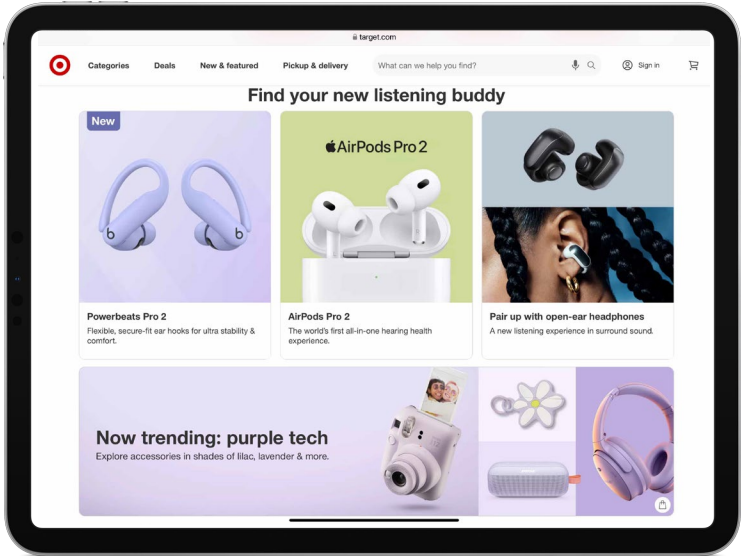
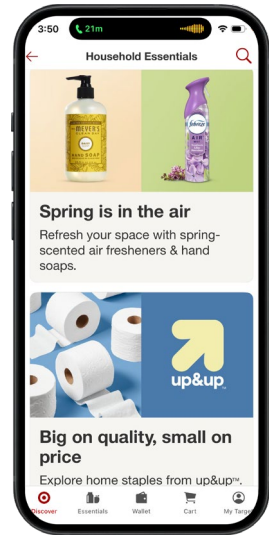
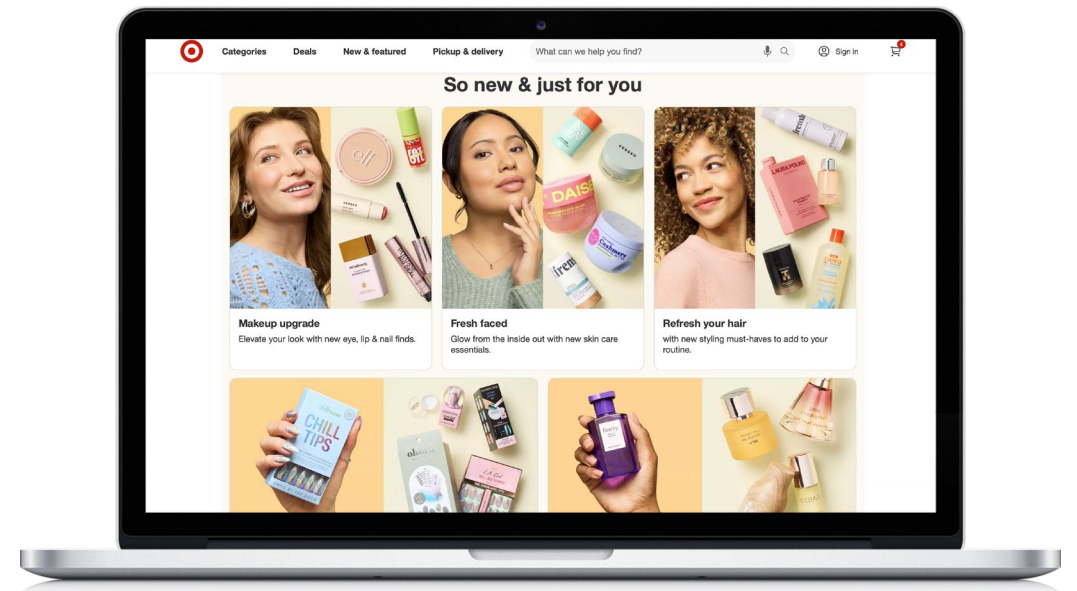


Cara Sylvester

**Executive Vice President and
Chief Guest Experience Officer**



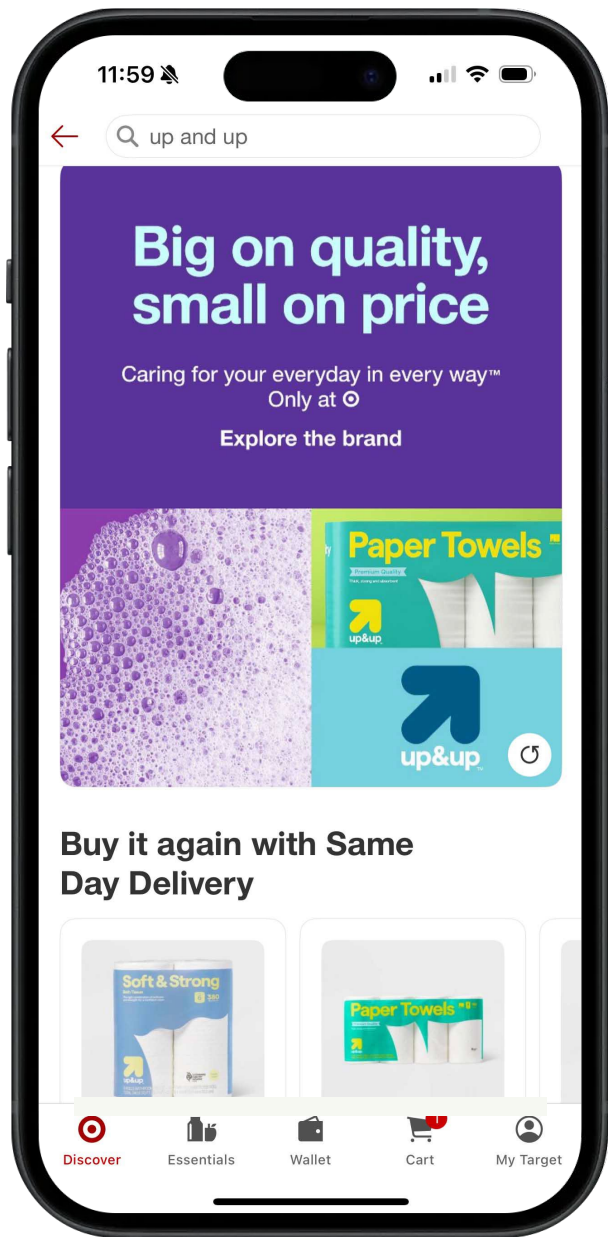


**Many other
retail experiences
offer tradeoffs.**



**We believe in the
power of **AND**.**





Expect More.  Pay Less.



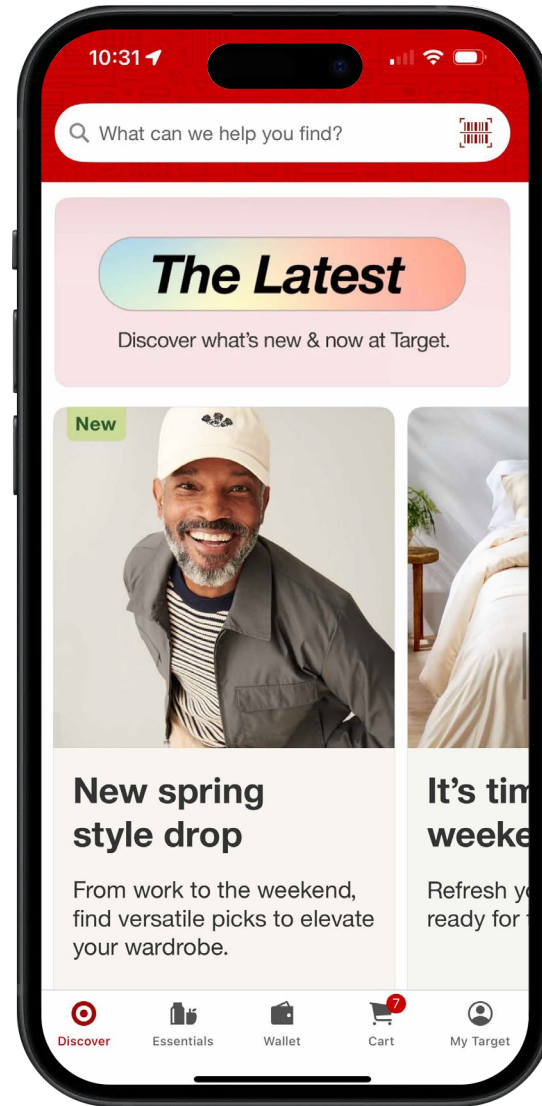
drive up



order pickup



same day
delivery





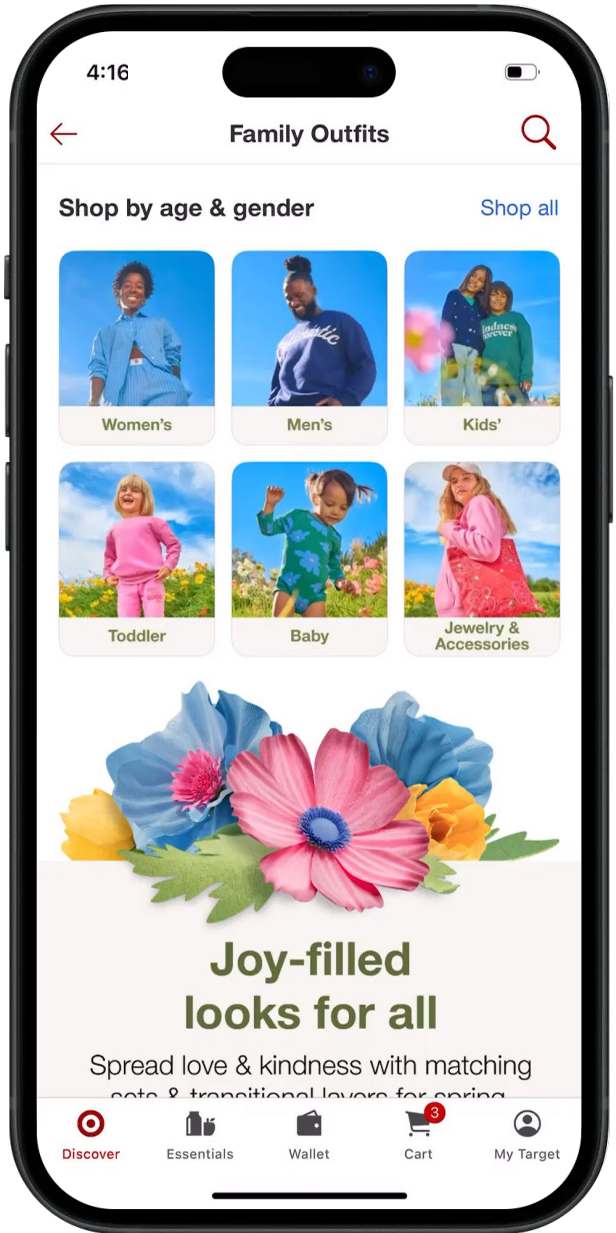
It isn't just **what we sell,
it's **how** we sell it.**



