



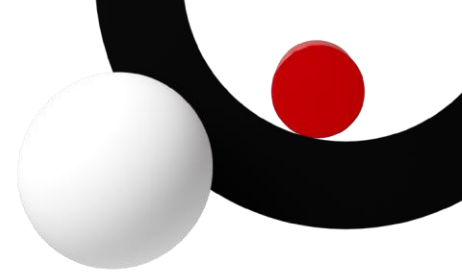
Cara Sylvester

Chief Marketing & Digital Officer

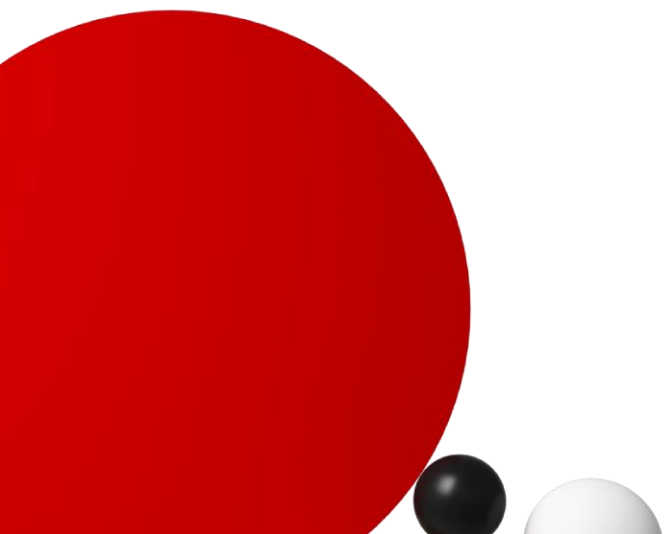




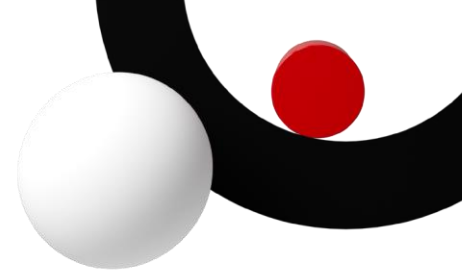
Understanding + Empathy



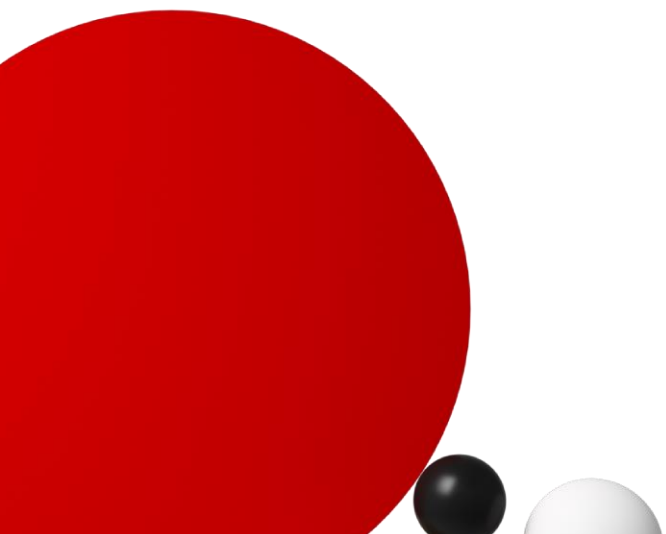
Most **Personalized** Omnichannel Experience in Retail

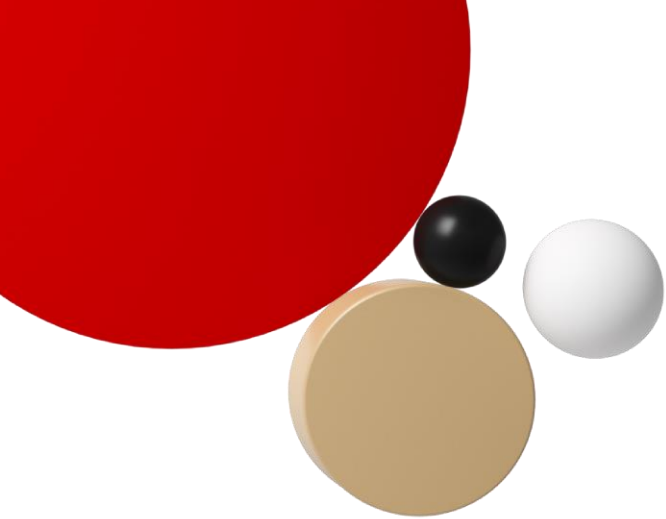






Culture of Care + Core Value of Inclusivity





Guests **share their hopes,
fears and dreams with us.**





We have a **holistic view of
our guests' lived experiences.**





We're **delivering on personal
guest values at scale.**



Home New Arrivals

[Target](#) / [Home](#) / Home New Arrivals (735)



Bedding



Bath



Furniture



Decorative Objects



Kitchen & Dining



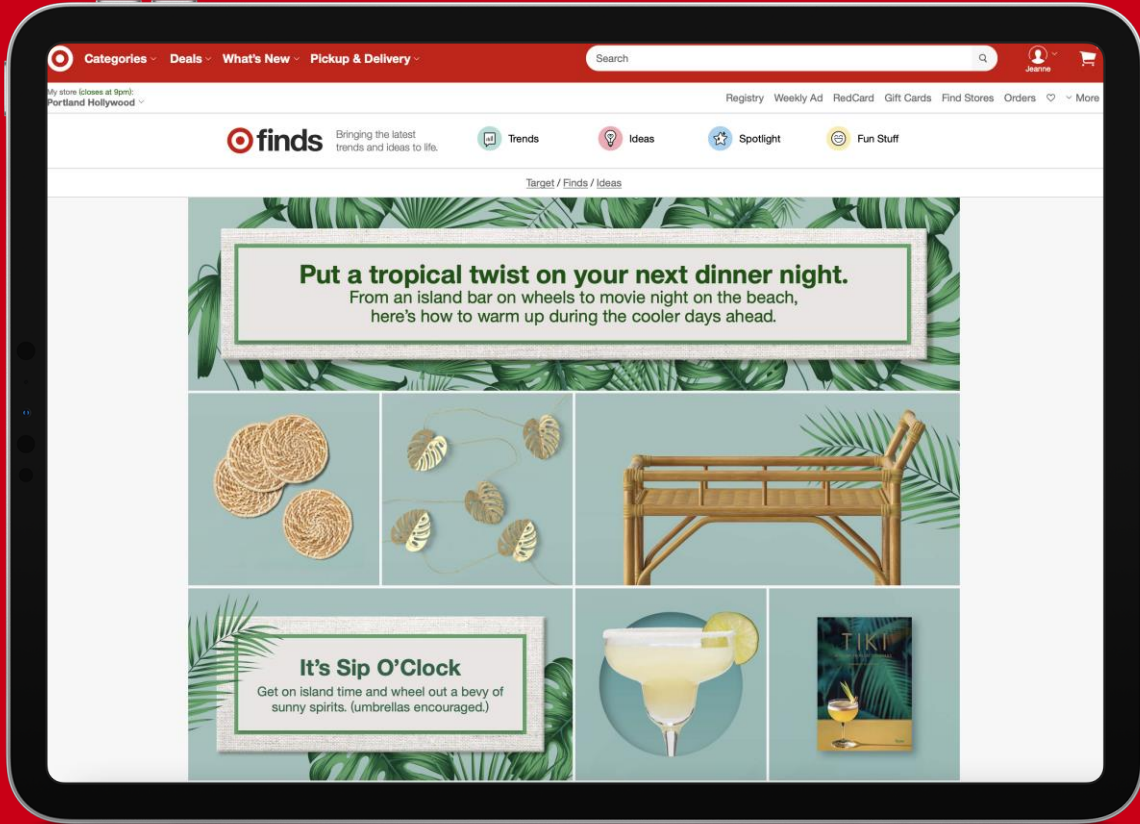
Throw Pillows



Oh Happy Dani

Explore the collection from
illustrator, advocate & creative
force, Danielle Coke.

