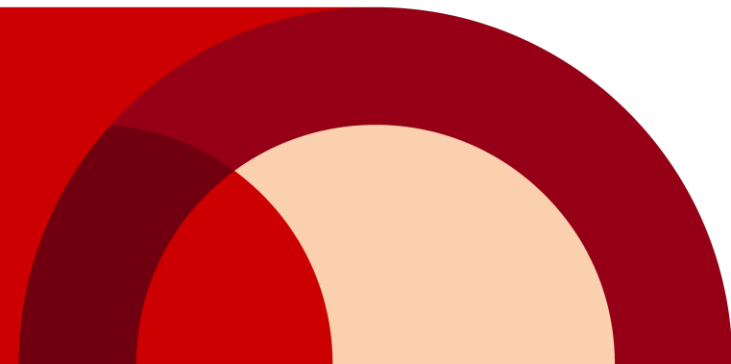
Sponsored



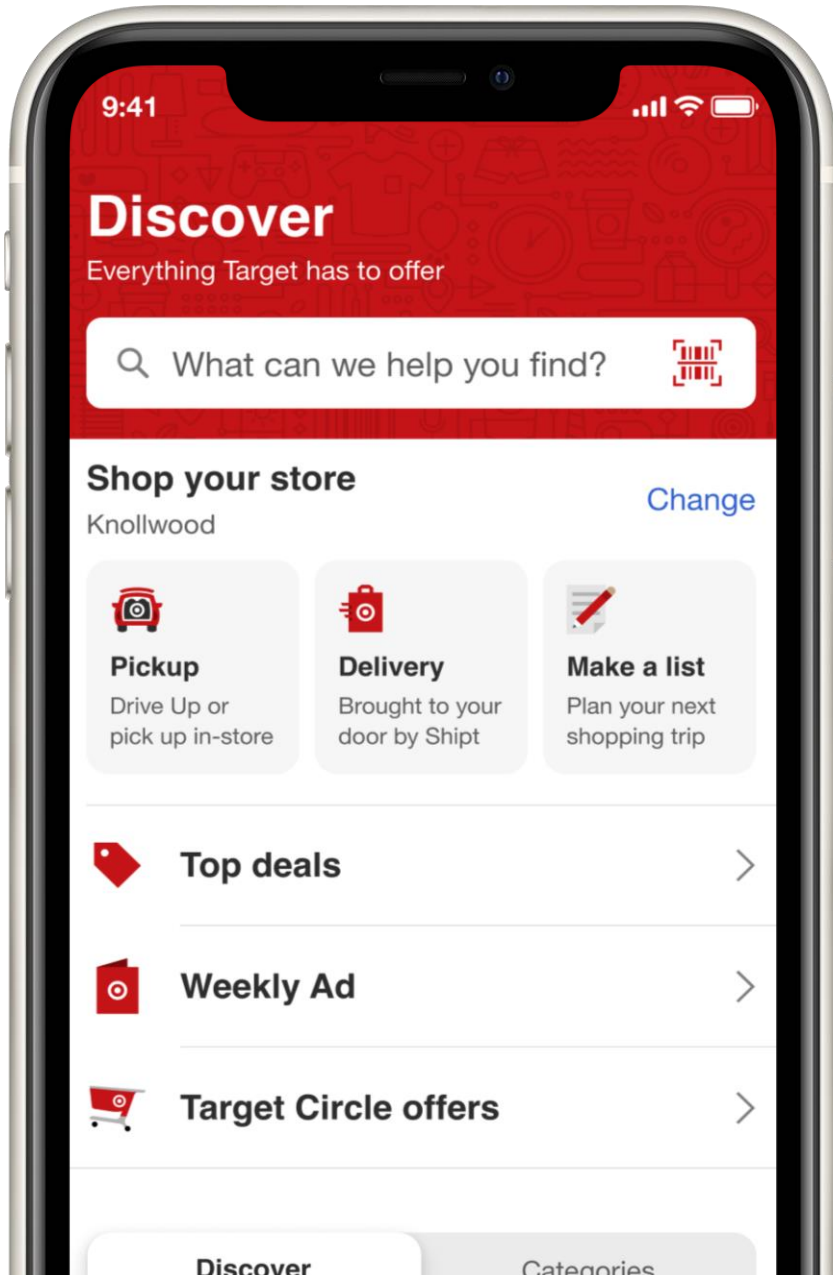




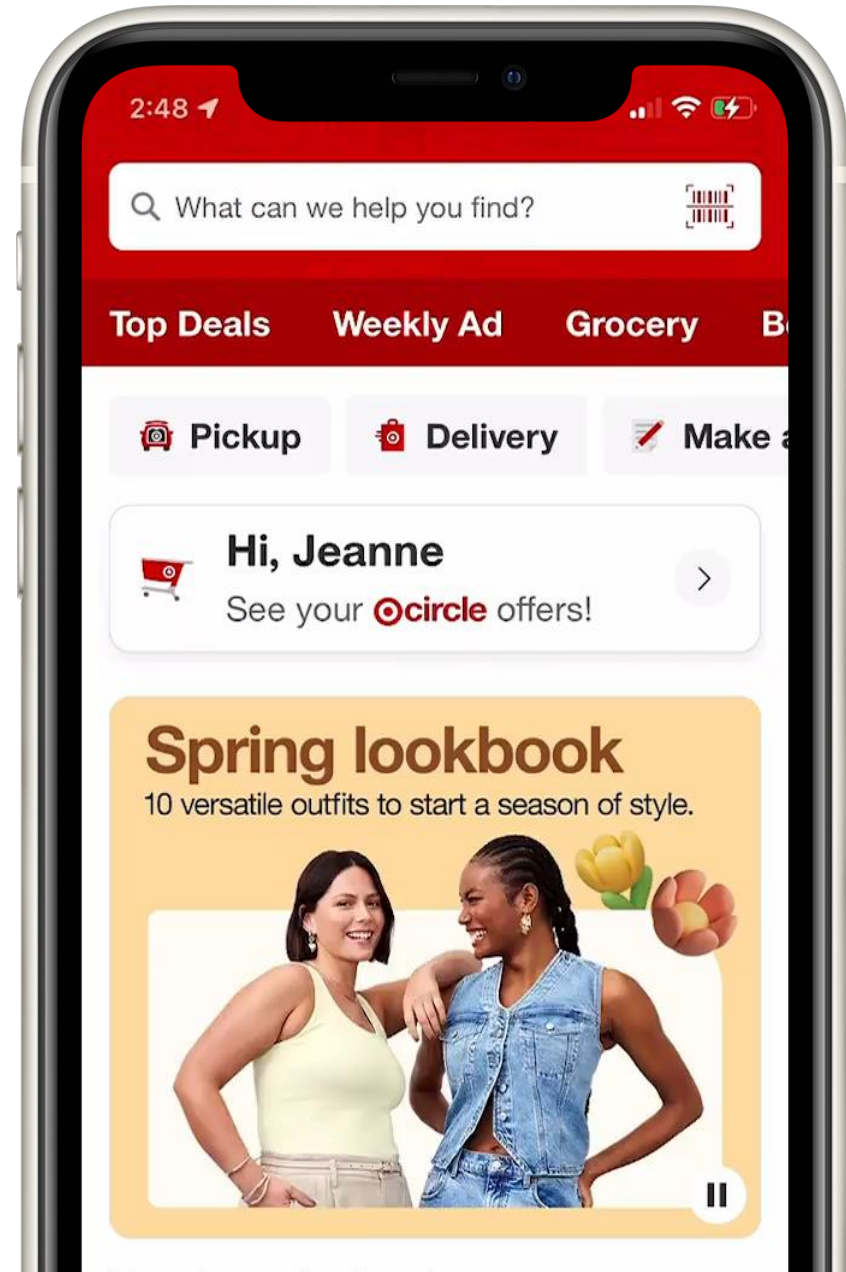
We continue to invest
in our digital capabilities.