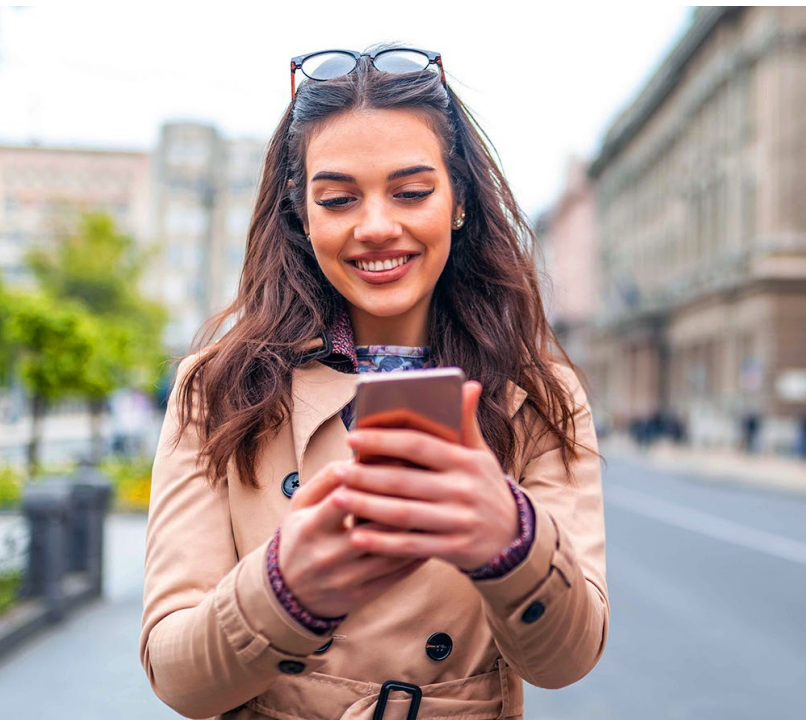
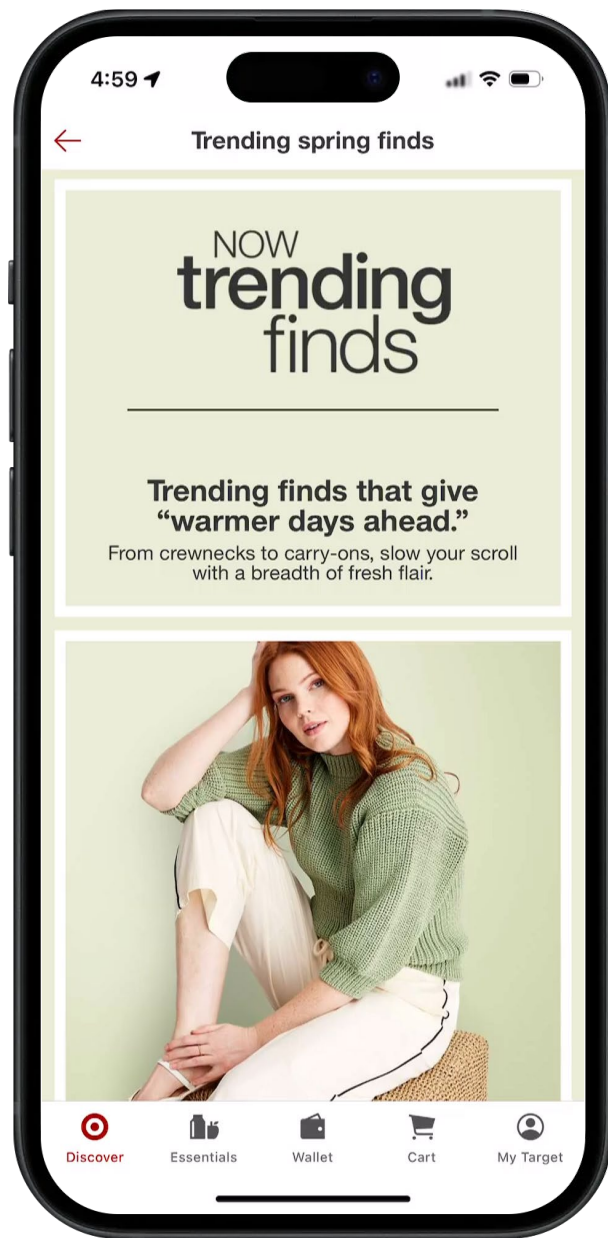


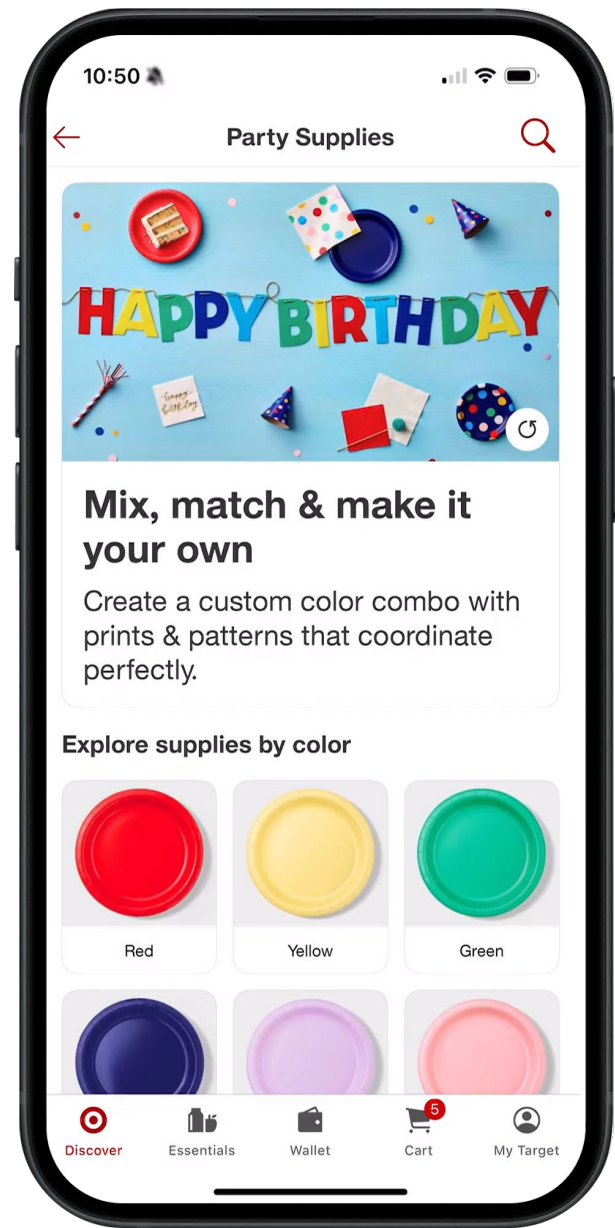
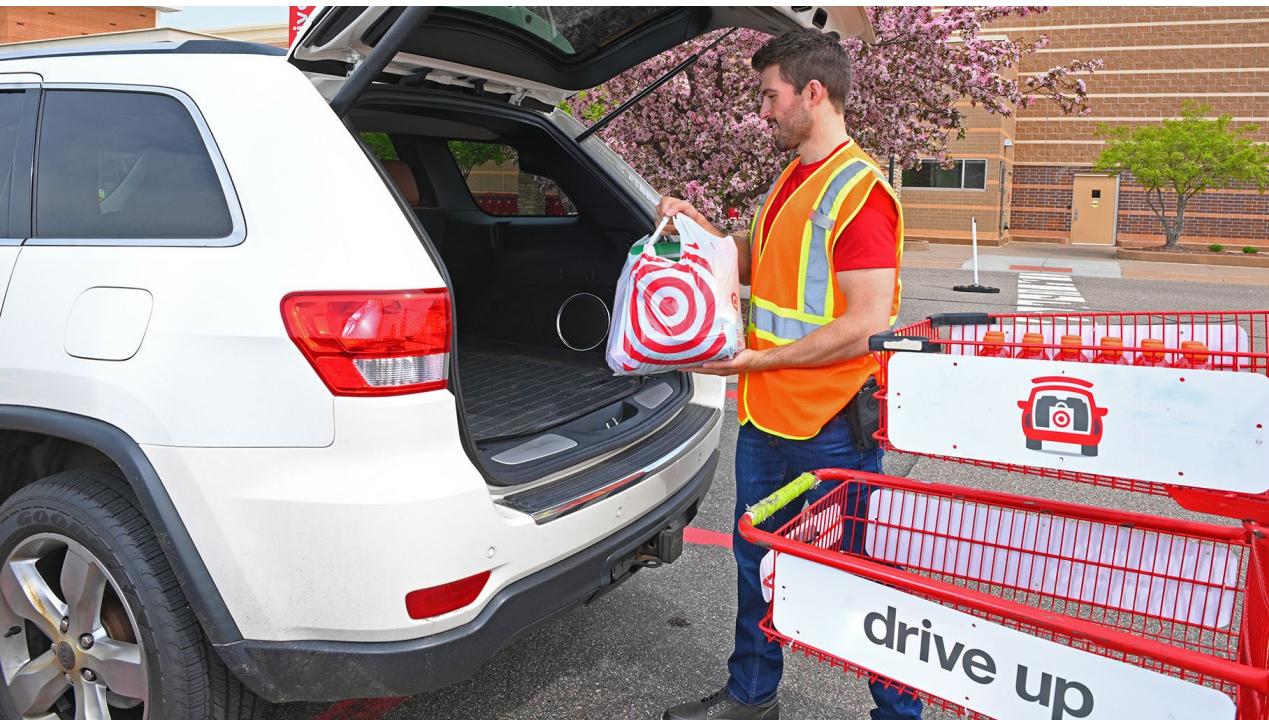
The Tarzhay Experience





America's Favorite Discovery Destination









~300,000

Shipt shoppers nationwide

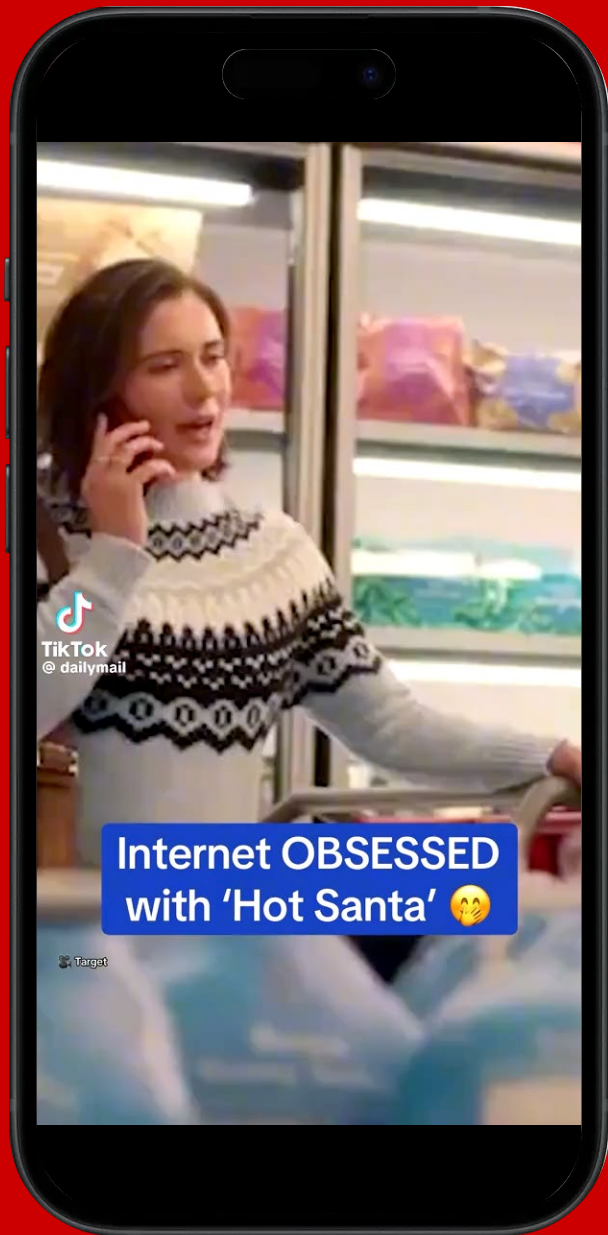
**Digital is an opportunity to bring
Target magic to consumers.**



