



**TARGET**

# Tell Your Story

## ...Where It Matters Most

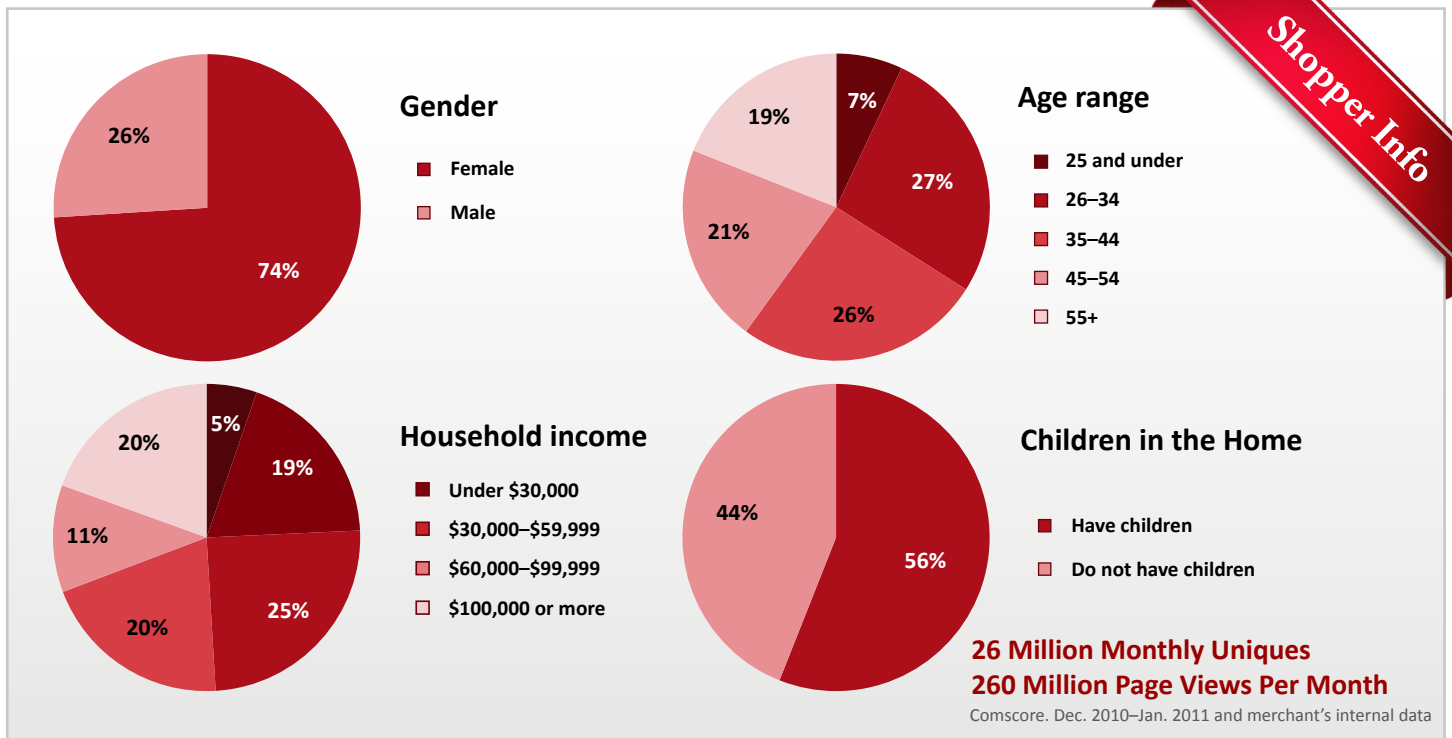
**Shopping Media on Target.com** is the latest innovation from **RichRelevance**, the leading provider of **dynamic e-commerce personalization**. Building on Target's cutting-edge design and merchandising, RichRelevance's advertising vehicles enable brands to contextually and behaviorally target consumers deep inside the purchase funnel—across premium real estate on Target.com—*when* and *where* consumers are making purchase decisions.

Together with Target, we have created the most effective marketing vehicle for increasing ROI and overall efficacy of online advertising and branding initiatives—period.



# Target.com Advertising Profile

Target Corporation is the nation's #2 discount chain and ranks number 28 on the Fortune 500. The design-minded discounter operates about 1,745 Target and SuperTarget stores in 49 states, as well as its online business, Target.com, which boasts over 26 million unique shoppers and 260 million page views per month.



## Audience Profile Information Comscore. Feb. 2011

**Grocery Brands:** 15 million primary grocery shoppers.

**Apparel Brands:** 11 million Target.com shoppers purchased apparel online in the last 6 months.

**Consumer Electronic Brands:** 15 million Target.com shoppers are searching for consumer electronics information.

**Health and Beauty Brands:** 7 million shoppers purchased beauty products in the last 6 months.

**Eco-friendly:** 23 million shoppers purchased environmentally friendly products.

## Available Categories

Target.com shopping media offerings include placements across any of the Categories below as well as related Sub-category, Product Detail and Search Results pages.