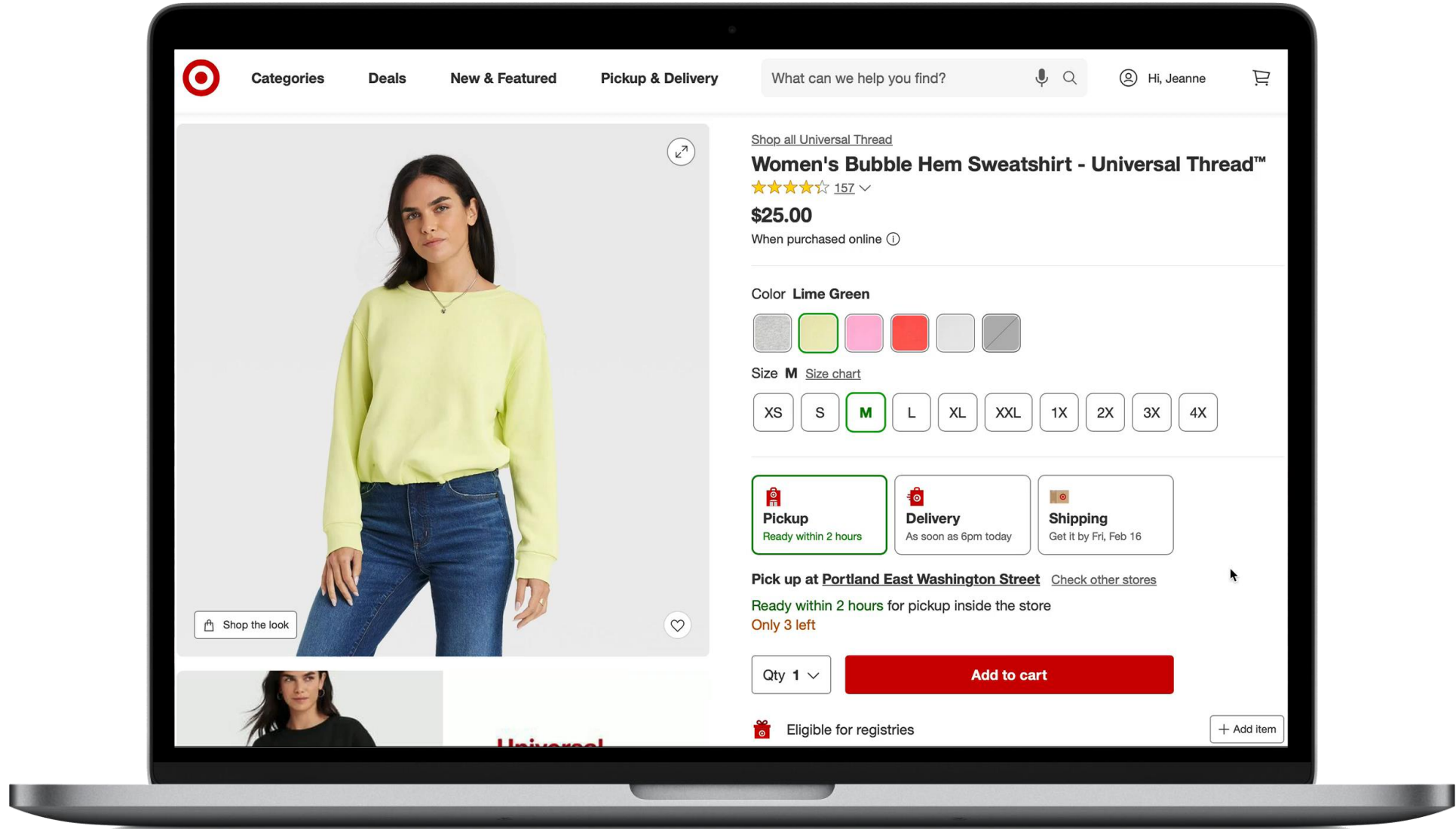
before

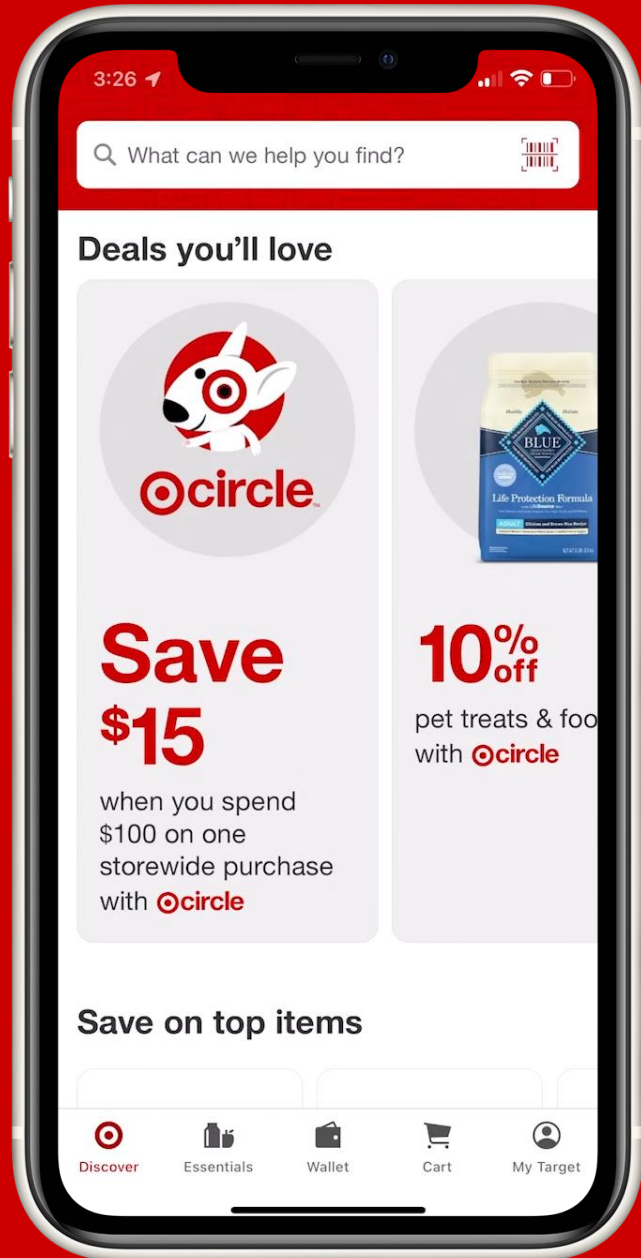


after



Generative AI Powers Platform Features






← Target Circle™ College Studen... 🔍

A rewarding time for college students with Target Circle™

20% off one qualifying storewide purchase, coming soon. Offer valid, 7/16–8/26.¹


The Target dog mascot is shown in a white, pixelated style, holding a megaphone and standing on a purple and white checkered floor.

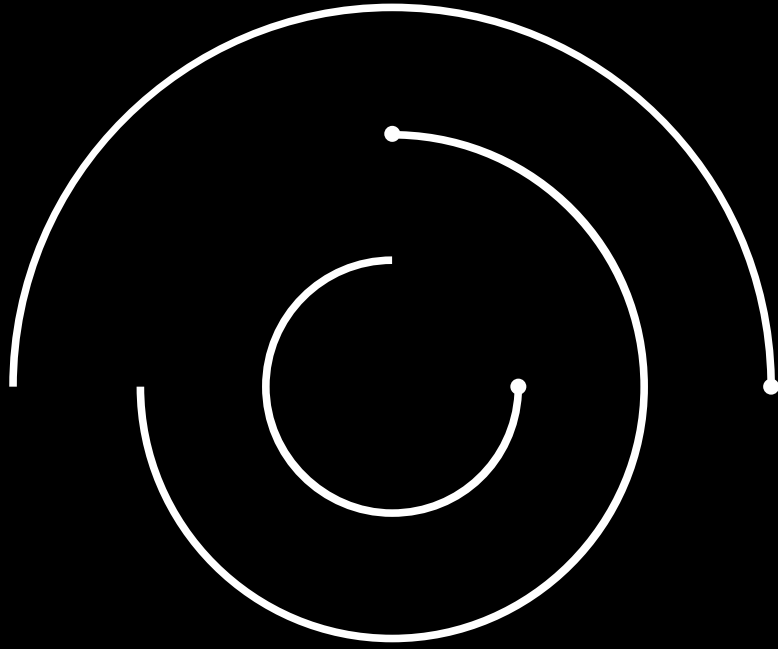
← Target Circle™ Teacher Appre... 🔍

Thank you teachers & school staff

Get **20% off** one qualifying storewide purchase with Target Circle™. Plus, stack it with other deals to save even more.

Offer valid 7/16–8/26.¹

The Target dog mascot is shown in a white, pixelated style, holding a megaphone and standing on a green and white checkered floor.