**Our distinctly Target ads
drive awareness and brand love.**







70M

social mentions

Top 5

TikTok content searched
week of Black Friday

**An Emotional Bond
That Translates to
Traffic + Sales Growth**



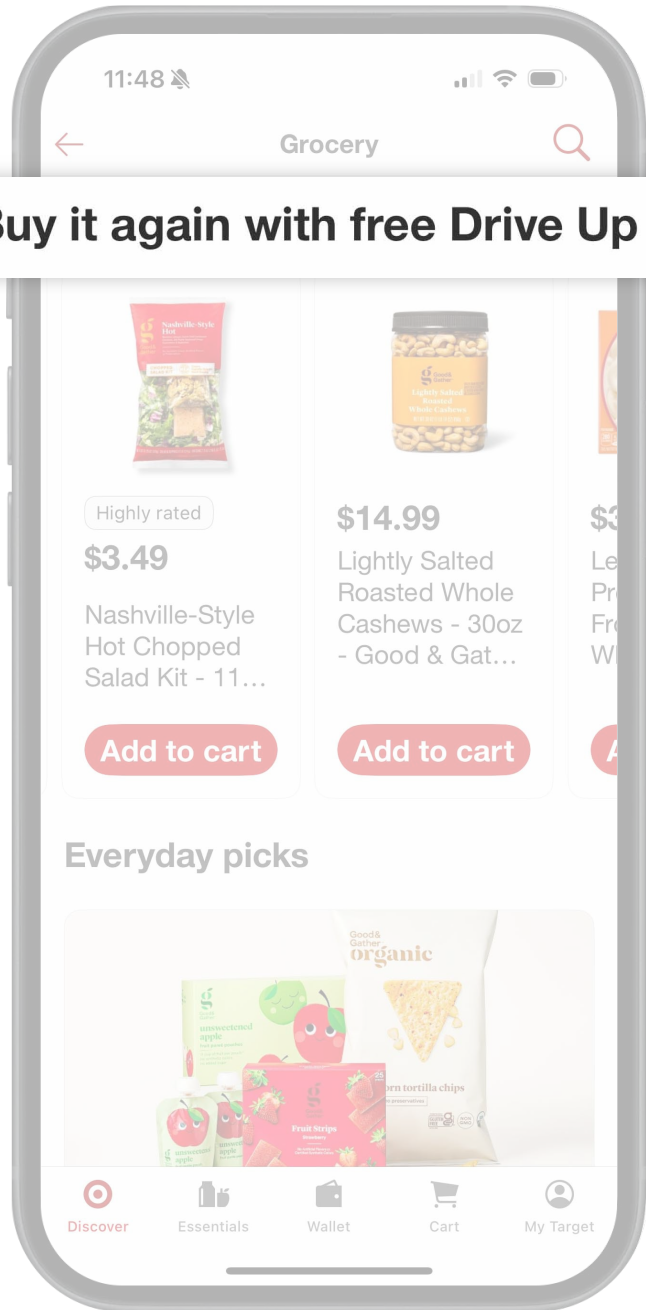
**We've continued to invest in
enhancements and innovations.**



**We always want to get the
fundamentals right.**

A solid red curved shape that starts at the bottom left, curves upwards and to the right, and then curves downwards and to the right, ending at the bottom right corner of the slide.

Buy it again with free Drive Up

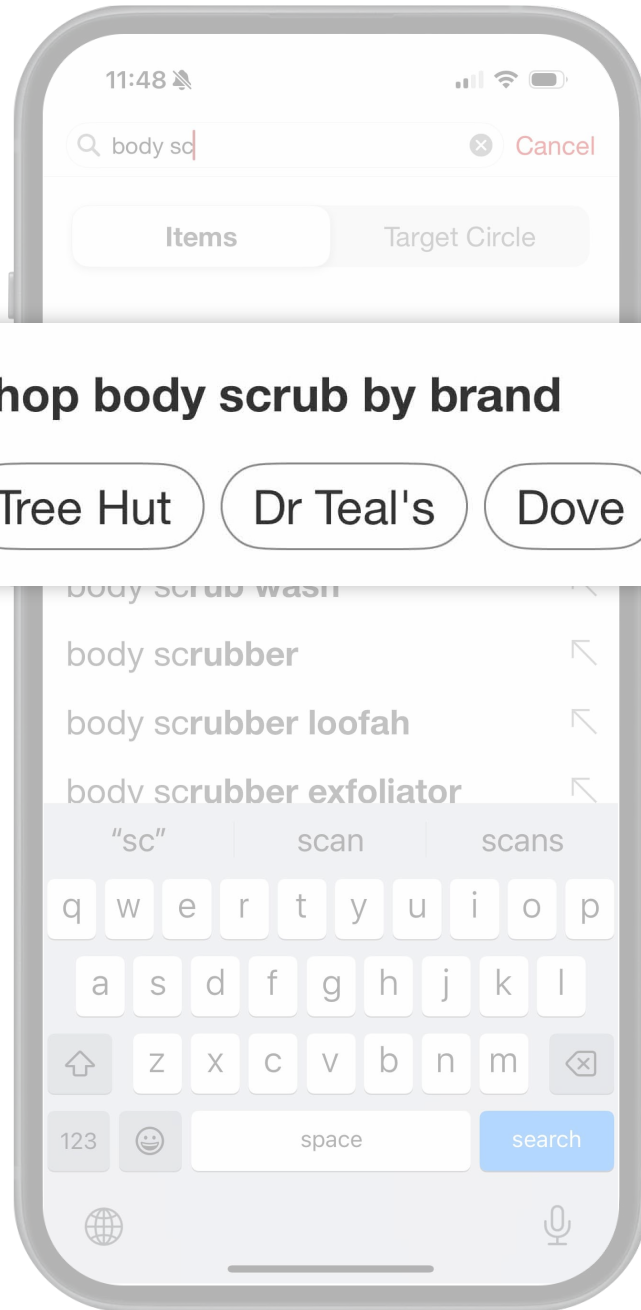


Shop body scrub by brand

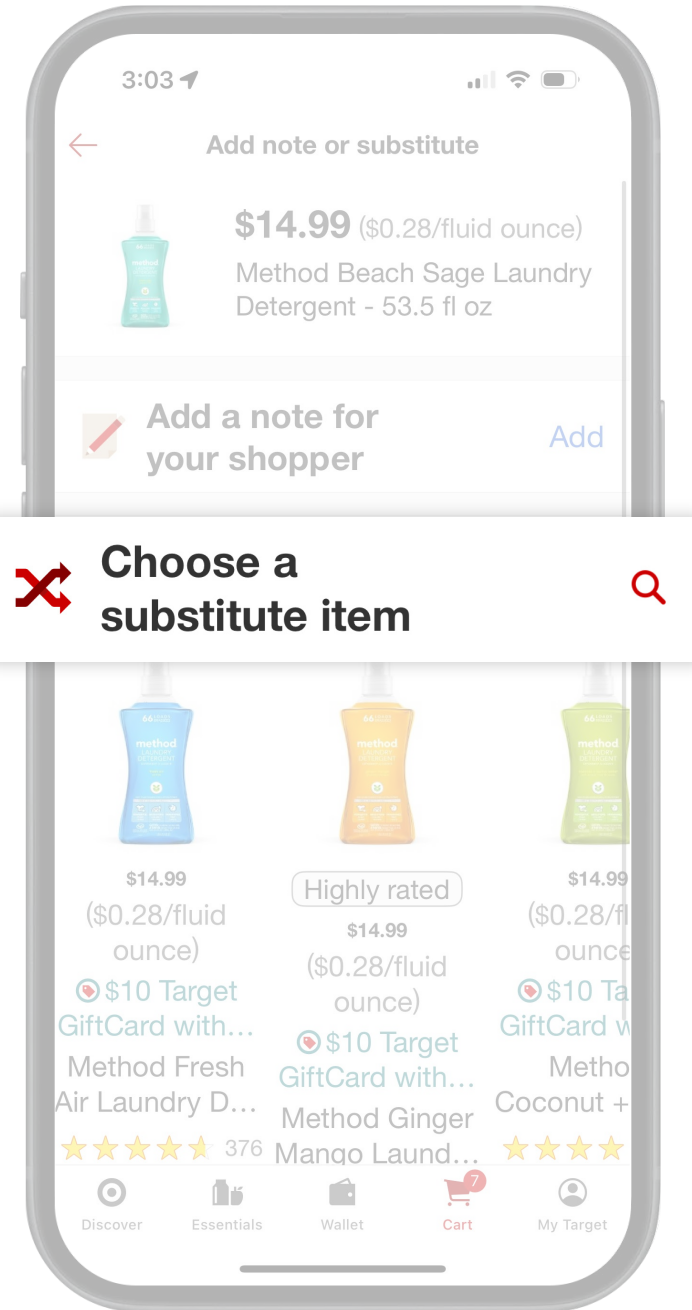
Tree Hut

Dr Teal's

Dove



Choose a substitute item



**Hundreds of Millions of Dollars
in Incremental Sales**





drive up
Now taking returns.