Artist Series



20%+
comp in 2021

145%
comp in 2020



drive up



order pickup



same day
delivery

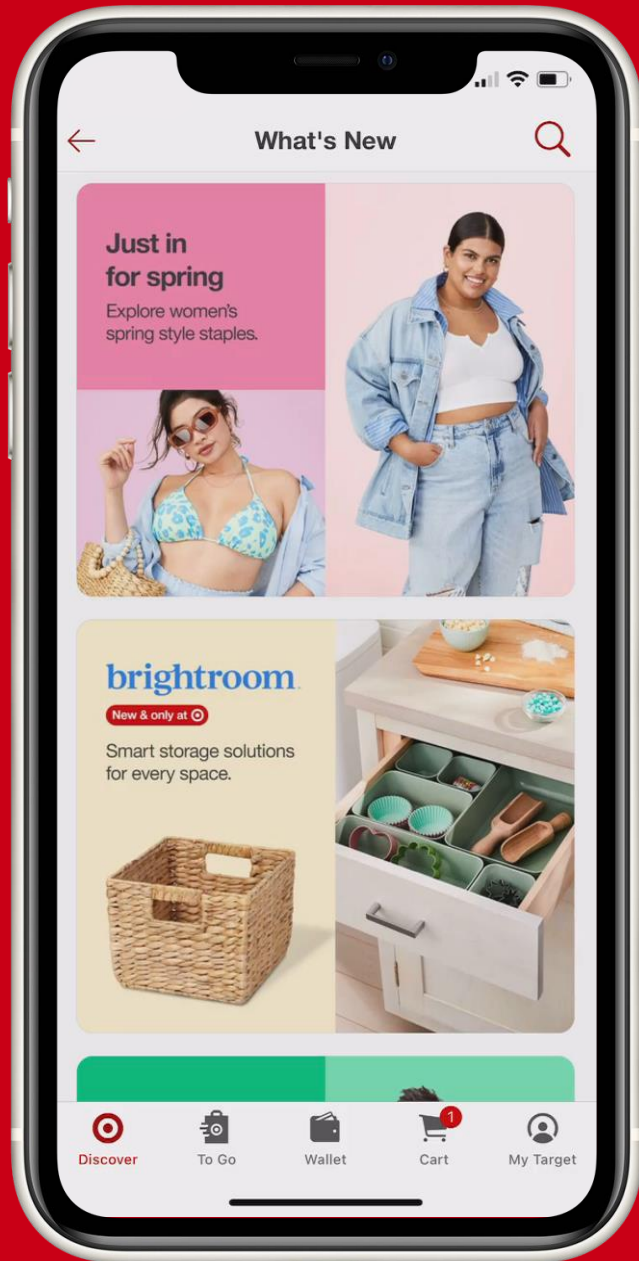
Delivered by **Shipt** 

45%

comp growth in digitally
enabled same-day services

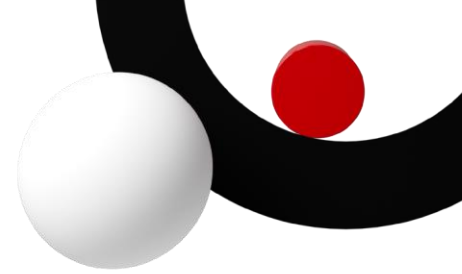
235%

increase in digitally enabled
same-day services in 2021

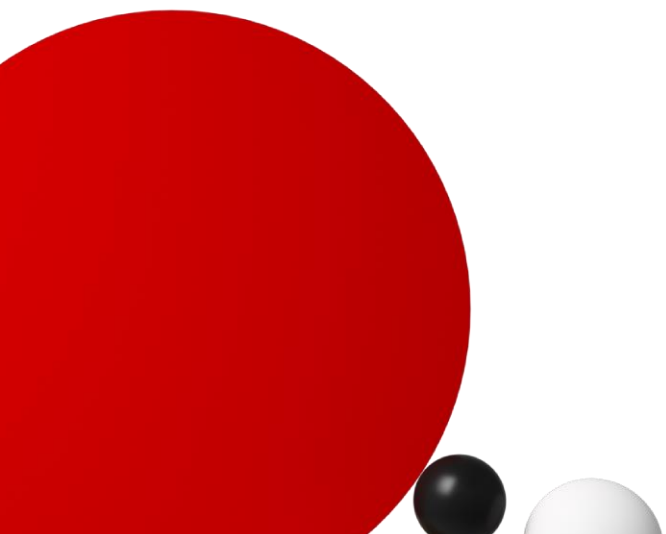


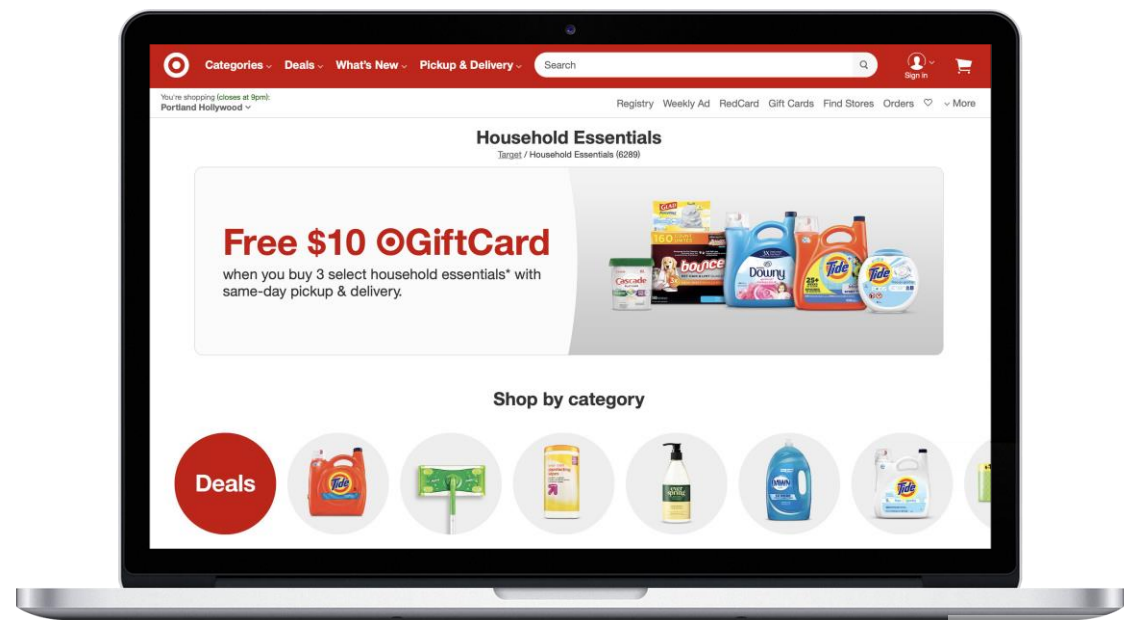
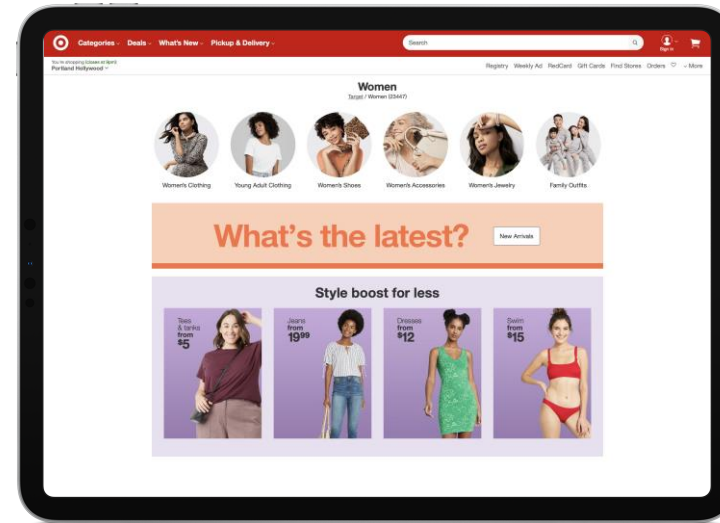
30%
digital demand
two years ago

~70%
digital demand
today



**We take friction out of the
guest experience.**







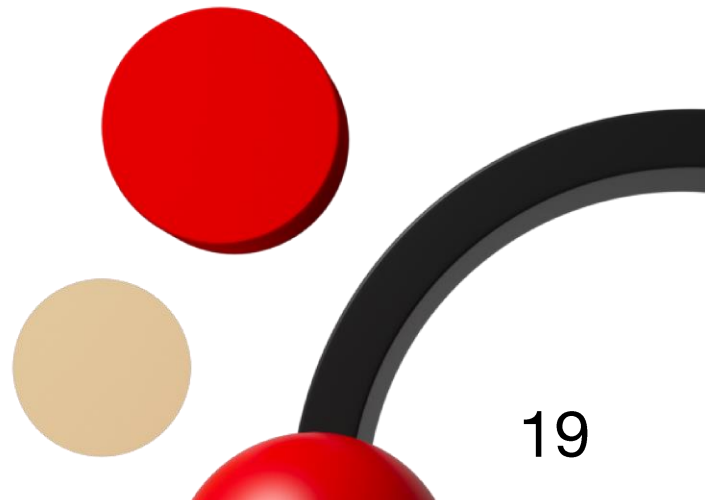
“Went to Target for a drive-up order but **ended up going inside** & saw these double wall glass mugs from Threshold 🥰 They're really pretty!”



“ Can we just talk about the fact that you can go through Target with Starbucks in hand and then go through Ulta! ”