Roundel™

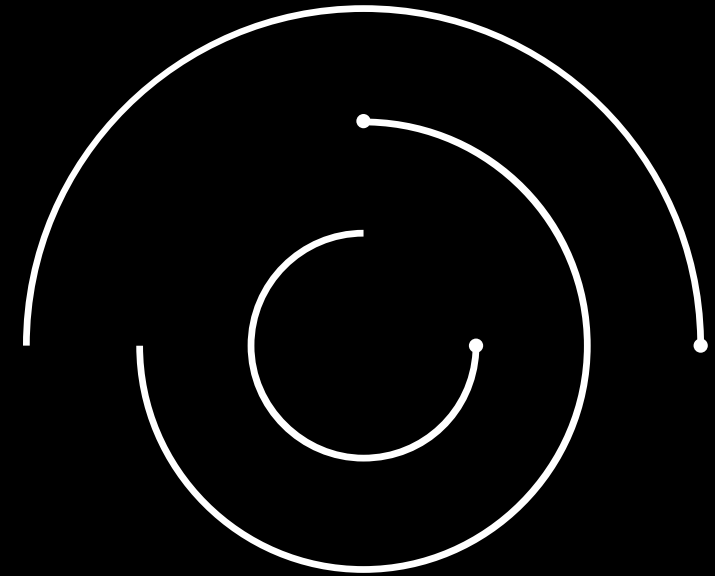
Media designed by 

\$1.5B+

in value for
our business

20%+

growth in 2023

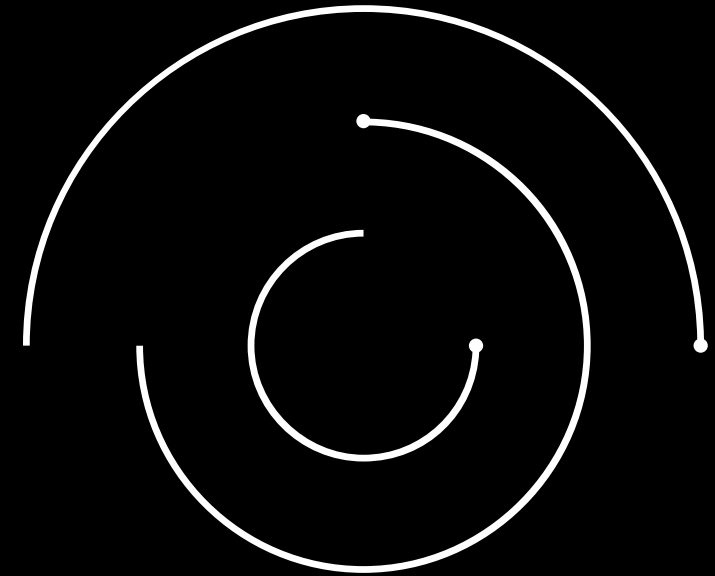


Roundel™

Media designed by 