drive up



order pickup



shipping



**same day
delivery**

\$20B+

in annual digital sales

~20%

of our total sales volume



drive up



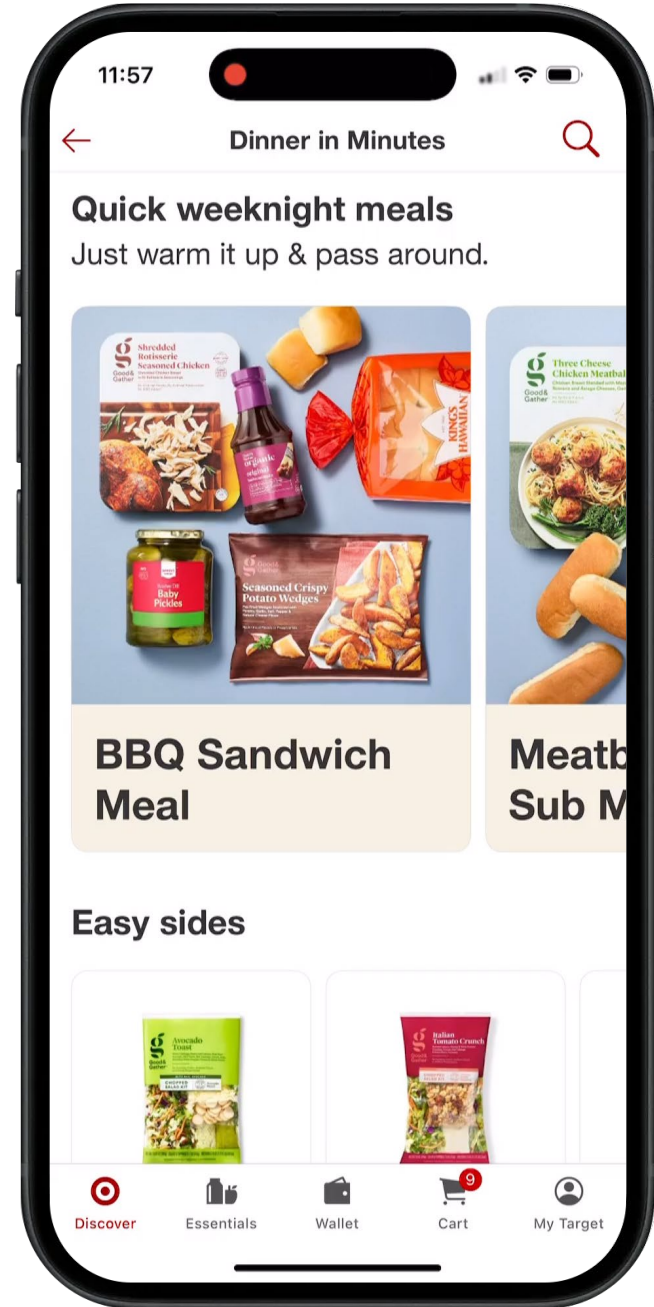
order pickup



shipping



**same day
delivery**





drive up



order pickup



shipping



**same day
delivery**

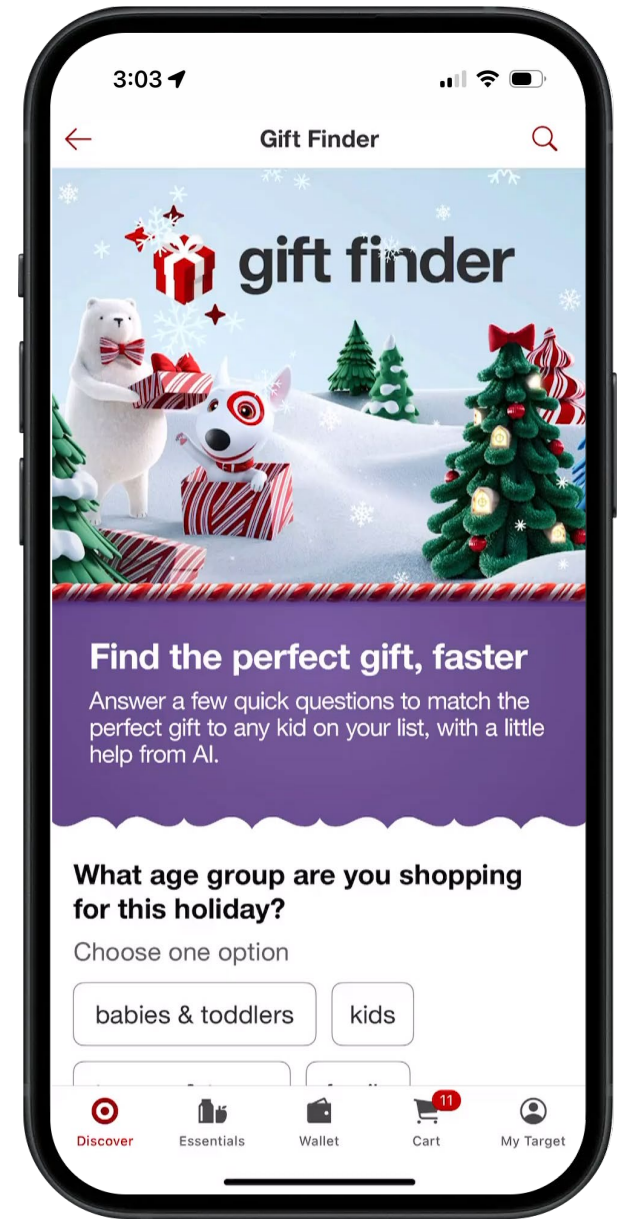
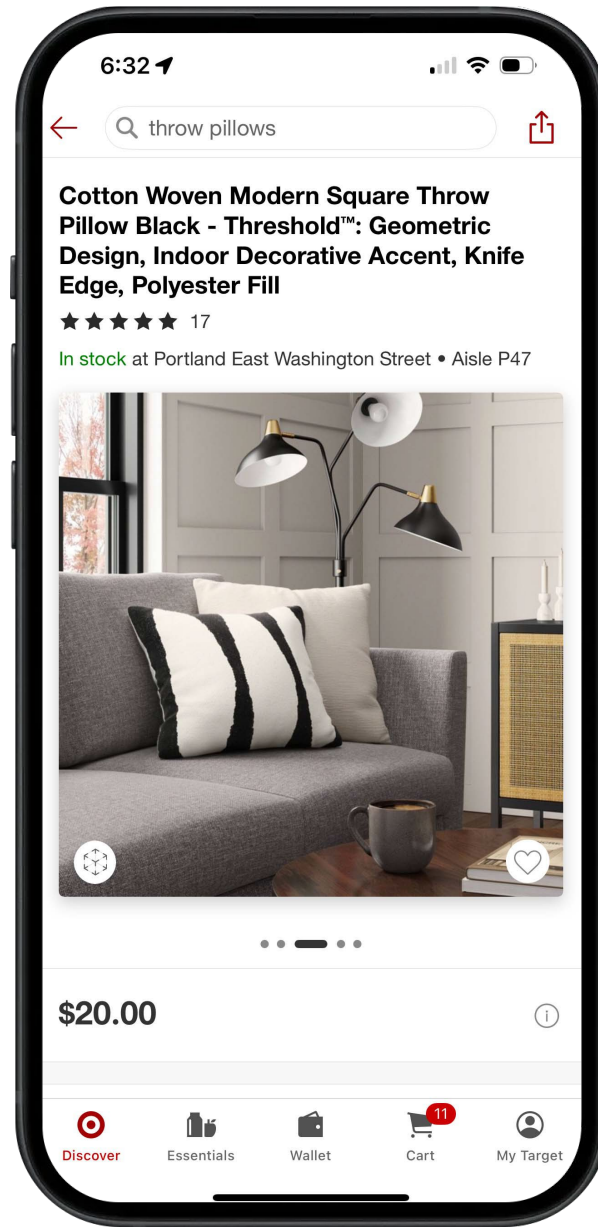
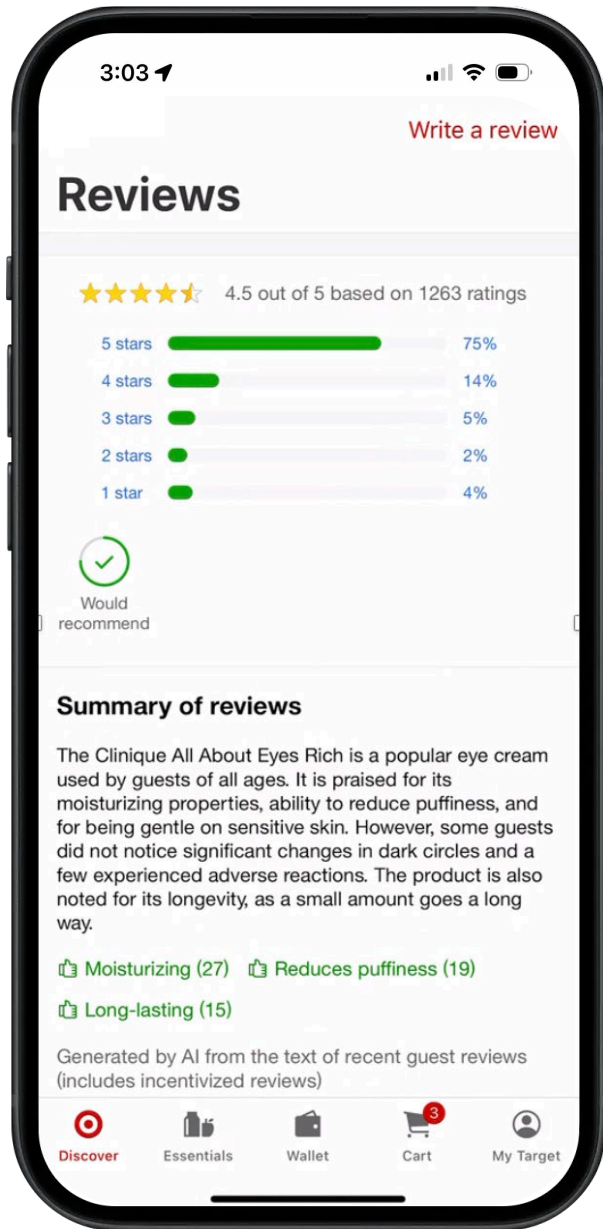
one of the

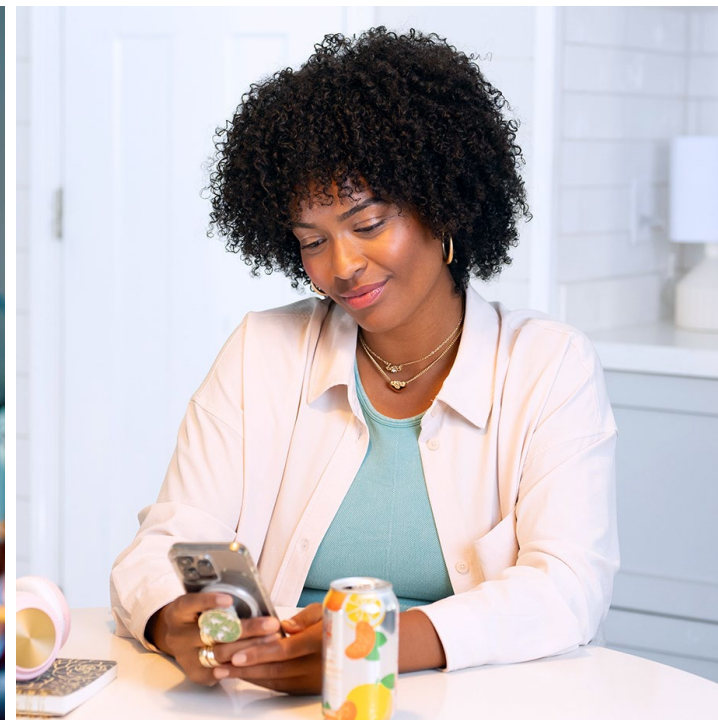
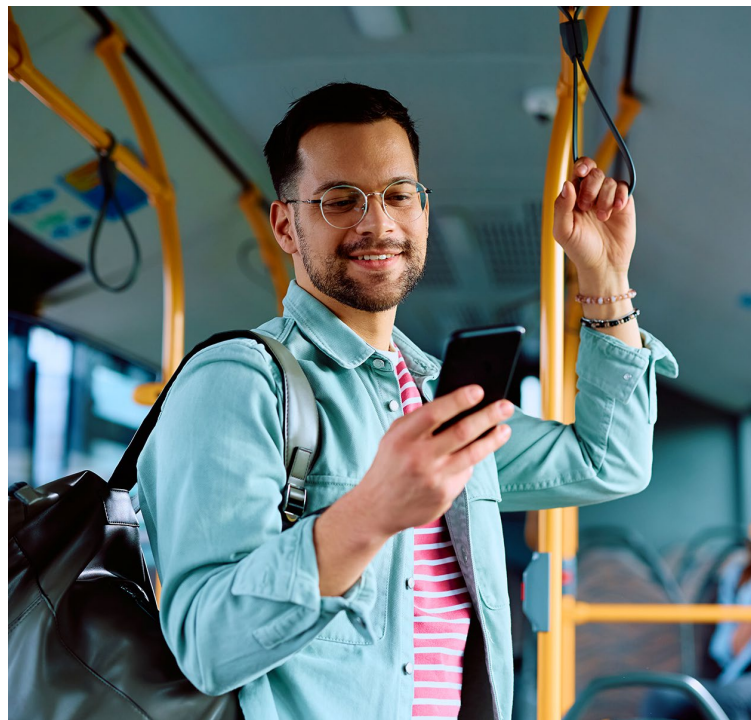
Top 5

digital grocers in the nation

**We are innovating in support
of product discovery.**







**Shopping is an
always-on experience.**

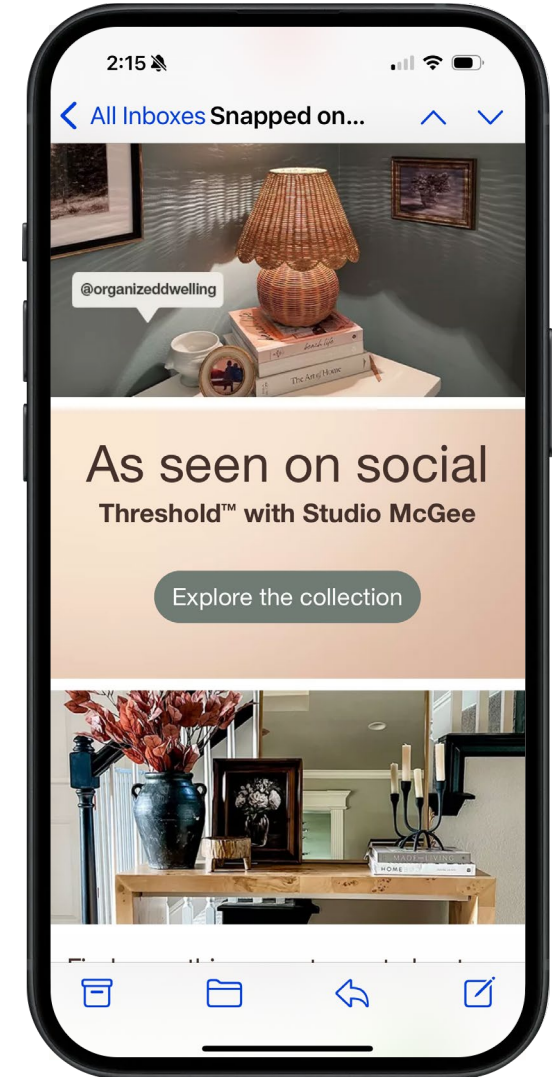
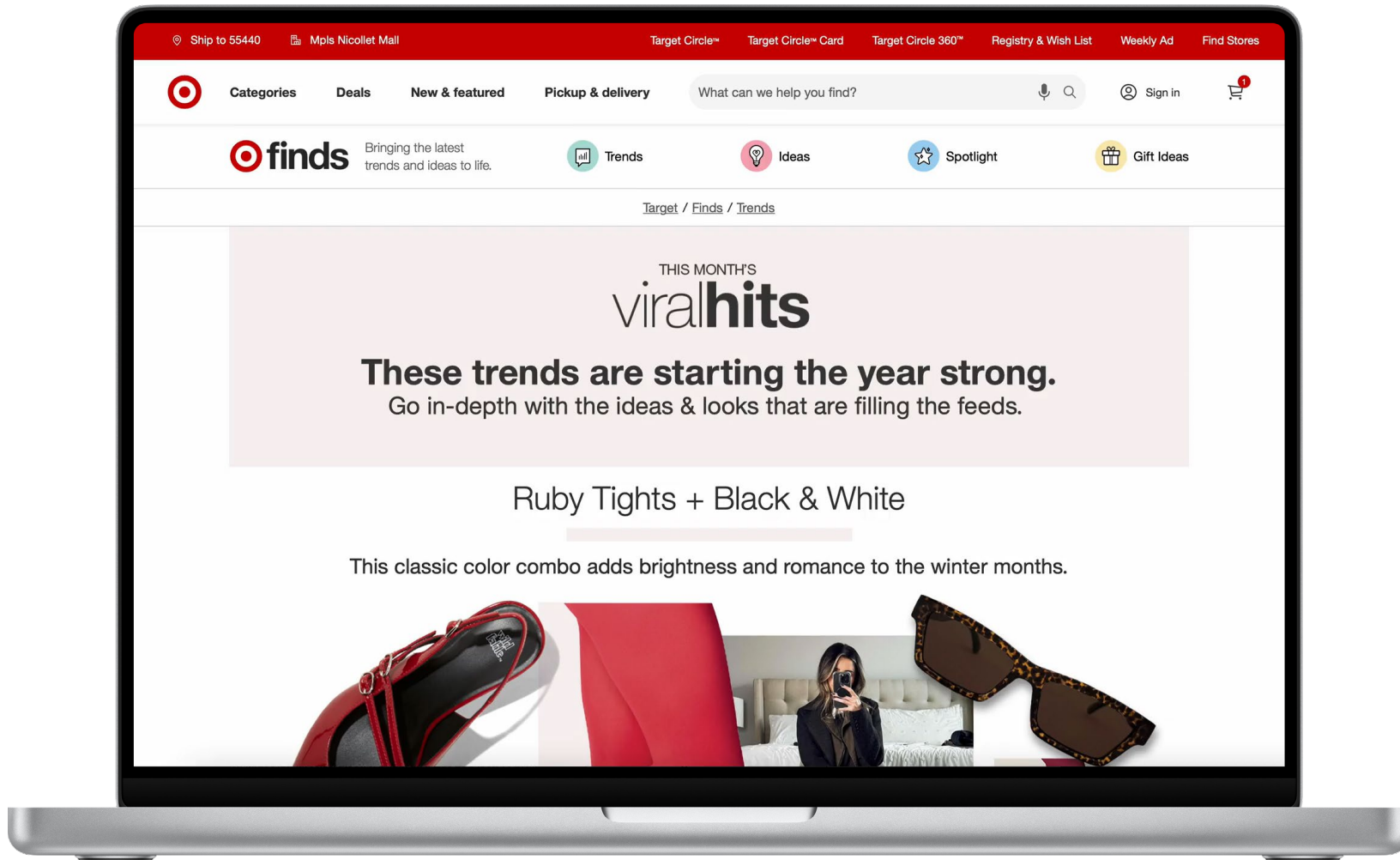