40M+
**omnichannel guests
shop across channels**



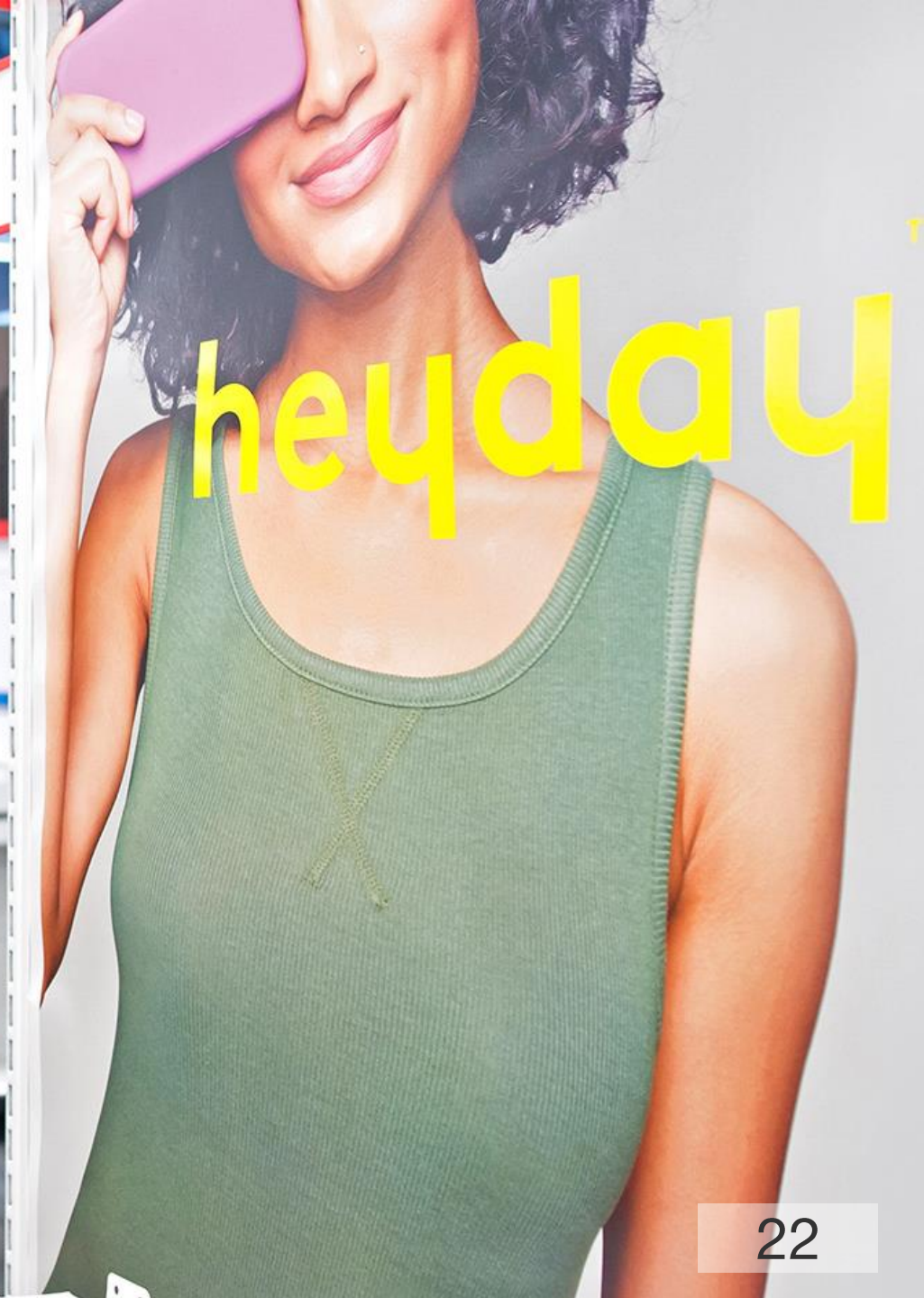
4x

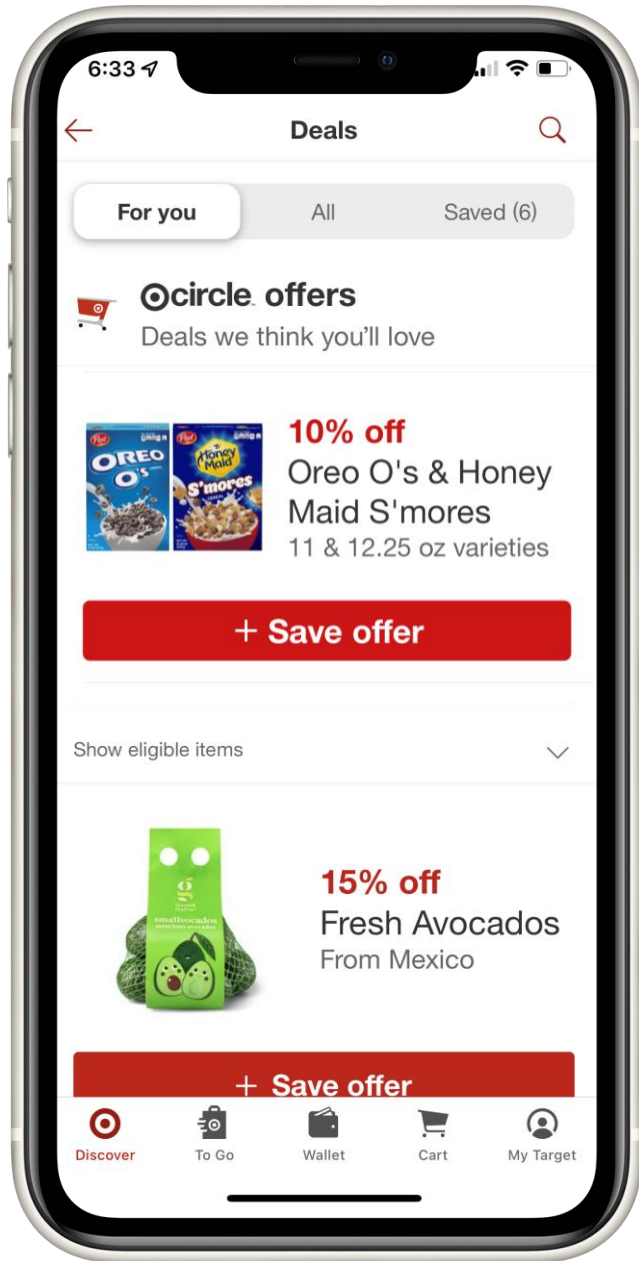
**store-only guests
+ even more than
digital-only guests**