2,600+

brands are working
with Roundel



Roundel™

Media designed by 

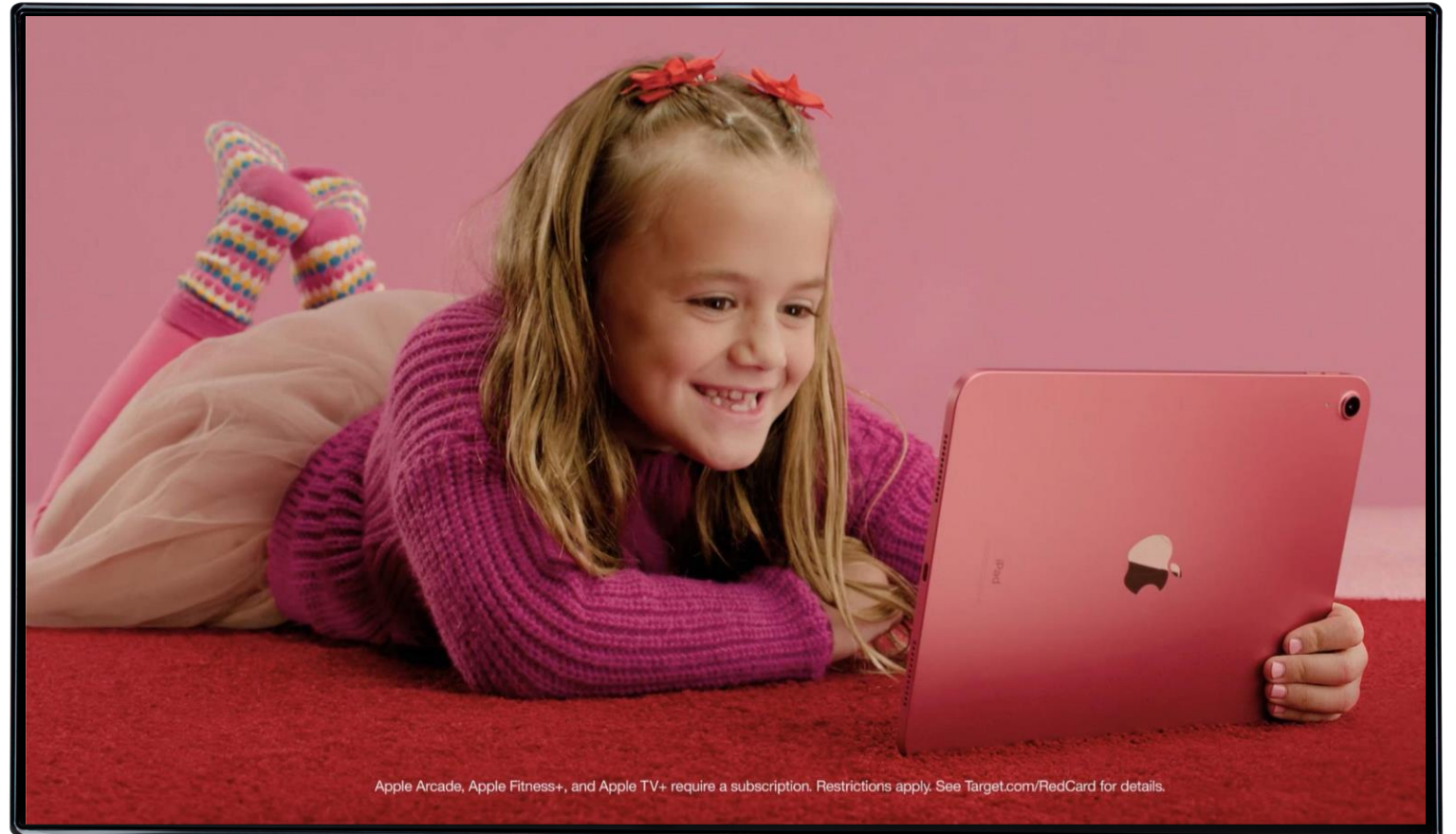
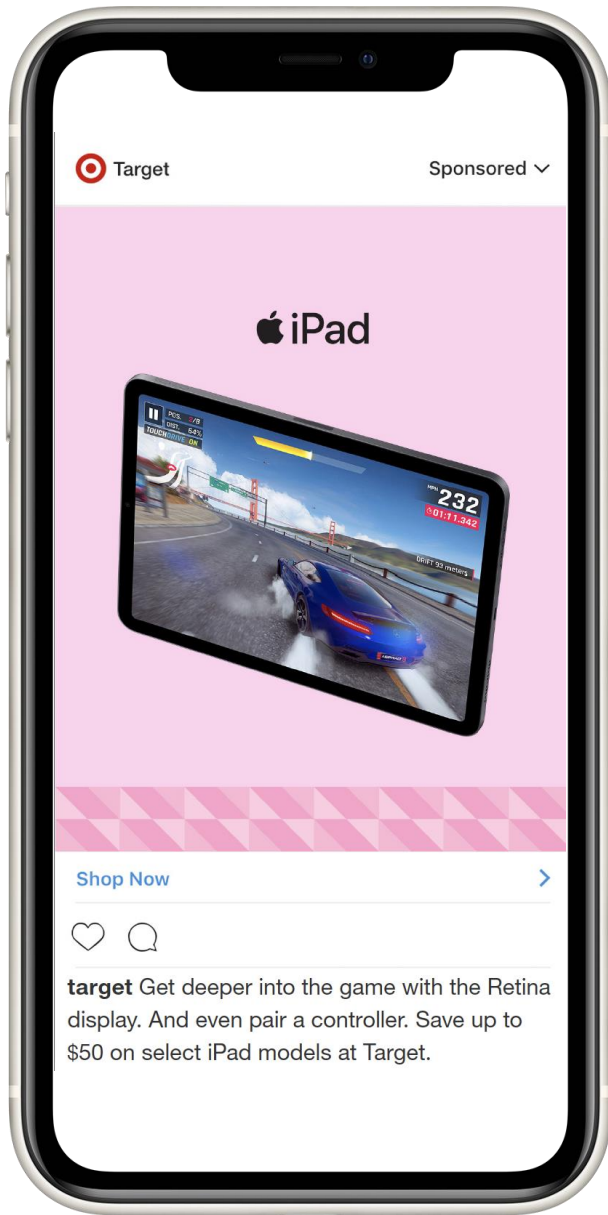
Roundel™
Media designed by 