- » Appliances
- » Beauty
- » Bed + Bath
- » Baby
- » Clearance
- » Gift Giving
- » Furniture
- » Electronics
- » Health
- » Home
- » Kids
- » Men
- » Music
- » Movies
- » Pets
- » Shoes
- » Sports
- » Toys
- » Video Games
- » Women

# Target.com Advertising Opportunities

## RichPlacement™ Branded Recommendations

An entirely new ad unit that leverages the millions of product recommendations delivered by RichRelevance every day

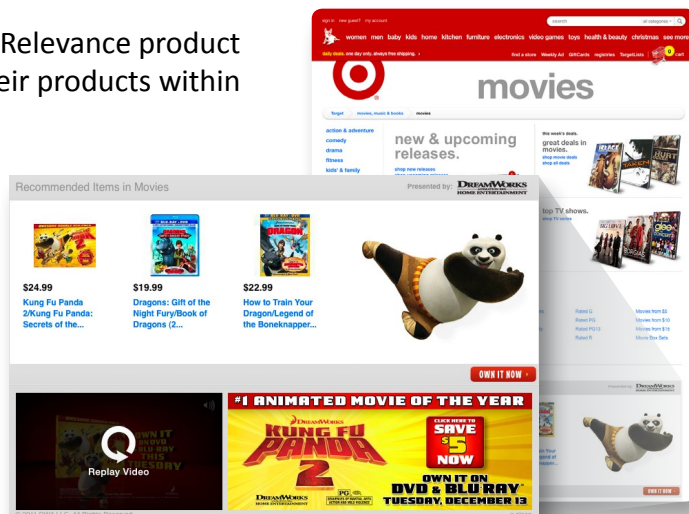
Advertisers can wrap their brands around sponsored RichRelevance product recommendation carousels and/or choose to highlight their products within the recommendation set.

Using RichRelevance's proprietary ad serving technology, you can control where you want ads to show (search, category, product pages, etc.) and target ads by a variety of attributes including search terms, geo-location, past behavior and more.

As the shopper interacts with the recommendation module she is presented with an engaging experience, which includes your brand creative, custom-created by RichRelevance.

Creatives can feature:

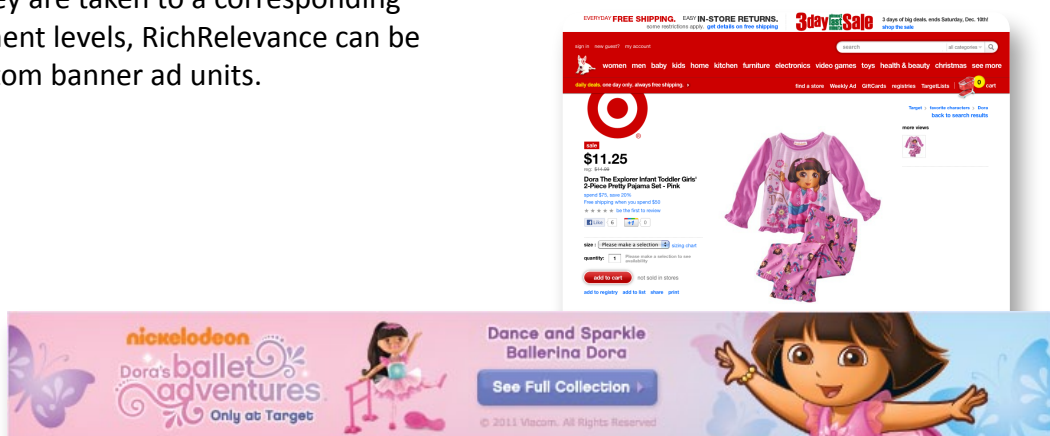
- » Video
- » Lead generation
- » Social content
- » Advertorials
- » Reviews
- » and more...
- » Coupons
- » Geo-targeting



## Targeted Banner Ads

A contextually targeted banner ad that reaches shoppers while they're making purchase decisions

This placement is offered in standard IAB ad sizes. When shoppers click through this ad type they are taken to a corresponding item page. Based on investment levels, RichRelevance can be commissioned to create custom banner ad units.