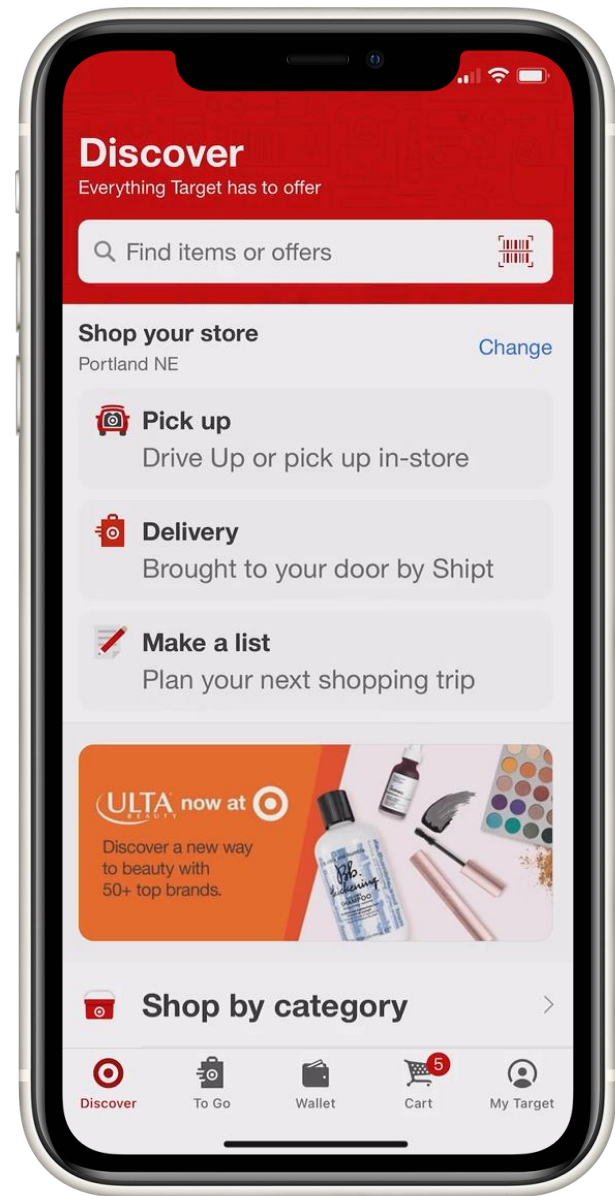


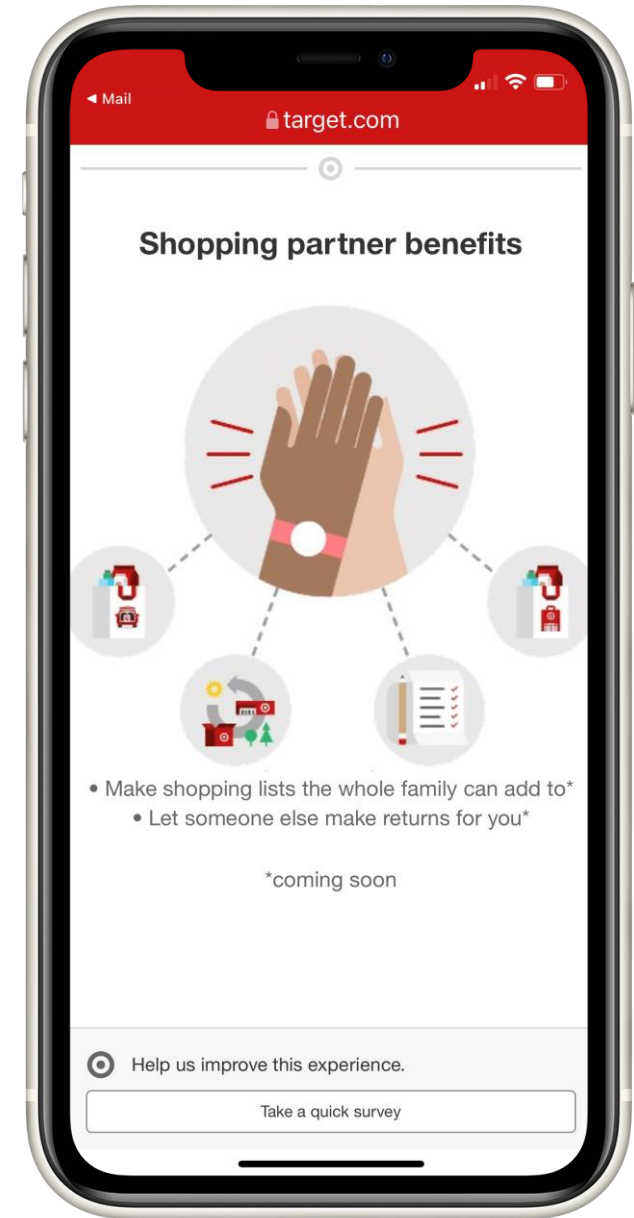
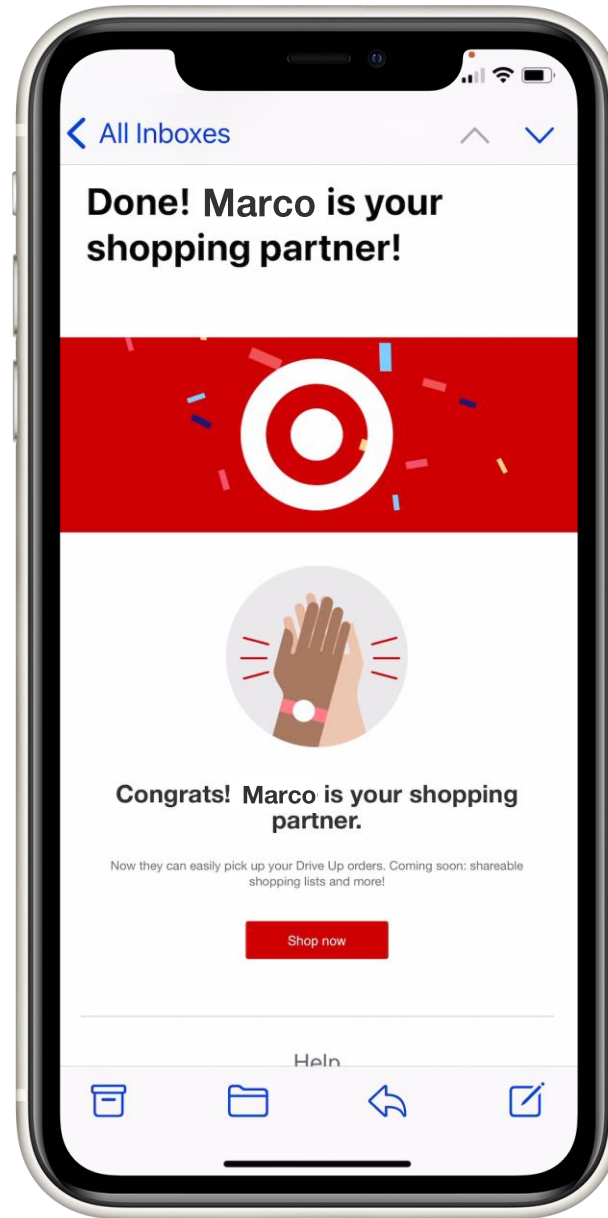
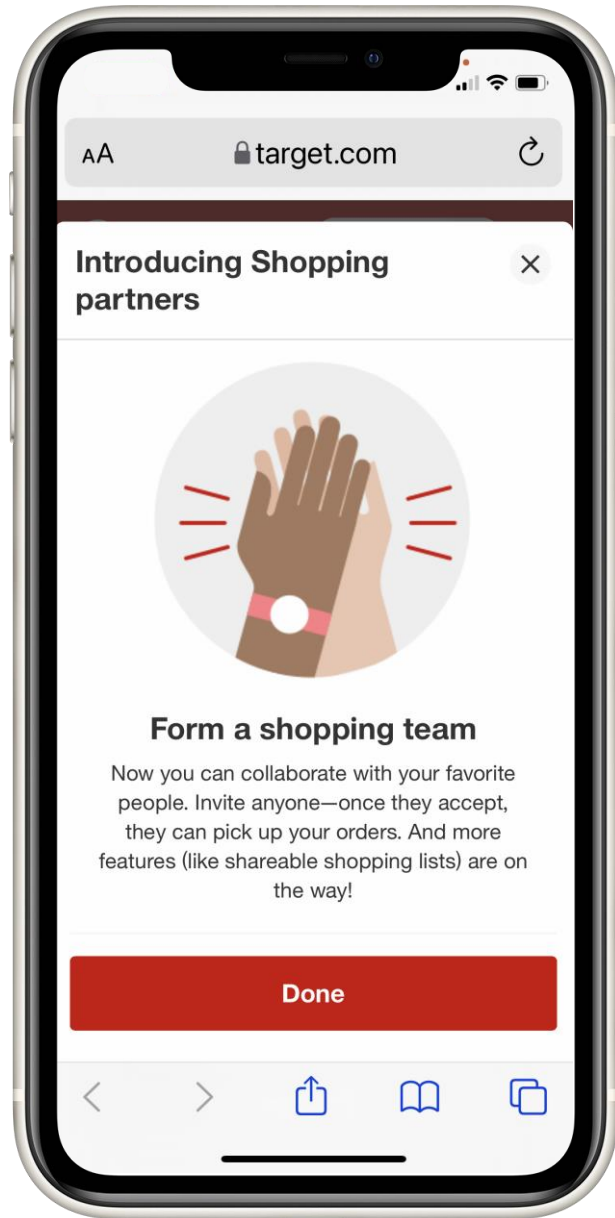
360-Degree View of Our Guests












Order Pickup

Exchange



 order pickup
Please present your valid ID.





Categories Deals What's New Pickup & Delivery Search

You're shopping (loses at 8pm) Portland Hollywood

Registry Weekly Ad RedCard Gift Cards Find Stores Orders More

Refine

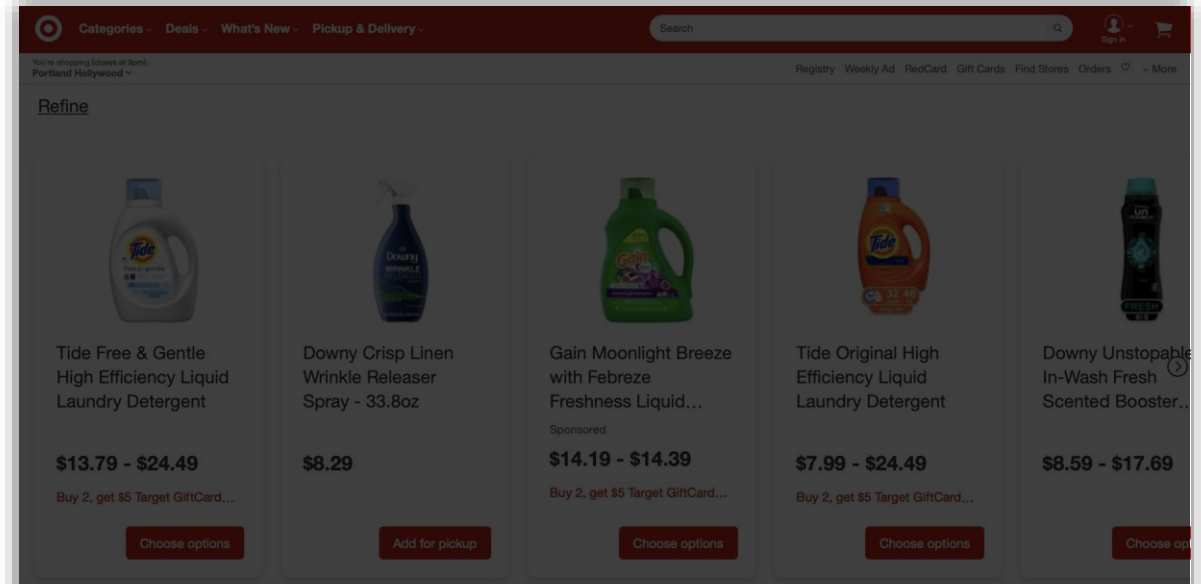
<p>Tide Free & Gentle High Efficiency Liquid Laundry Detergent</p> <p>\$13.79 - \$24.49</p> <p>Buy 2, get \$5 Target GiftCard...</p> <p>Choose options</p>	<p>Downy Crisp Linen Wrinkle Releaser Spray - 33.8oz</p> <p>\$8.29</p> <p>Add for pickup</p>	<p>Gain Moonlight Breeze with Febreze Freshness Liquid...</p> <p>Sponsored</p> <p>\$14.19 - \$14.39</p> <p>Buy 2, get \$5 Target GiftCard...</p> <p>Choose options</p>	<p>Tide Original High Efficiency Liquid Laundry Detergent</p> <p>\$7.99 - \$24.49</p> <p>Buy 2, get \$5 Target GiftCard...</p> <p>Choose options</p>	<p>Downy Unstoppable In-Wash Fresh Scented Booster...</p> <p>\$8.59 - \$17.69</p> <p>Choose options</p>
---	---	---	---	--

Perfectly sized & scented to tackle waste
Order Glad trash bags with Drive Up for contactless shopping.

Paper & Plastic Products

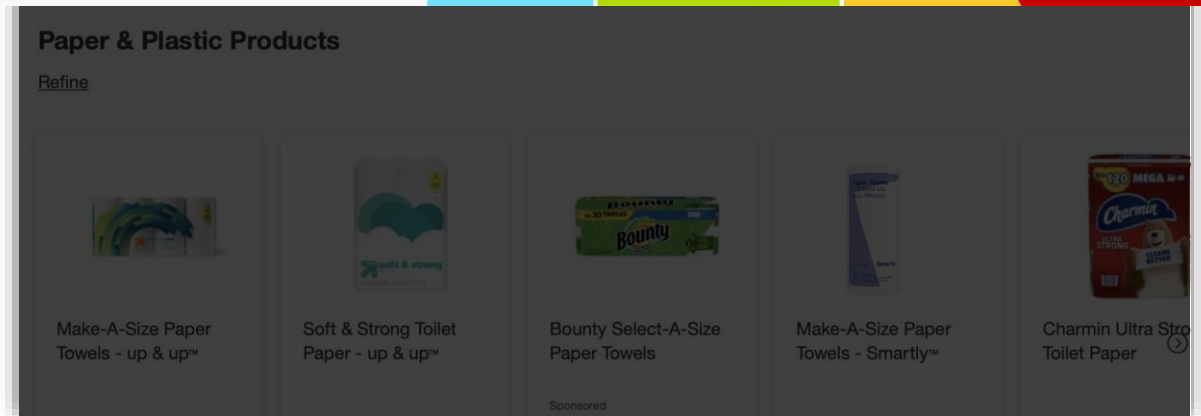
Refine

<p>Make-A-Size Paper Towels - up & up™</p>	<p>Soft & Strong Toilet Paper - up & up™</p>	<p>Bounty Select-A-Size Paper Towels</p> <p>Sponsored</p>	<p>Make-A-Size Paper Towels - Smartly™</p>	<p>Charmin Ultra Strong Toilet Paper</p>
--	--	---	--	--



Perfectly sized & scented to tackle waste

Order Glad trash bags with Drive Up for contactless shopping.