Apple gifts topping their holiday wishlist

Get products they love at the
Tech Gift HQ.





connected TV +  YouTube





Categories

Deals

What's New

Pickup & Delivery

What can we help you find?



Sign in



All things Christmas

Everything you need to get in the holiday spirit.

Christmas



Save 5% on Apple Watch Series 9 with **RedCard** It's on everyone's list this year.



WATCH
SERIES 9

sponsored



All things Christmas

Everything you need to get in the holiday spirit.

Christmas

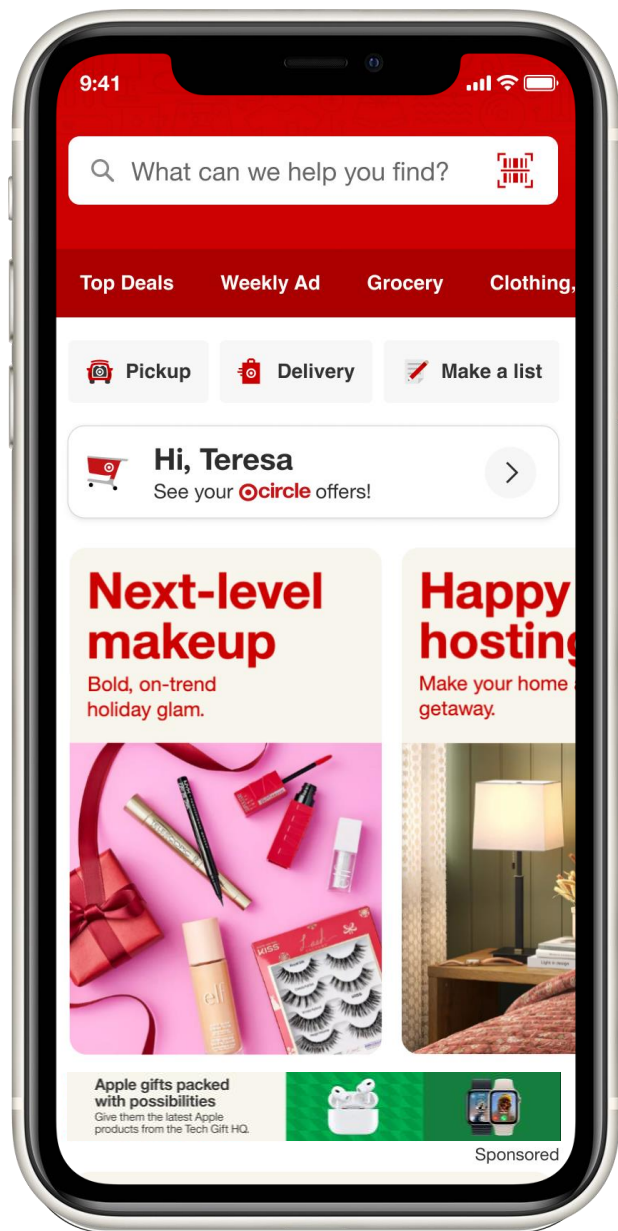


Save 5% on Apple Watch Series 9 with **RedCard** It's on everyone's list this year.



Apple WATCH SERIES 9

sponsored

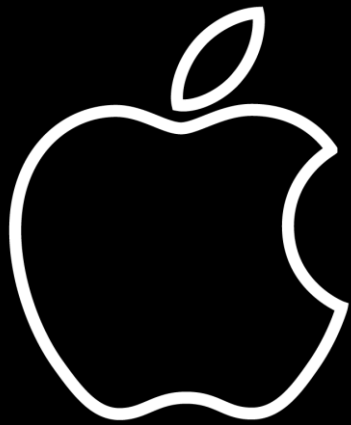


Apple gifts packed with possibilities

Give them the latest Apple products from the Tech Gift HQ.