Number 1

most engaged with brand





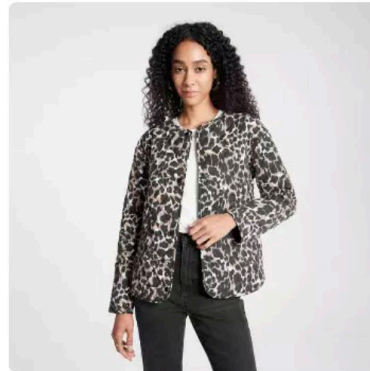
**Identify Emerging Trends +
Amplify Relevant Products**





Leopard layers and a load of gold: say hello to the 'mob wife' trend

As *The Sopranos* celebrates its 25th anniversary, a new audience has embraced its style via TikTok



\$49.00
Women's Quilted Jacket - A New Day™

★★★★☆ [7 reviews](#)

Add to cart



\$38.99 - \$50.49
Women's Leopard Print Drop Sleeve Sweater - Cupshe

★★★★★ [8 reviews](#)

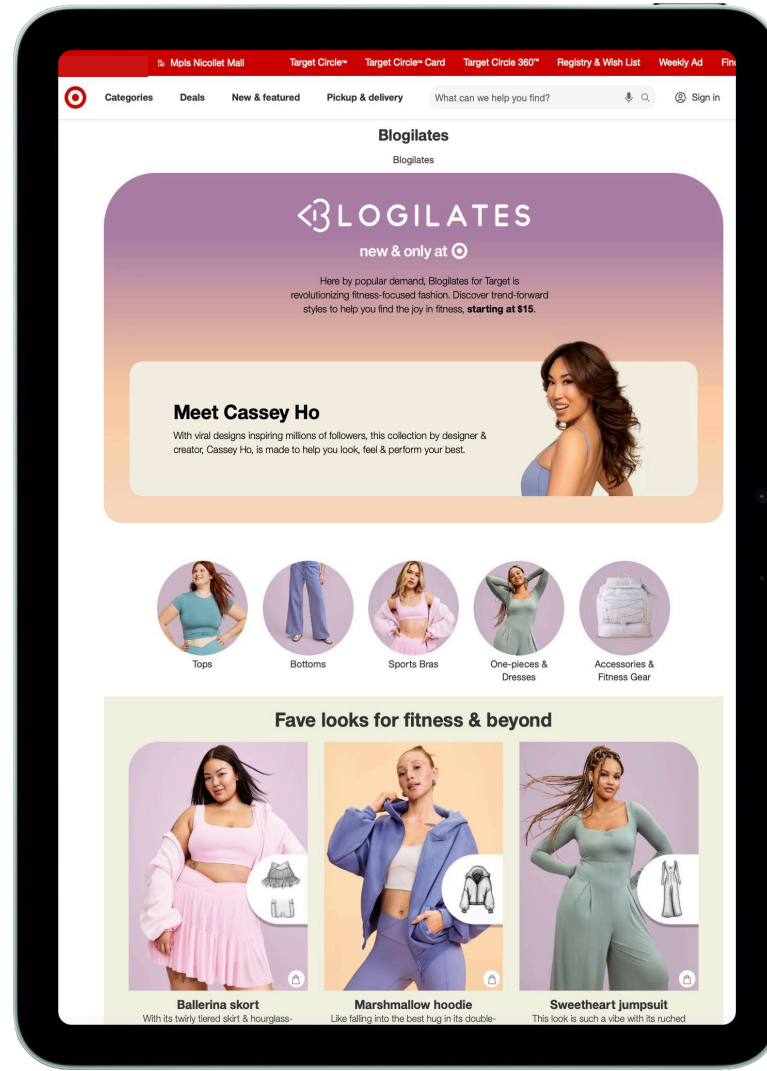
Add to cart



\$22.00
Women's Velour Halter Mini Dress - Wild Fable™

★★★★★ [10 reviews](#)

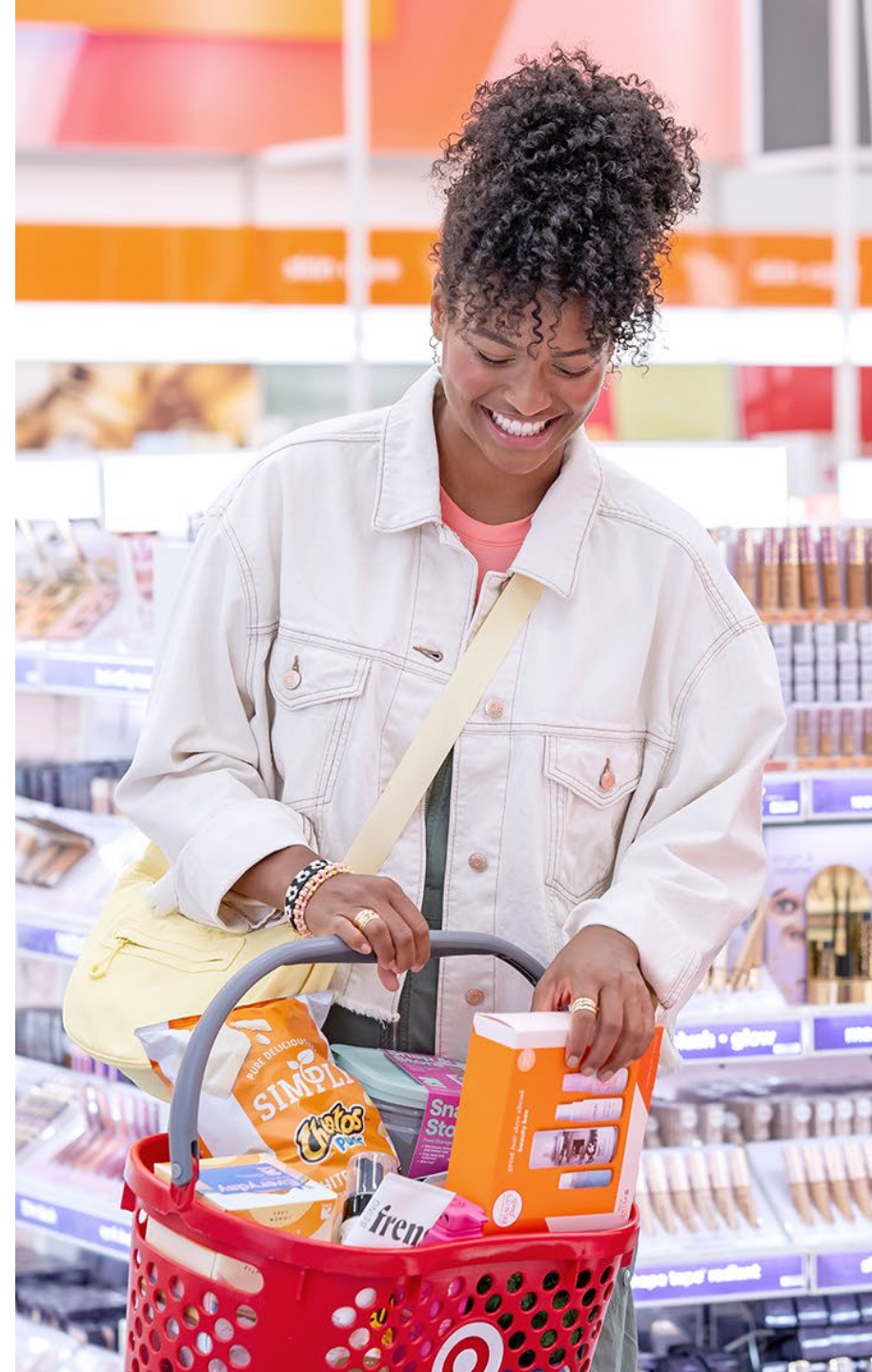
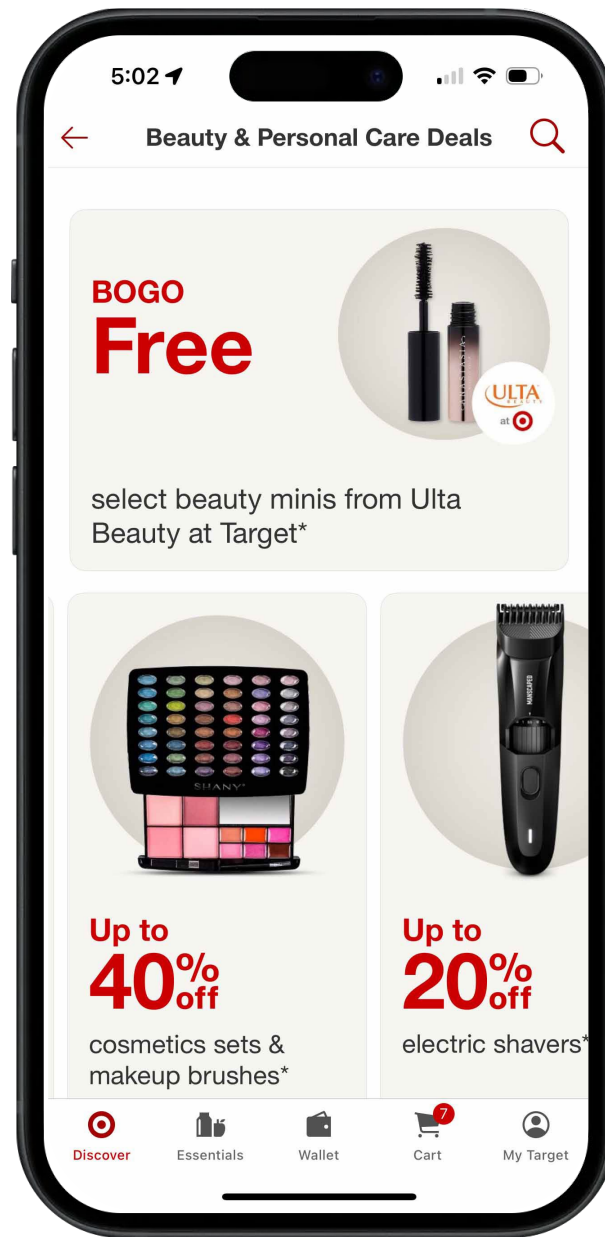
Add to cart