Target Categories Deals glad force flex Jeanne 1

My store (closes at 9pm): **Portland Hollywood** Registry Weekly Ad RedCard More

Target / Household Essentials / Paper & Plastic Products / Trash Bags

Glad ForceFlex Tall Kitchen Drawstring Trash Bags - Gain Original - 13 Gallon

[Shop all Glad](#)

Added to cart

For free Order Pickup at Clackamas
Edit delivery method in cart

Drive Up also available

After the order is ready, you can switch to free Drive Up on the Target app.

[Continue shopping](#) [View cart & checkout](#)

\$18.99

★★★★★ 1744

Quantity: 1

Count 100ct

Not sold at **Portland Hollywood**

Pick up at Clackamas [Pick up here](#)

[Check other stores](#)

Only 4 left
Ready within 2 hours for pickup inside the store.

40%

higher return on
ad spend for Clorox

25%

increase in
customer retention

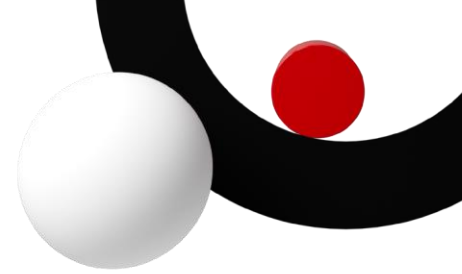
**Perfectly sized &
scented to tackle waste**

Order Glad trash bags with Drive Up
for contactless shopping

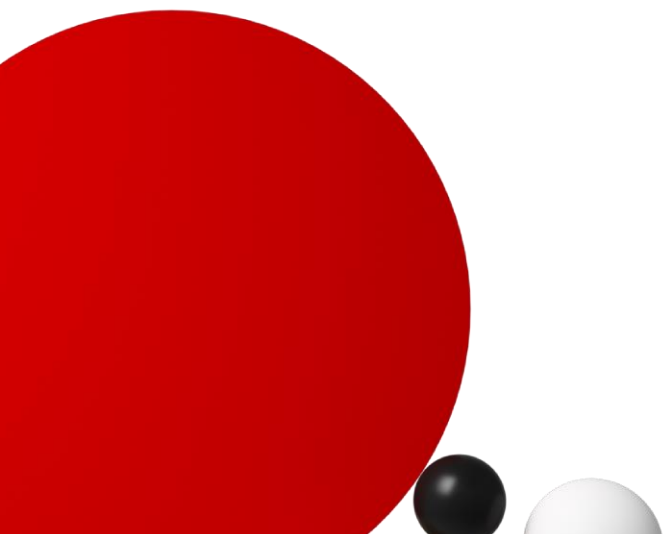


drive up



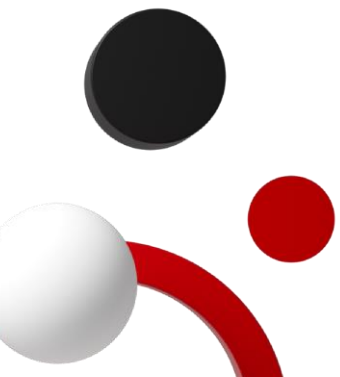
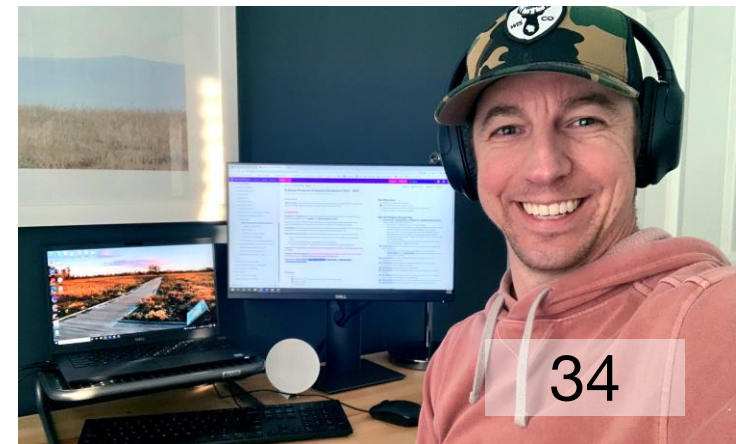


Optimized Messaging + Audience Targeting



**More Relevant +
Personalized**

500+
person, integrated
Target team





ROUNDEL™

\$1B+

**delivered in value
for Target**

\$2B

**expected over the
next several years**



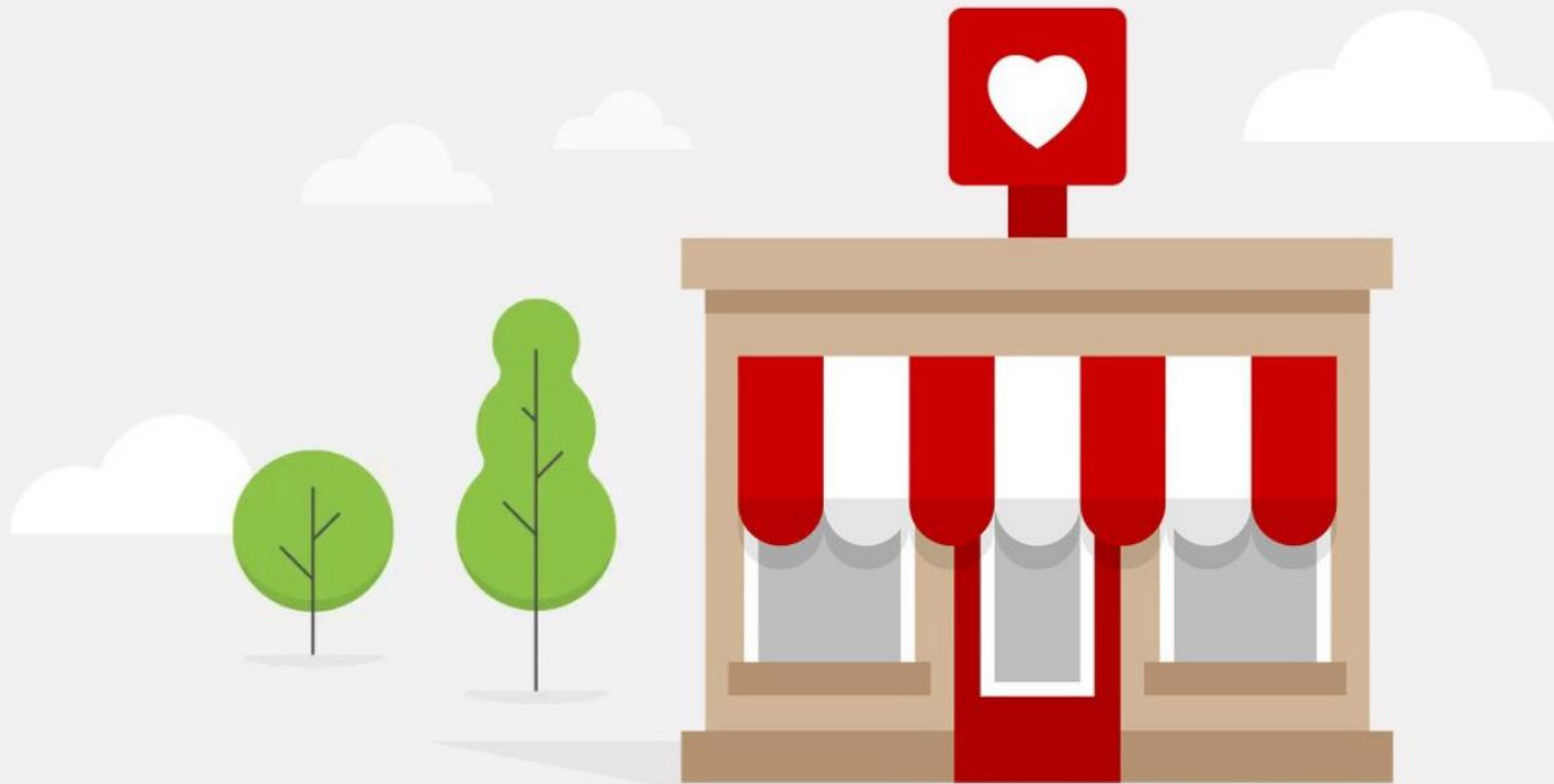
ROUNDEL™

**Delivering
Relevance
+ Value**



Target+

We're teaming up with amazing brands like yours to bring our guests exciting new products.