Roundel™
Media designed by 



Digital

Social

Marketing

Merchandising

Deepened Relationships
With Existing Fans

Attracted New Ones
at a Much Higher Rate



35%

of revenue generated
outside owned properties

250M

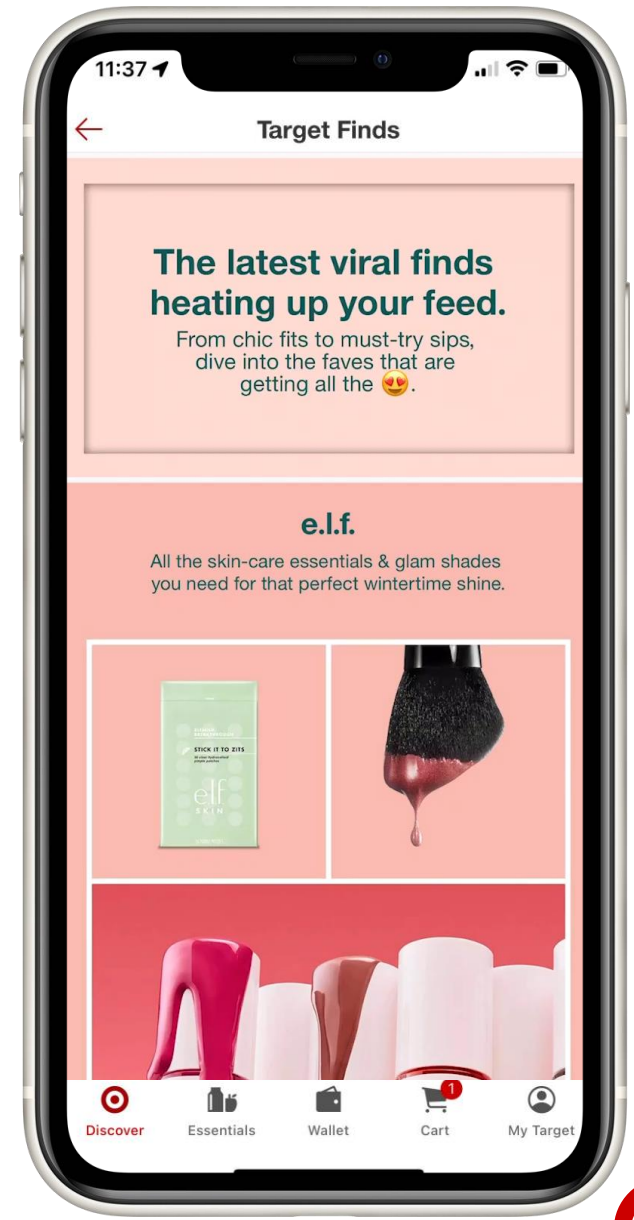
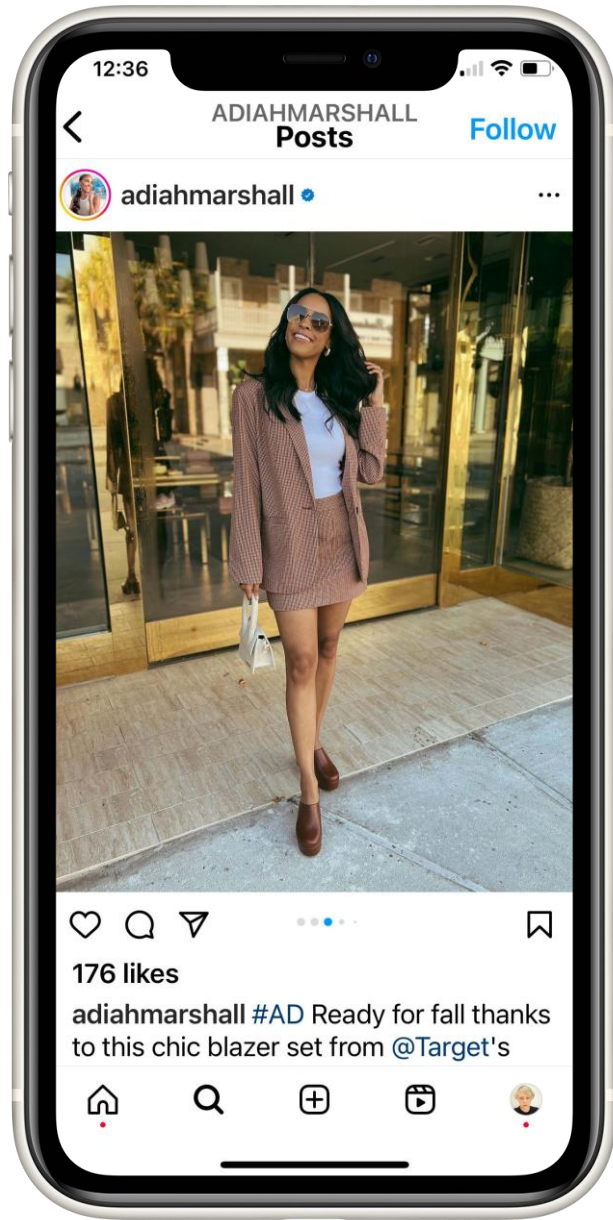
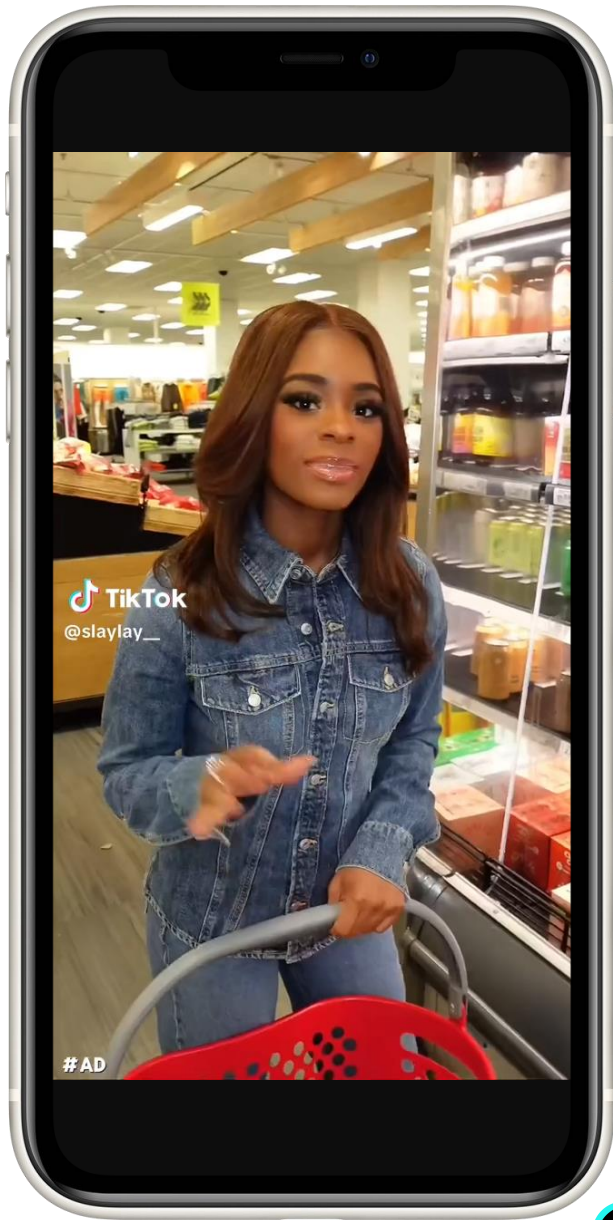
visits driven to Target
properties in 2023

