Our platform functioned flawlessly.
day 9  10 days of deals

SAVE 15%
on every order all day*
promo code CYBER15

Cyber Monday doorbusters.
online today only.
woof!

We are suddenly extremely popular. You may not be able to access our site momentarily due to unusually high traffic. Please stay here and we'll try to get you in as soon as we can!
Provide a compelling offer with clear value & guests will respond
Built for the long haul
Investing to compete & grow
Reimagining our stores
1 million orders were shipped from store in the two days following Cyber Monday
67% of Christmas week digital orders fulfilled by stores
80% of Christmas Eve digital orders fulfilled by stores
Deliver quickly at a low cost
85% of our demand is within 10 miles of a Target store
Current Small Format Stores

This map shows the current small format stores across the United States. The stores are represented by red dots, and the current Target stores are indicated by blue dots. The total number of stores is 32 as shown in the circle at the bottom right. The small format stores are more concentrated in certain regions, as indicated by the distribution of red dots.

*representative sites only
Small Format stores in 2019

- Current Target stores
- Small format stores

*representative sites only
Video

Flex Formats

TRT:TBD
Reimagining Stores in 2017

Current Target stores
Reimagined stores

*representative sites only
2-4% sales lifts expected per store
Reimagining Stores in 2018

350+ stores

- Current Target stores
- Reimagined stores

*representative sites only
Reimagining Stores in 2019

600+ stores

- Current Target stores
- Reimagined stores

*representative sites only
Making it **easy** for our guest
50% more items picked up in store this year
5 million guests use Cartwheel every week

30% more users than last year
Singles & Pairs

January 24, 2017

Singletons & couples. Ones & twos. Solos & duets. Whether you’re by yourself or with someone else, this edition is our valentine to you.

- curl up with coziness
- compliment the cuddles
Empowering our team
Kari Kiper, Store Team Leader
Micro beer sales increased by 60%
Empowering Our Store Leaders

- Providing more data
- Using technology to save a guest’s experience
Empowering Our Store Leaders

- Providing more data
- Using technology to save a guest’s experience
- Simplifying operational tasks
- Leveraging specialized teams with focused training
Reinventing our supply chain
We’re slow & have too much inventory
We’re changing how we move product
Out-of-stocks & Safety stock

and the Guest wins

Speed
We will ship faster at a lower cost
Reinvigorating our assortment
Home and Apparel delivers $26B in sales
Cat & Jack

Kids' clothing with an imagination of its own.
Only at Target.

girls' comfy looks

boys' comfy looks
Cat & Jack

Store traffic increased
Conversion rates increased
Strong sales across the business
Brand reinvention
In the next two years we will introduce more than a dozen brands, impacting $10 billion of volume