Trusted + Curated Assortment



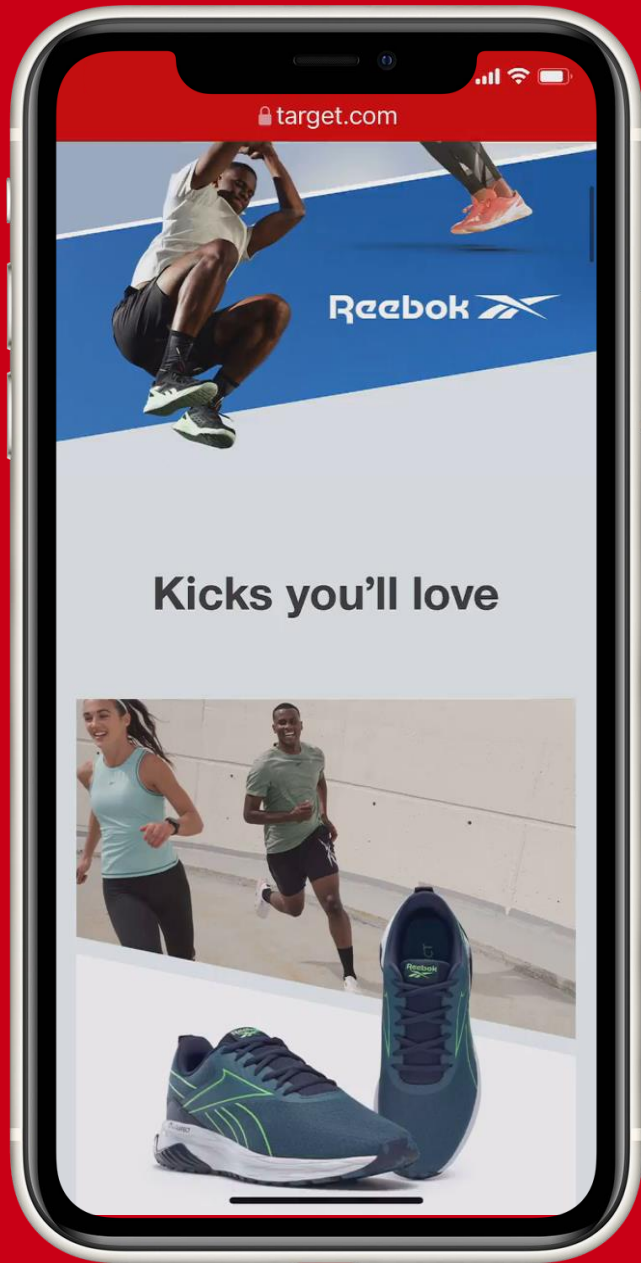


Ease of Experience

Relevant Assortment

RedCard Benefits

In-Store Returns



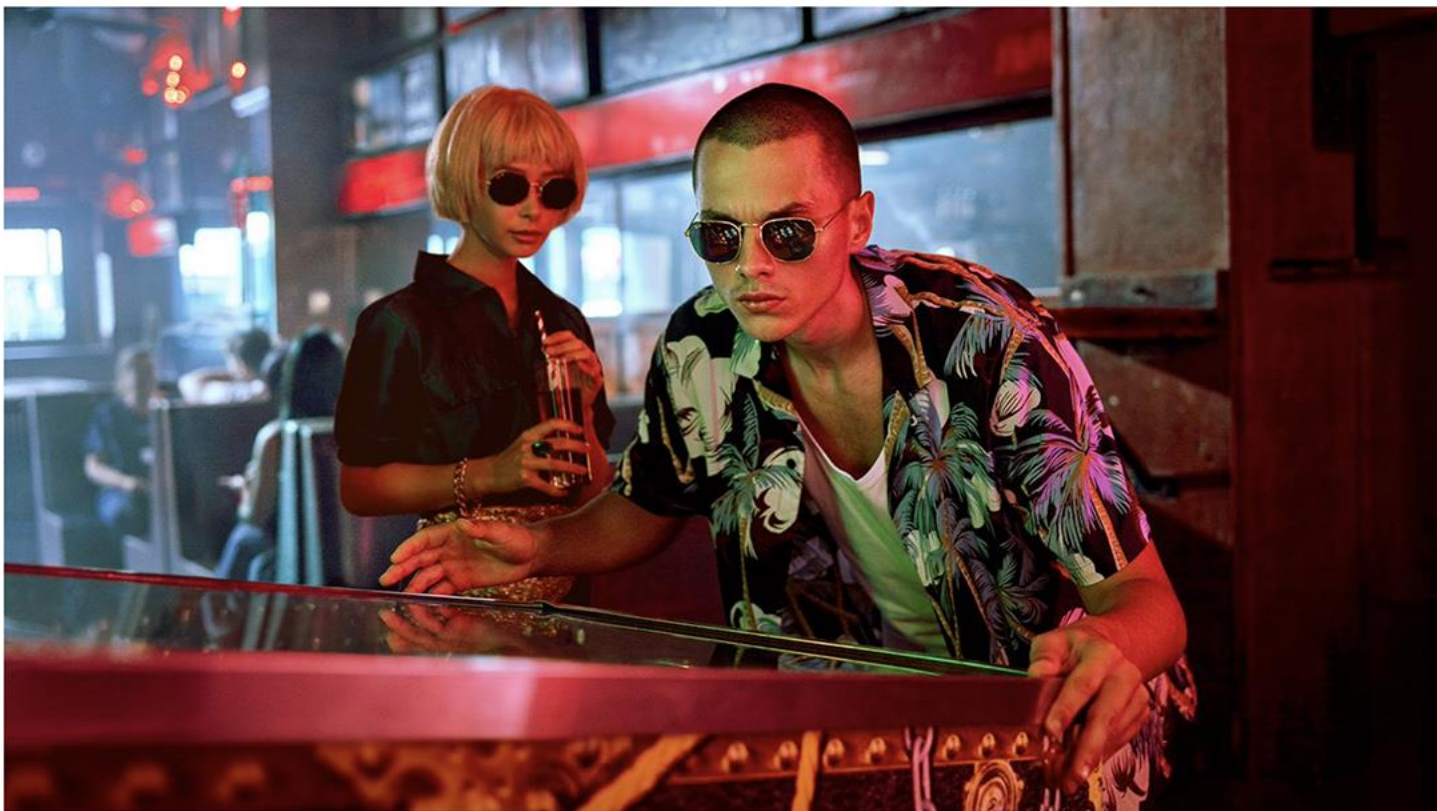
75%
growth in 2021





Ray-Ban

Ray-Ban (186)



**Classic styles for
today and tomorrow**

Stay iconic with Ray-Ban.

6 styles to own



Categories ▾

Deals ▾

What's New ▾

Pickup & Delivery ▾

Search



Sign in ▾



You're shopping (closes at 8pm):
Seattle Pike Plaza ▾

Registry Weekly Ad RedCard Gift Cards Find Stores Orders ♡ ▾ More

Target / Target Plus™ / Luxottica (345)



LUXOTTICA

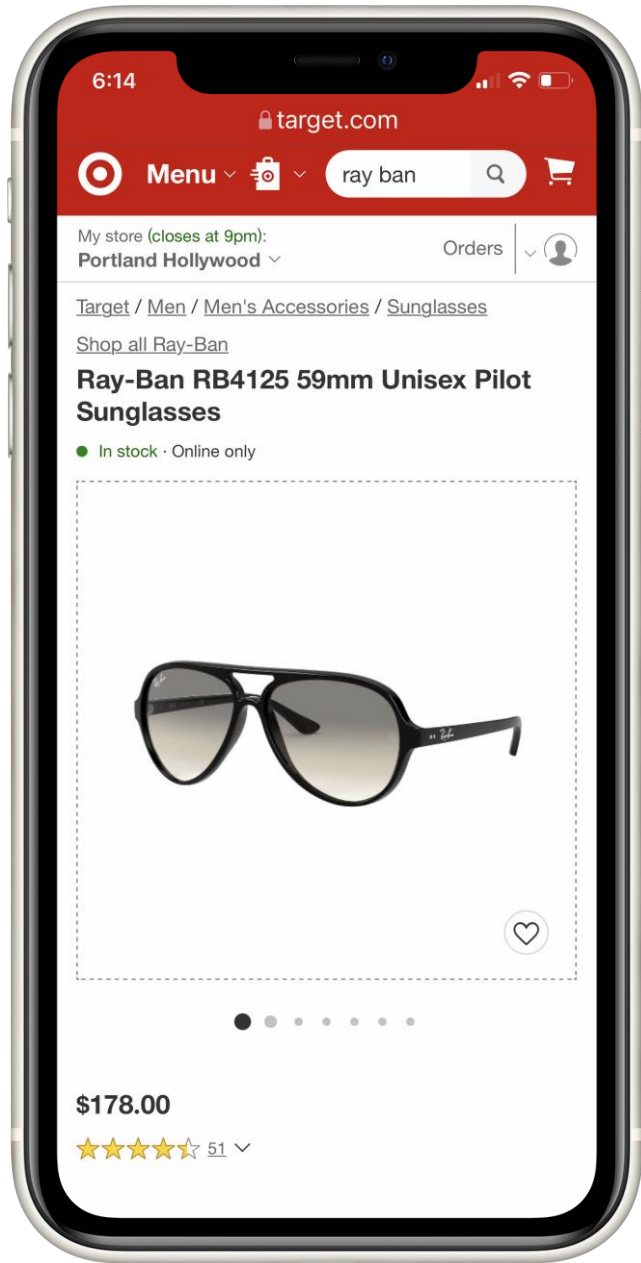


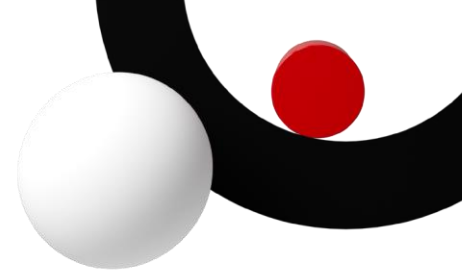
Target Plus™ Partner
Since 2020

Mason, Ohio
partner location

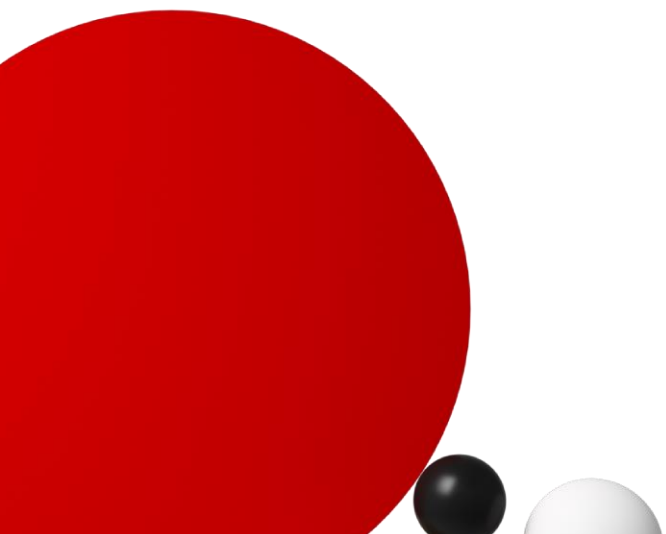
write a review

About Shipping and Returns Privacy Contact





**These omnichannel insights
help us offer **more** for our guests.**





circle™



 **circle**TM
+
Ultamate[♥]
REWARDS[®]

 **ULTA**[®] is here!
BEAUTY



**Link rewards
programs to
earn on both**

when you purchase products from
Ulta Beauty at Target.