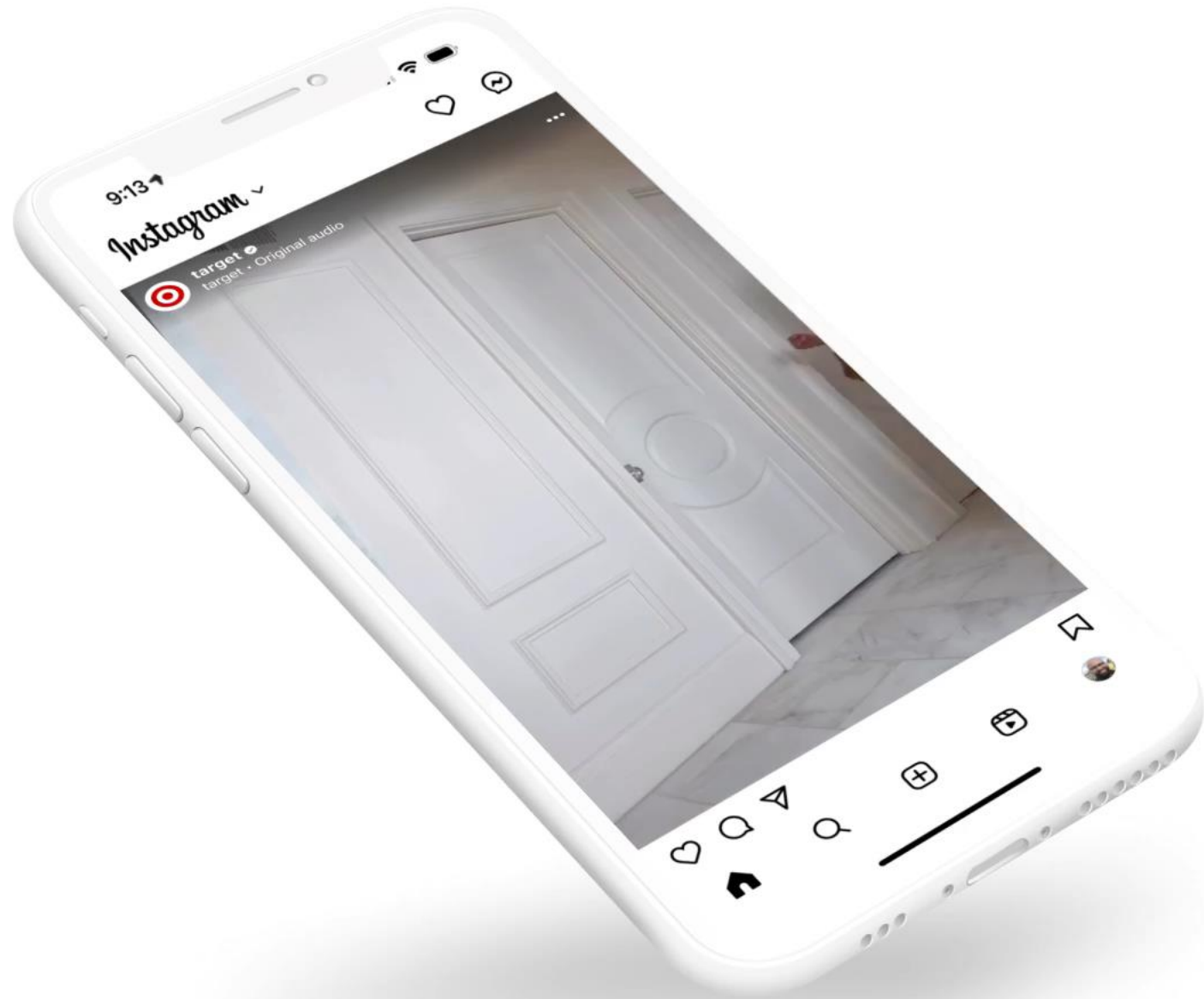




TikTok

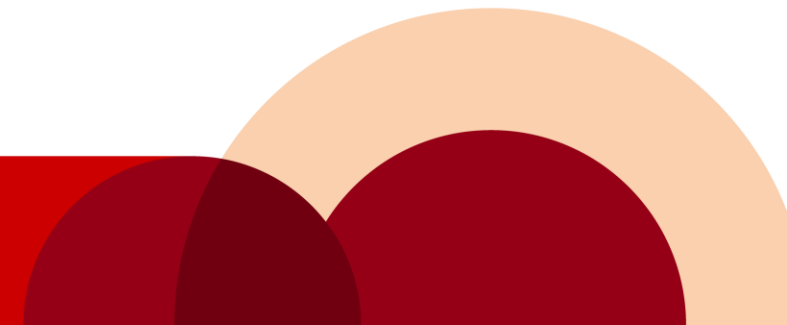
more followers than
any other mass retailer