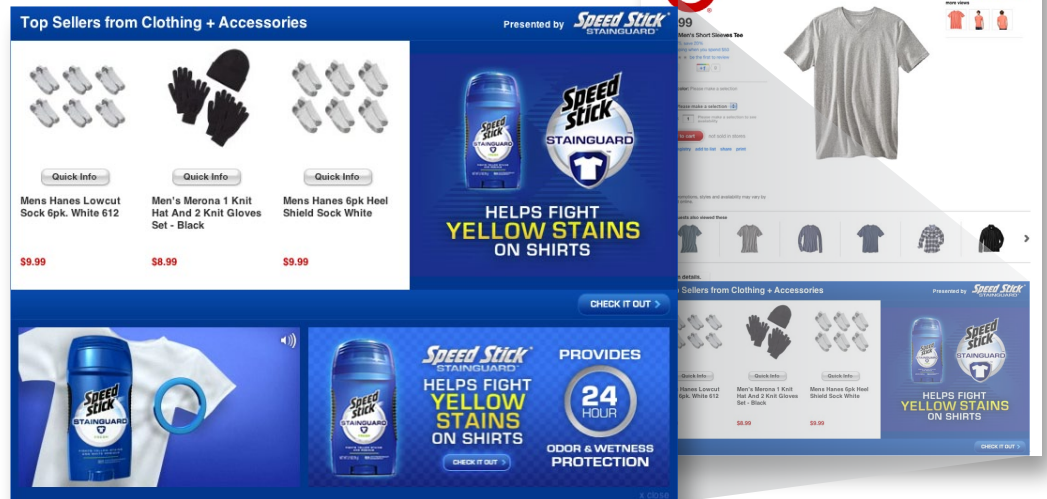


# Advertising examples

Reach consumers with the content and offers they want—right when they want them

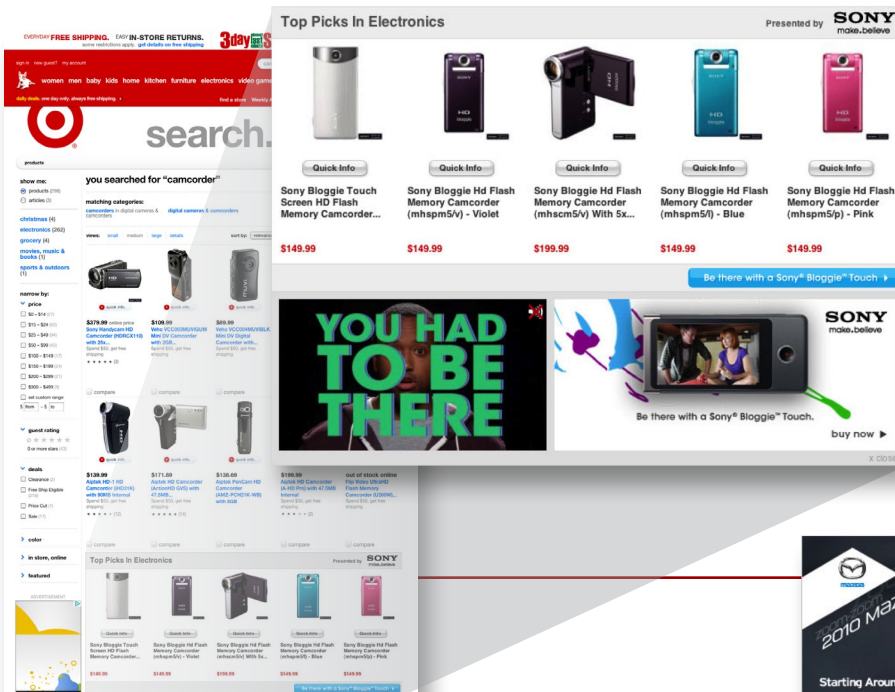
## Item Page

This RichPlacement, displayed on an item page, features top selling products from the same category—sponsored by a relevant brand. Upon mouseover of the call-to-action, the custom drop down video advertorial is activated—directing shoppers to an internal product page.



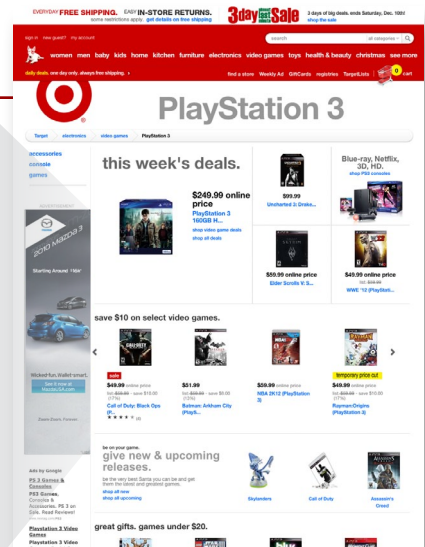
## Search Results Page

In this example, a RichPlacement is displayed on a search results page that is relevant to the advertising brand.



## Sub-Category Page

Advertising can be displayed on sub-category pages relevant to the advertising brand. In this example, a banner ad is being displayed on the PlayStation3 sub-category of Video Games.



## Learn More

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