 **circle**TM + **Ultamate**[♥]
REWARDS[®]



Simply scan or visit
target.com/circle/ultabeauty



ULTA BEAUTY

Ariana Grande

decide your eye care routine
treat your curls

ULTA is here!



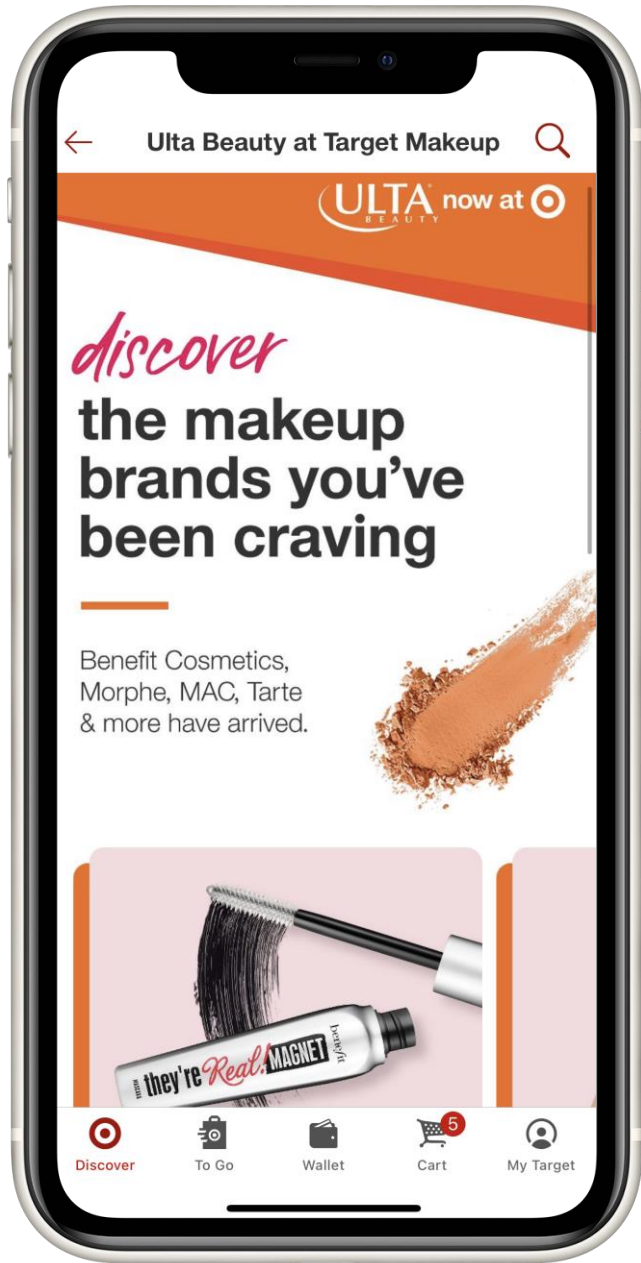
Link rewards programs to earn on both

when you purchase products from Ulta Beauty at Target.

Circle + Ulta Beauty REWARDS



Simply scan or visit target.com/circle/ultabeauty



feel-good
styles
\$20
and under



kids'
sweatshirts & joggers
\$8
each

feel good

the style
ter Cotton
arming globally
adult hoodies
& joggers
\$20
and under





100M
members and growing

Get a **free** Starbucks grande handcrafted beverage with the purchase of a Starbucks breakfast sandwich or bakery item with Target Circle™. Redeemable 1/5–1/19 at Starbucks Café. >

Thank you, teachers!

Here's a Target Circle Starbucks offer, just for you.

Get the offer >



 **10% off** *

November 1-11
military discount on your purchase

Get the offer with 

*Restrictions apply. In stores or online. See offer for details.



Hey college students!

Save \$5

on a future qualifying purchase when you spend \$20.

Learn More



 **circle**™

Restrictions apply

\$8-\$10

lift in promo
basket size


70%

conversion rate
versus 40%

Here's something to say thank you!
Save \$20 when you spend \$100 on a qualifying in-store or online purchase with Target Circle™ >

\$20 off
an in-store or online purchase
for being a top guest


Get the offer




Make your Target run more rewarding!
Join Target Circle™ and save \$20 when you spend \$40 on a storewide purchase + get access to deals and other great benefits. >

\$20 off
a storewide purchase when
you join Target Circle

Get the offer



Make your shopping more rewarding!
Join Target Circle and save \$20 when you spend \$40 on a storewide purchase + find deals & other great benefits.



Categories ▾ Deals ▾ What's New ▾ Pickup & Delivery ▾

Search

Sign in

Registry Weekly Ad RedCard Gift Cards Find Stores Orders ▾ More


You're shopping (closes at 9pm):
Portland Hollywood ▾

Target Circle Anniversary

[Target](#) / [Top Deals](#) / [Target Circle Anniversary](#)


Celebrating two years of making an impact

Check out how this growing community of 100 million members has helped us make a difference in the communities around us.




The perks of getting more and giving back

From saving to earning to helping support our communities – thank you for being a part of it all.




\$361 million saved

Save more with deals & offers just for you.



\$501 million earned in rewards

Apply your Target Circle™ Earnings* balance when you check out online or in store.



\$12.3 million directed


Cast your votes for a single organization or spread the love.

*Terms and conditions apply.

← 22 votes How it works

Vote for your favorite nonprofits!


Vote for nonprofits Show past results



SMART Reading

SMART Reading pairs an adult volunteer with children for weekly...


Vote



National Urban League

The National Urban League is a historic civil rights organization...

Vote

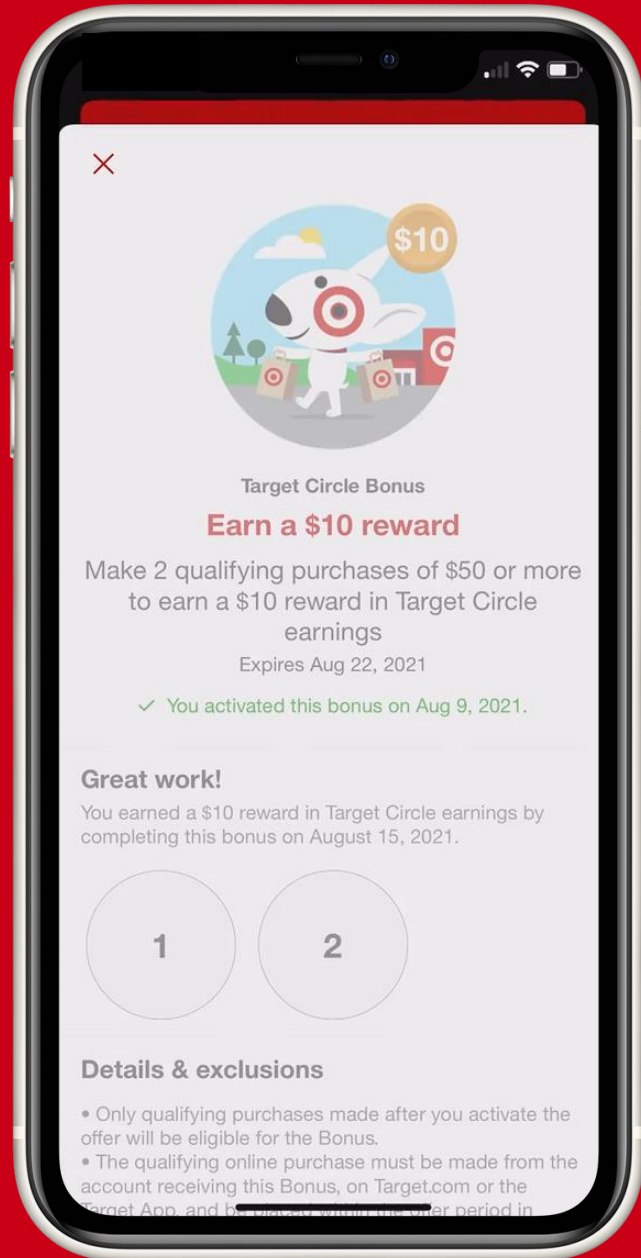


Portland Homeless Family Solutions

Portland Homeless Family Solutions' (PHFS) mission is to...

Vote

Discover To Go Wallet Cart 5 My Target



circle limited time offer

FREE 6-month Same Day Delivery membership*
(\$49 value)

*See back for details.

same day delivery

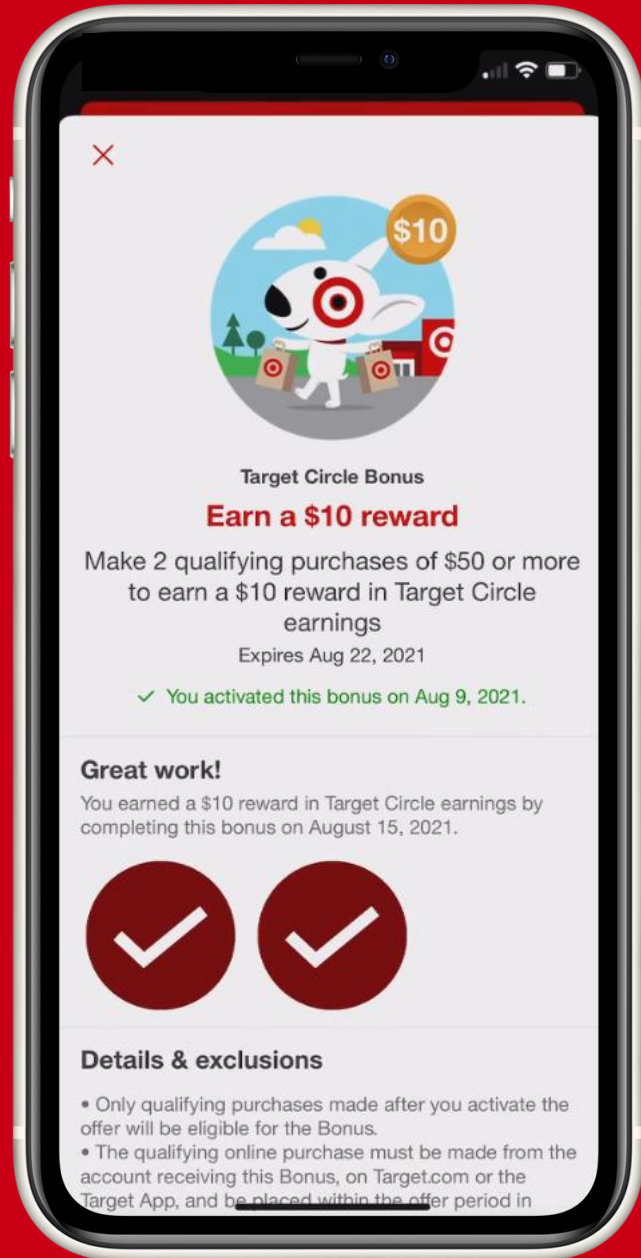
Delivered by **Shipt**

Find your beauty routine!