> 1/3

of guests with the app
use it while in store





instore app users

~**50%**

more spent per transaction,
with room to grow



Welcome to
Mpls Nicollet Mall

Search this store



Discover



Essentials



Wallet



Cart



My Target

**The possibilities
are endless.**

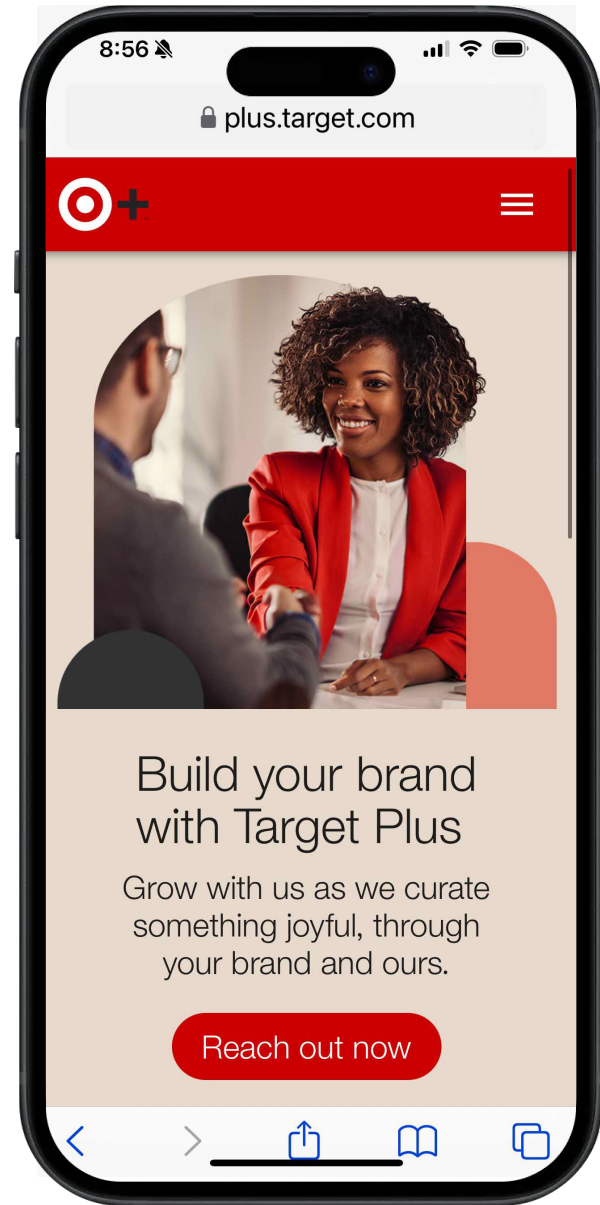


Direct Guests to Target Circle Offers In Store

Customize App Homepage by Location

Offer Real-Time Personalized Promotions







**Wider Array
of Brands, Price
Points + Products**



shopify



10%

of our external search
volume in 2024

Intentional Invitation-Only Approach





\$1B+

in GMV for our sellers

35%+

growth in the past year



~40%

growth in home categories

>60%

growth in essentials and beauty

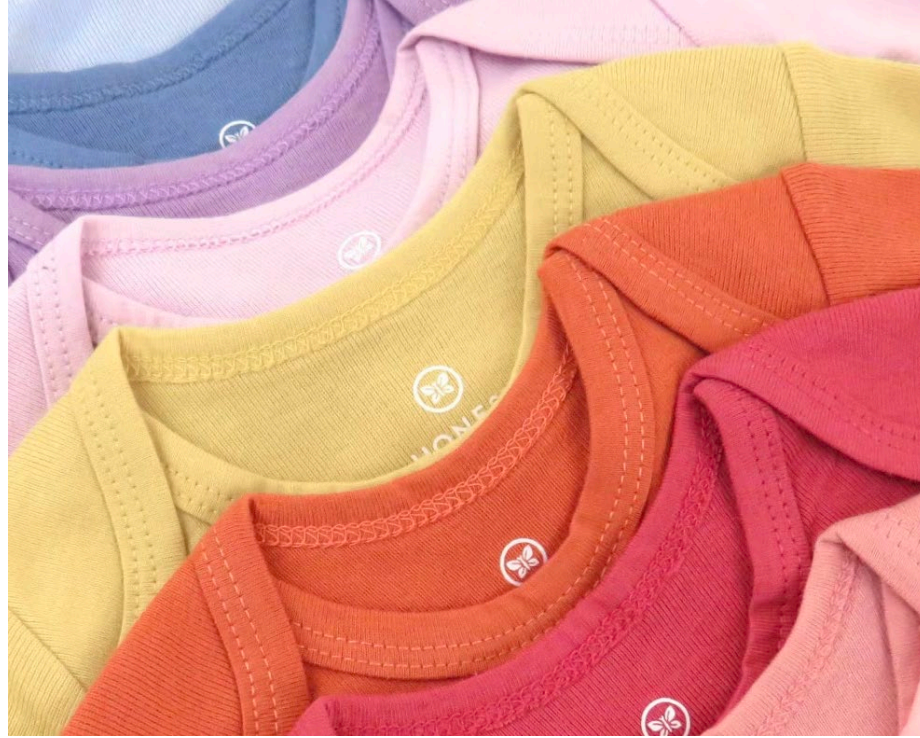
>170%

growth in food



\$5B+

in potential annual GMV
within the next 5 years



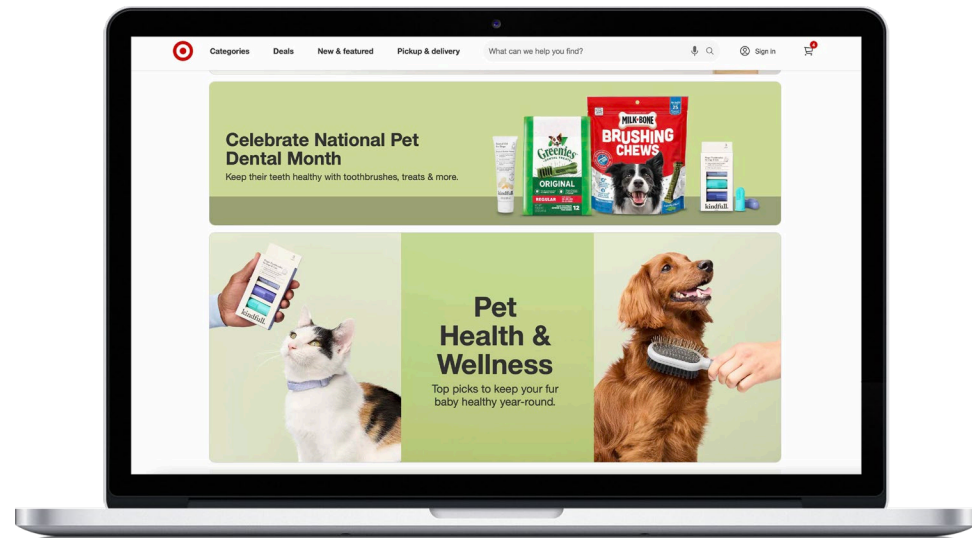
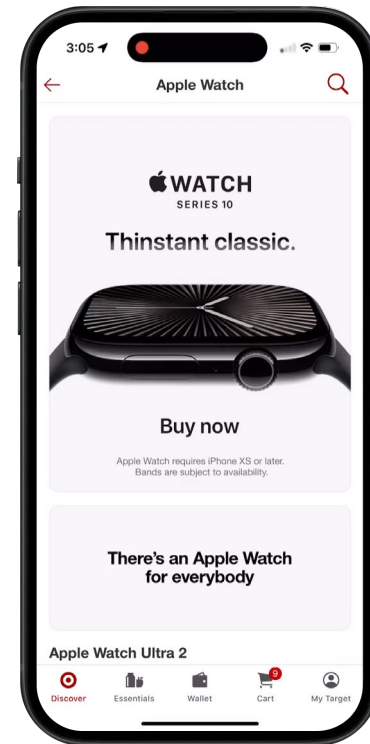
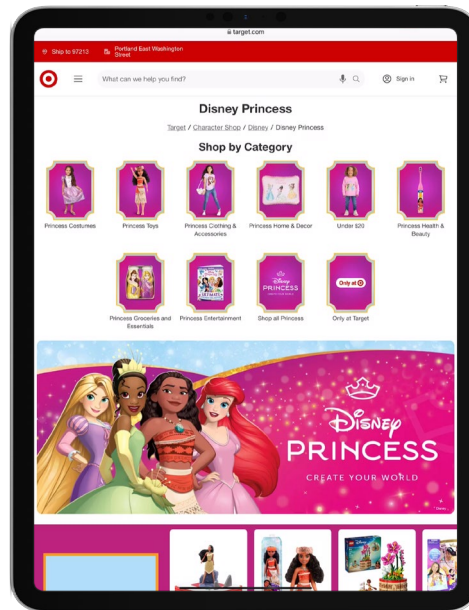