Guest-Centered, Seamless +
Fluid Shopping Experience







100M+

circle members

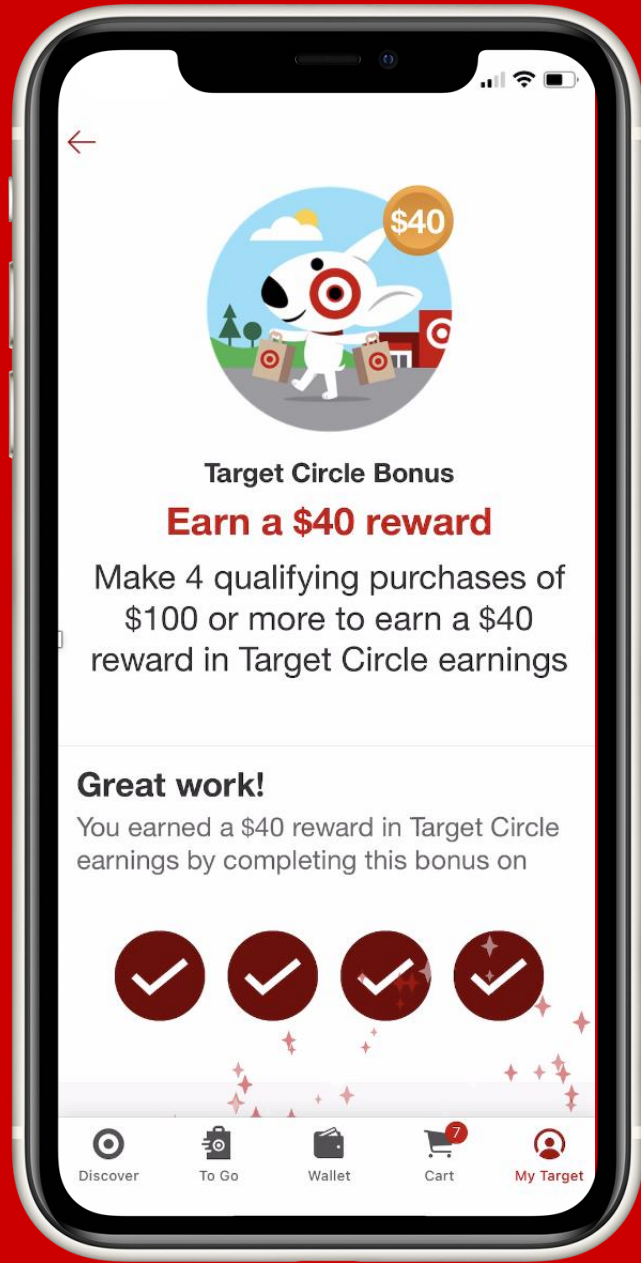
\$2B

in rewards earned



5x
more visits

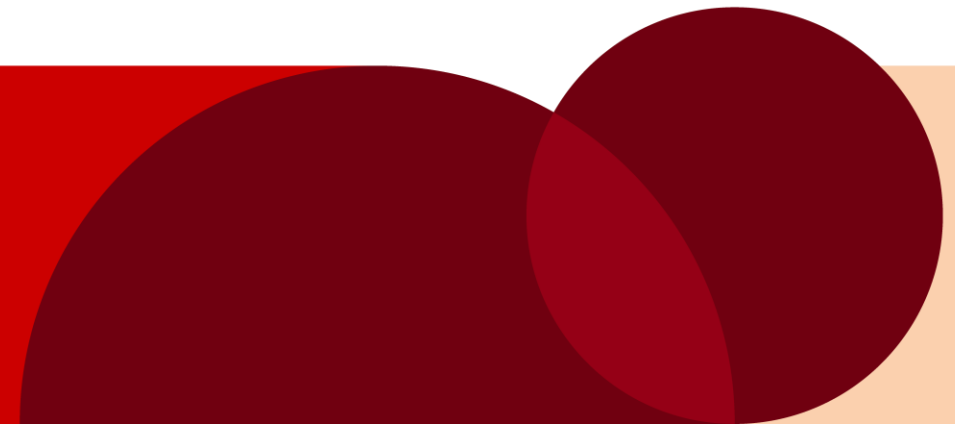
5x
more spend than
non-members



\$1.5B

in incremental sales
driven by deals + offers

We **reimagined loyalty** across
the entirety of our experience.



VID_140_Trident_V1

1:52



 **circle**™



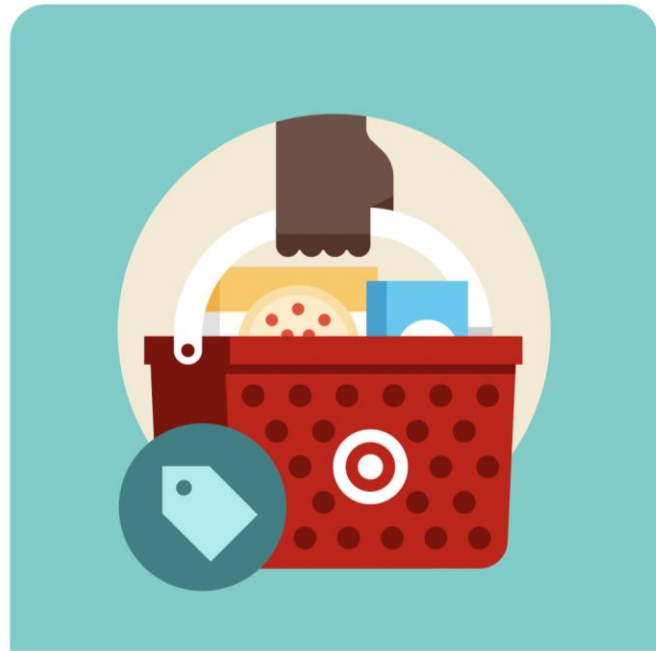
 **circle**™ **card**



 **circle** **360**™



free to join



automatic deals



personalized
bonuses

circle card



extra 5% off *



free shipping *



extended returns *



- Credit
- Debit
- Reloadable

same-day delivery*
in as little as an hour
with the new
circle 360™

**join
now**



Terms and conditions apply. Applies to orders over \$35.



- No Delivery Markups or Fees
- Preferred Shoppers
- Shipt's Marketplace
- Same-Day Delivery



\$49

promo price , standard for
Target Circle Card holders

meet the new **Target Circle**™



Target Circle™
join free &
get deals
automatically*

**Target
Circle Card**™
save an extra
5%* your way,
every day

**Target
Circle 360**™
unlimited
same-day
delivery*

*Restrictions and exclusions apply to all benefits.
See program rules at target.com/circleannounce for details



This is just
the beginning!