Get a \$10 Target GiftCard when you spend \$40 on skin care products with Target Circle™ >

Get the offer

circle offer



~\$200M
in incremental sales
in 2021





DISCOVER
BLACK CREATORS & FOUNDERS

DISCOVER
BLACK CREATORS & FOUNDERS

CELEBRATE
BLACK HISTORY MONTH
FEB 2022

DISCOVER
BLACK CREATORS & FOUNDERS

CELEBRATE
BLACK HISTORY MONTH
FEB 2022

CELEBRATE
BLACK HISTORY MONTH
FEB 2022

ELEVATE
BLACK CREATIVITY

SUPPORT
BLACK FOUNDED BRANDS

LIFT UP
BLACK

GO TO [TARGET.COM](#)

CELEBRATE
BLACK HISTORY MONTH
FEB 2022

CELEBRATE
BLACK HISTORY MONTH
FEB 2022

ELEVATE
BLACK CREATIVITY



BLACK BEYOND MEASURE

Learn

Act

Buy Black

Buy Black

Support the founders & shop their collections all year long.



Shop by category





Brands for everyone, by tu gente

Look for the Latino-Owned badge in the product details.

Products & Latino-owned brands that inspire nuestra comunidad



Grocery



Beauty & Grooming



Entertainment



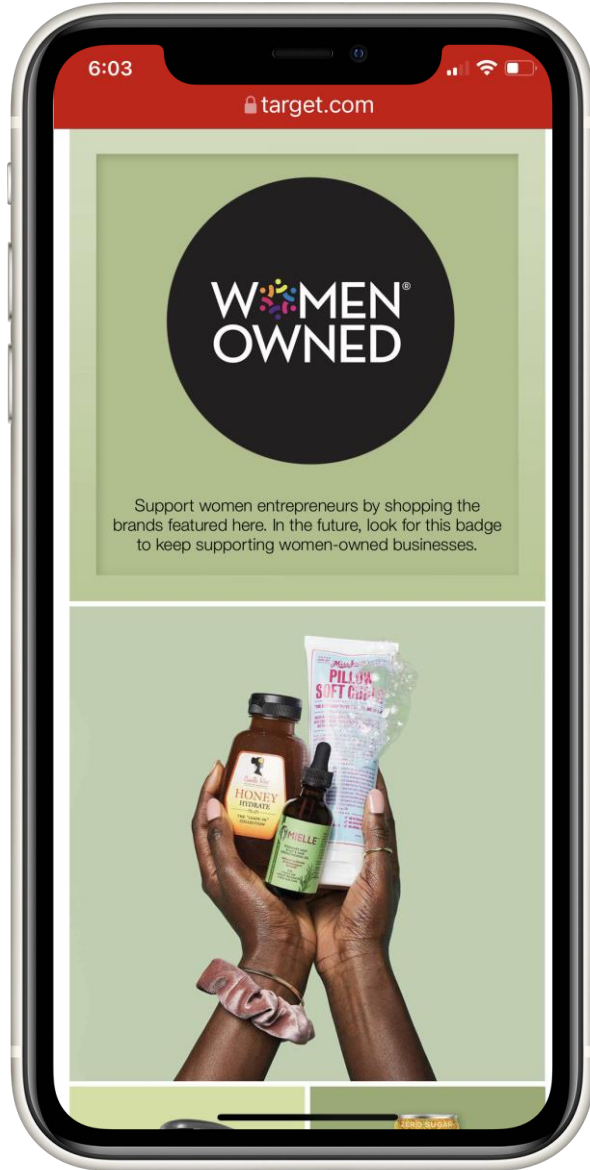
Home & Pets



Apparel



Shop All



Categories ▾ Deals ▾ What's New ▾ Pickup & Delivery ▾ Search 🔍 Jeanne 8

My store (closes at 10pm): **Portland East Washington Street** ▾ Registry Weekly Ad RedCard Gift Cards Find Stores Orders ♥ ▾ More

finds Bringing the latest trends and ideas to life. Trends Ideas Spotlight Fun Stuff

Target / Finds / Spotlight

Discover the stories of these Asian founders & creators

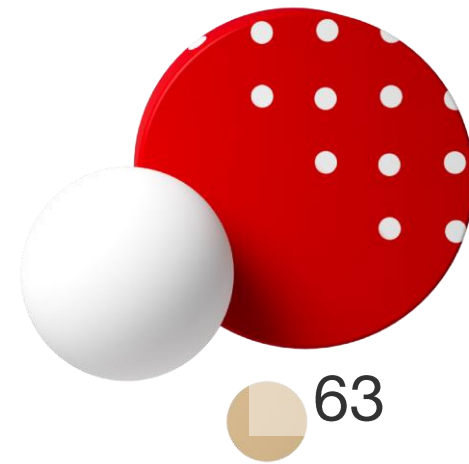
and honor the heritage that inspired this collection of brands and products.

Vincent Kitirattagarn
Dang Foods

“Southeast & East Asian food tends to be plant-based, low in sugar and less processed than



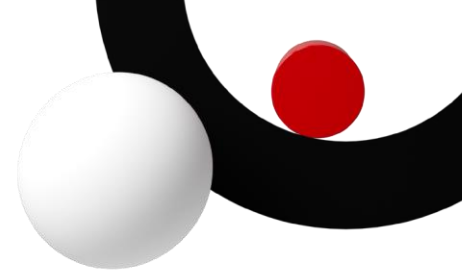
More Personalized + Inclusive Experiences



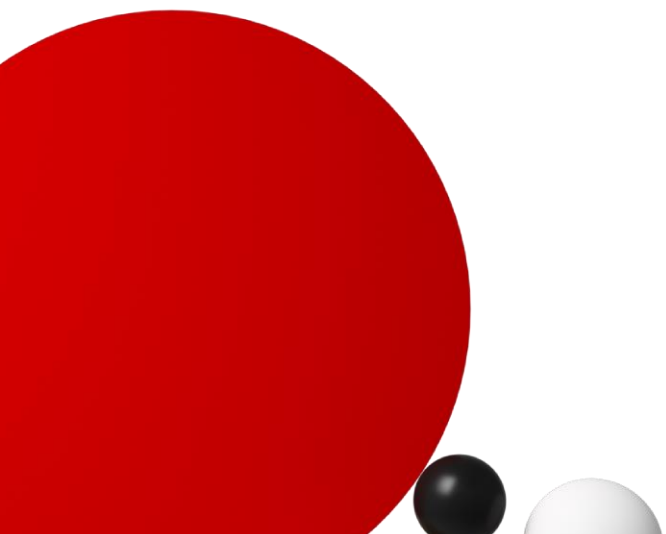
VIDEO:

Branding advertisement





We're **partnering with diverse content creators in new ways.**





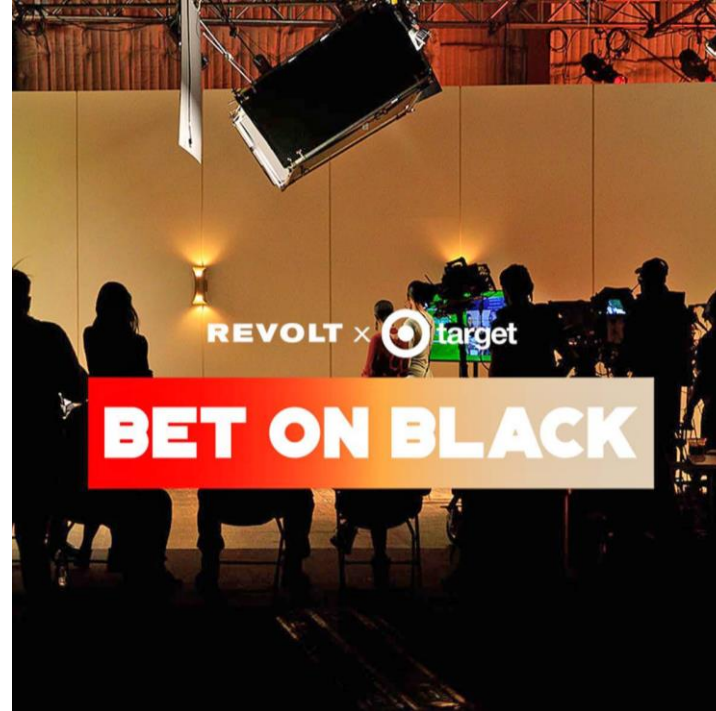
**We're *walking the walk* in
terms of our investments.**

5%

**to Black-owned
media partners**

5%

**to Hispanic-owned
media partners**





Equity

Opportunity

Inclusivity





mrmarcus



“Shout out to @Target for their #BlackBeyondMeasure campaign.

Our #BlackBeautifulGirls are indeed magic.”



“ I was looking at Valentine’s Day cards at Target and they have one with the message in Braille! I love seeing accessibility and inclusion like this. ”



PerogiNan





VIDEO:
Cat & Jack