**Consumers should get to decide
where and how they shop.**



**Our digital channel is profitable
and getting more efficient.**







20%+

more spent, including in store

 **circle**TM

**Growing Engagement +
Rewarding Consumers
for Choosing Target**



circle™



3x

more spent than
non-members



~6x

more spent than
non-members



~8x

more spent than
non-members

shopped

6x

more than
non-members

**Why should consumers
sign up for Target Circle?**



circle™



Completely free, with access to automatic deals + personalized offers



 **circle**TM
card

Card holders save an
extra 5%, every day



 circle
360™



Unlimited same-day delivery
on orders over \$35
from Target + other retailers



>4x

more members
compared to
a year ago

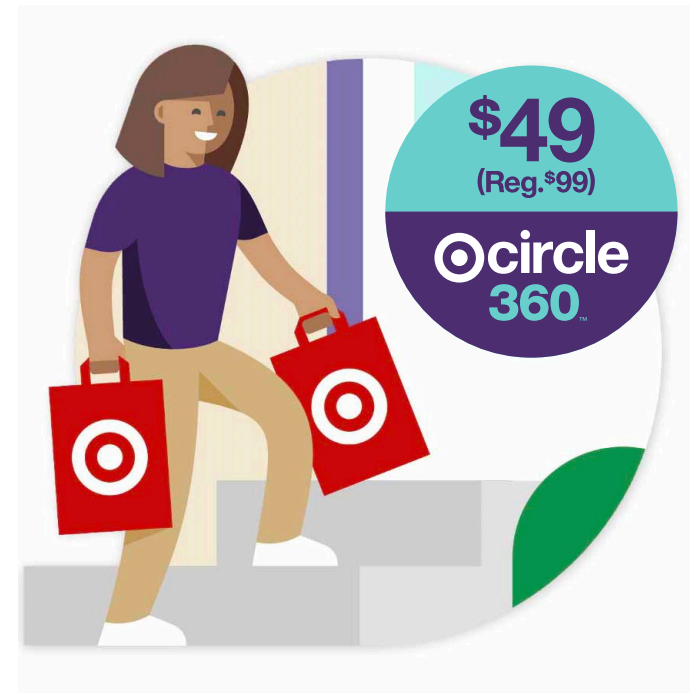
 **circle** **360**TM

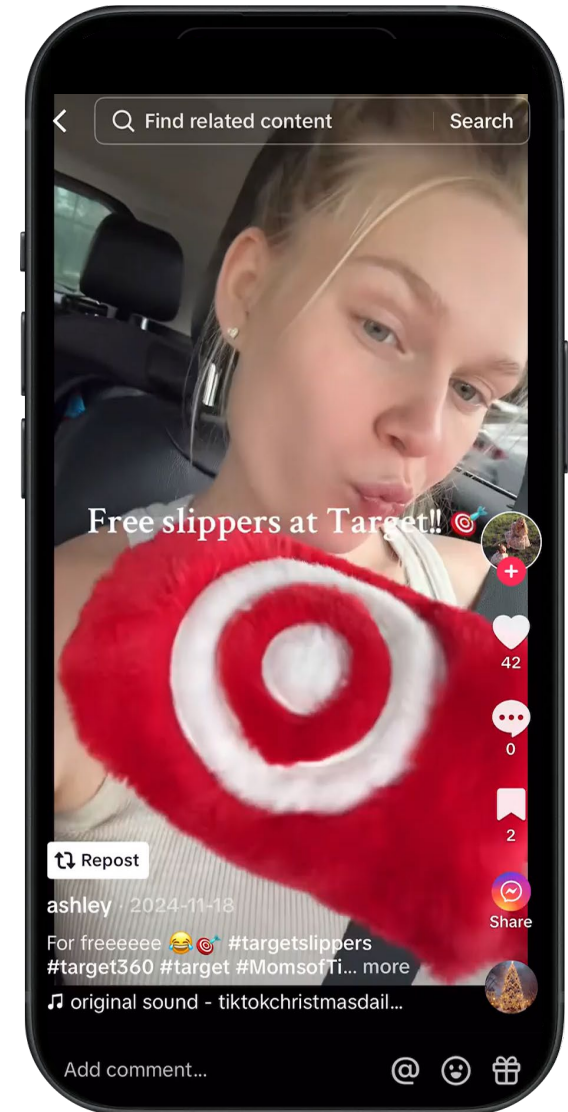
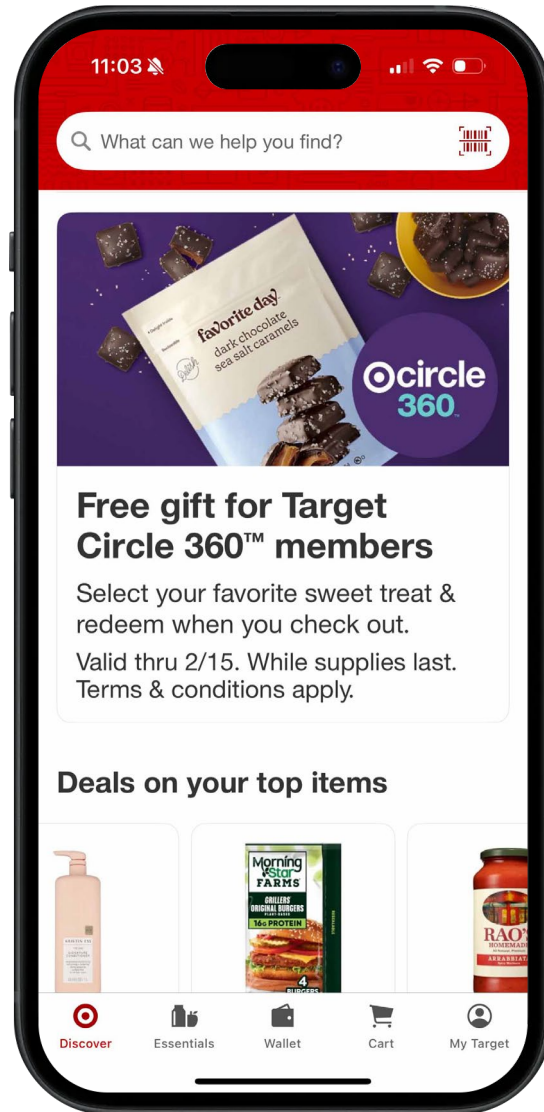
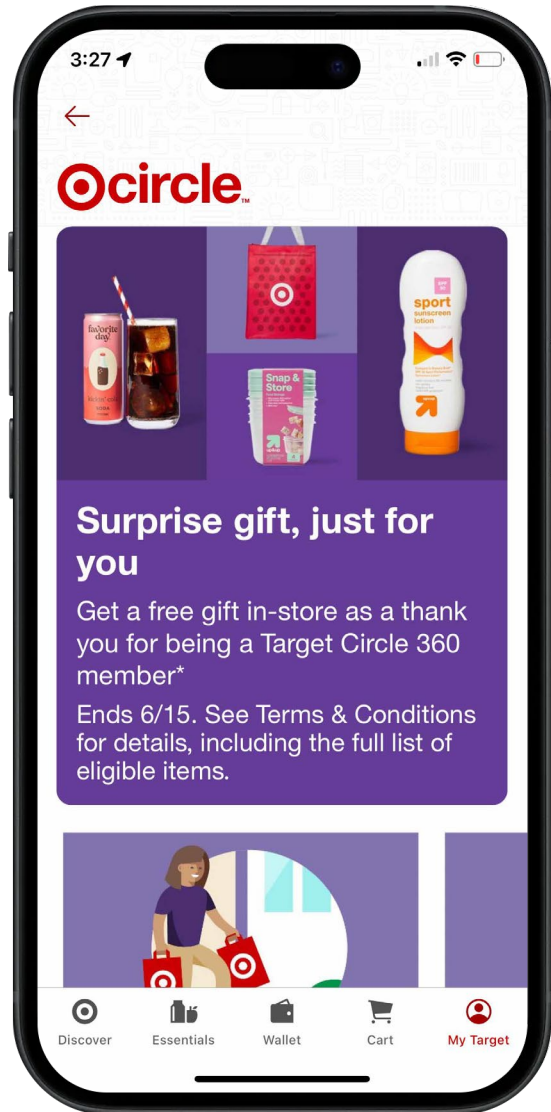
100+
other retailers



**same day
delivery**


Delivered with **Shipt** 







**Early Access to
Deals + Limited
Time Offers**

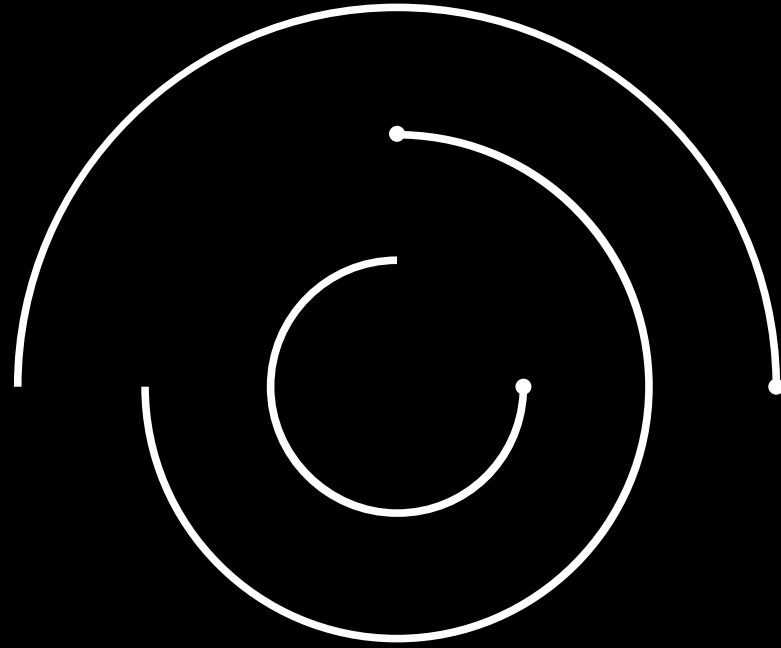
**Our guests are using same-day
delivery powered by  circle 360TM
while traveling.**

The logo for Circle 360, featuring a red bullseye icon followed by the word "circle" in red lowercase letters and "360" in purple uppercase letters with a small trademark symbol.

The logo for Marriott Bonvoy, with "MARRIOTT" in black uppercase letters above "BONVOY" in black uppercase letters. The letter "O" in "BONVOY" has an orange underline. There are faint, light gray icons above the text: a house icon above "MARRIOTT" and a location pin icon above "BONVOY".

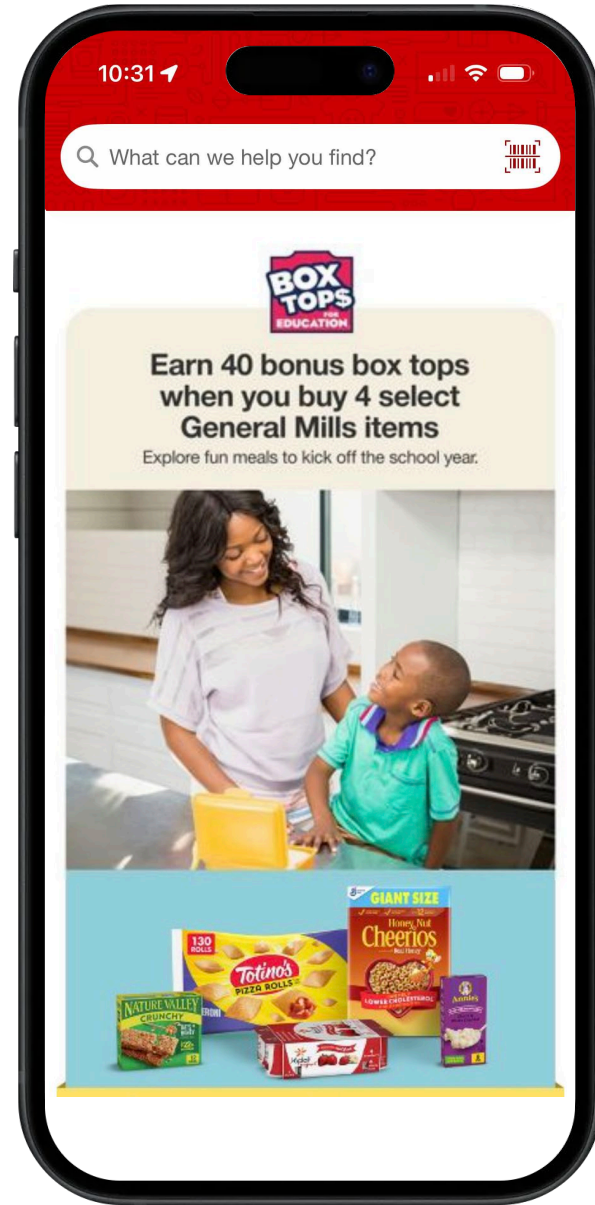
 **circle** **360**TM

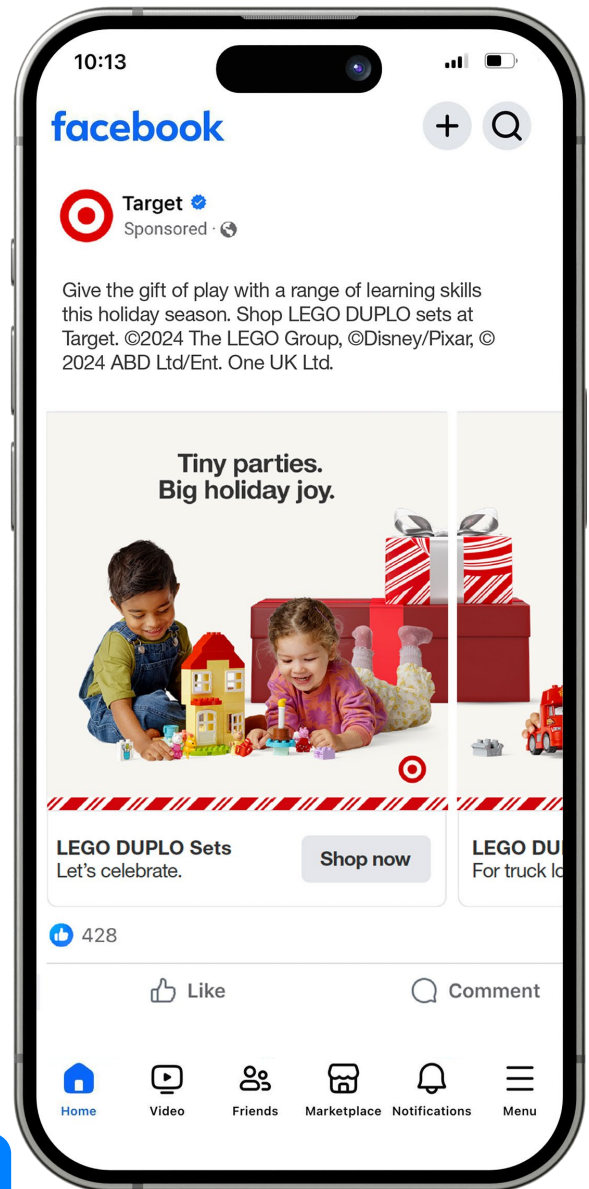
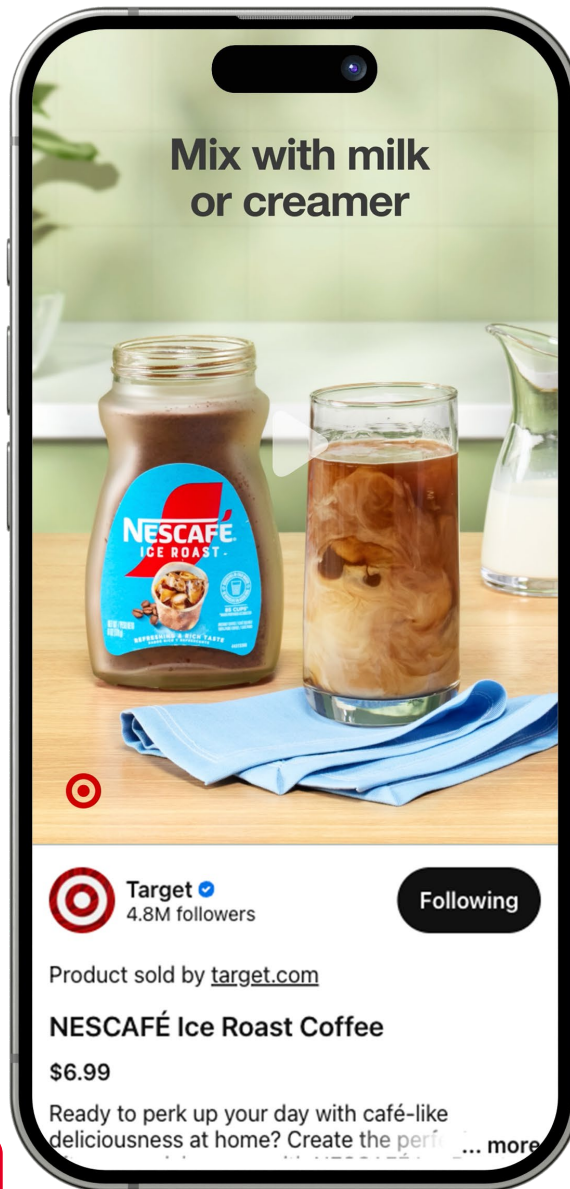
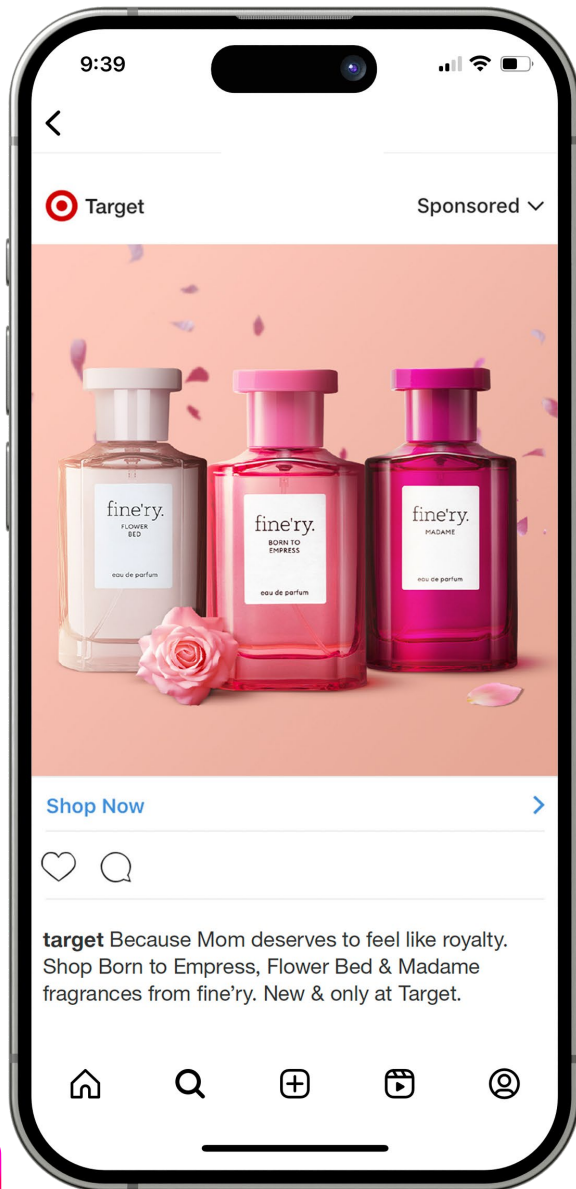
**🎯circle 360™ membership
has the potential to triple
in the next three years.**



Roundel™

Media designed by 





Value-Driven Placements That Enhance the Digital Experience



Target Categories Deals New & featured Pickup & delivery

Filter Sort Target Circle Deals Deals Brand Health Ap

4,814 results for "vitamins"

\$9.99 - \$13.99

The Flintstones Kids' Complete Multivitamin Gummies - Mixed Fruit
The Flintstones
★★★★★ 1069 reviews

Shipping arrives Wed, Feb 26
Shipping dates may vary

Add to cart

\$13.99

Centrum Men Multivitamin / Multimineral Dietary Supplement Tablets - 120ct
Centrum
★★★★★ 333 reviews

Only 8 left at Mpls Nicollet Mall

Pickup ready tomorrow
Shipping arrives Wed, Feb 26
Ships free. Exclusions apply

Add to cart

Sponsored

5:25

← cleaning wipes disinfecting

Filter Sort Target Circle Deals Pickup

Sponsored

\$12.99 (\$0.06/count)

Save \$5, when yo... >

Clorox Disinfecting Wipes Value Pack Bleach Free Cleaning Wipes - 75ct/3pk

★★★★★ 37404

Add to cart

Sponsored

\$6.99 (\$0.10/count)

Save \$5, when yo... >

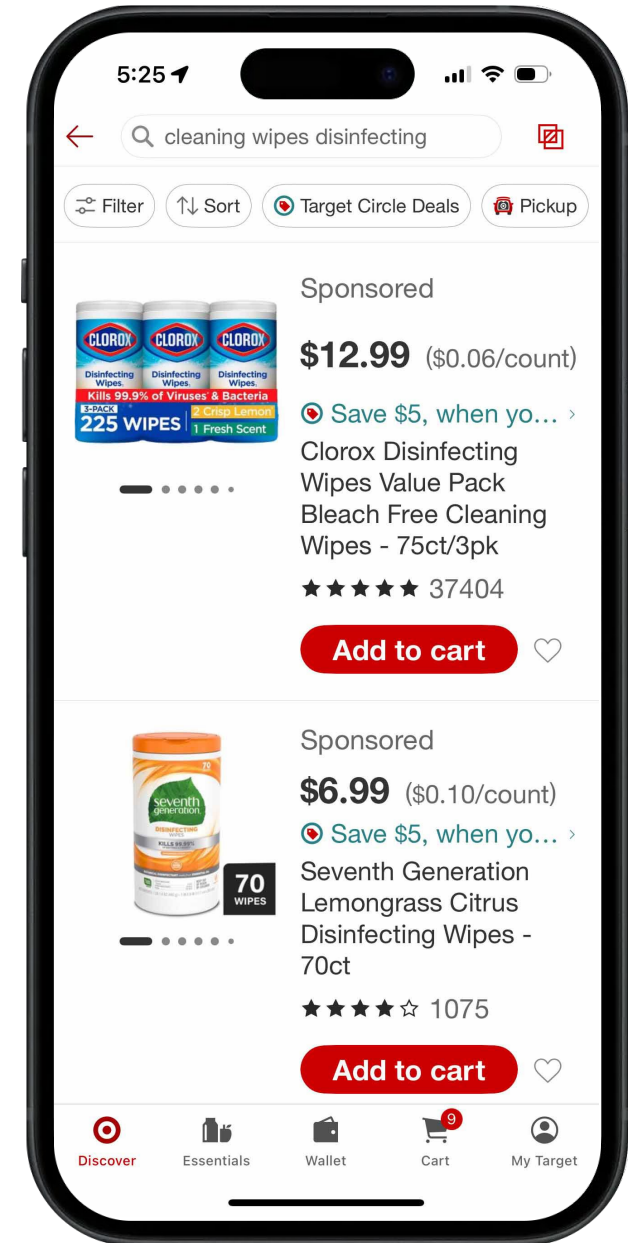
Seventh Generation Lemongrass Citrus Disinfecting Wipes - 70ct

★★★★☆ 1075

Add to cart

Discover Essentials Wallet Cart 9 My Target

35%+
growth in ad sales in 2024





Roundel™
Media designed by 

**Innovate + Prove Our Value
to Existing Partners**



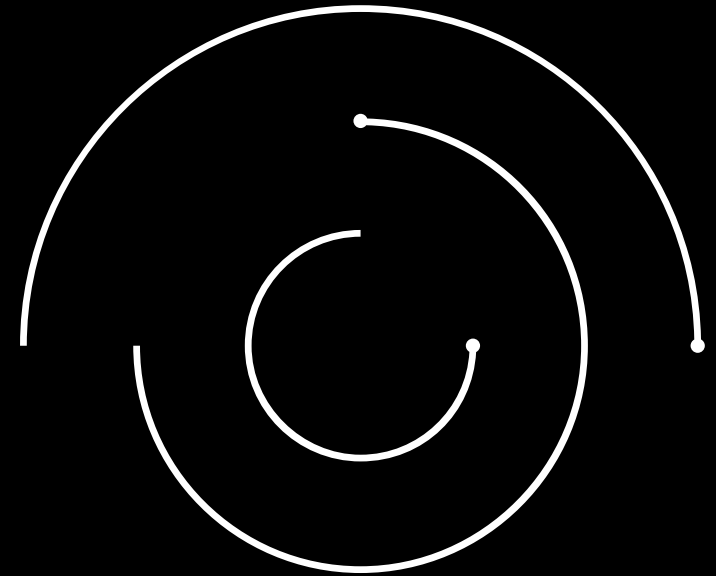
>40%

growth in small,
emerging brand partners

nearly

\$2B

in annual value to Target



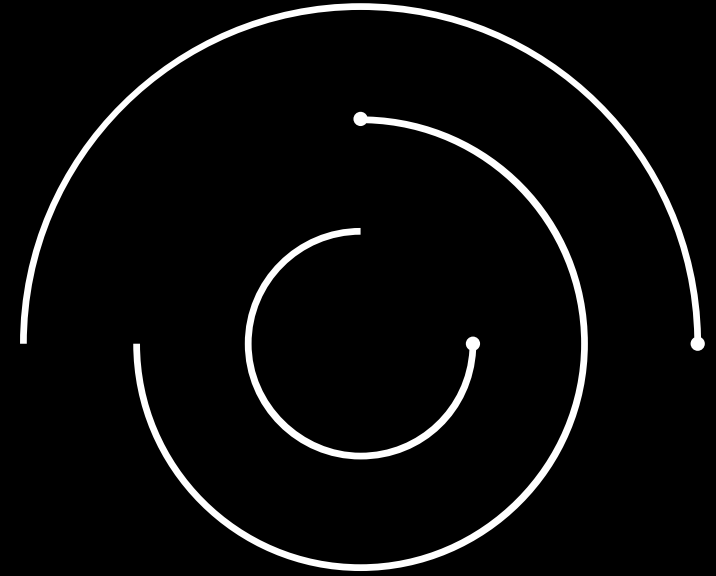
Roundel™

Media designed by 

potential to

Double

its size over the next five years

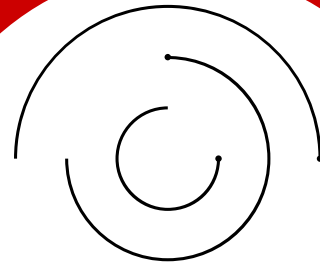


Roundel™

Media designed by 



circleTM



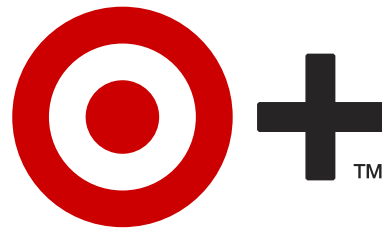
RoundelTM
Media designed by 



**same day
delivery**



drive up



shipping

**We want to be the
best version of ourselves
for our guests.**



