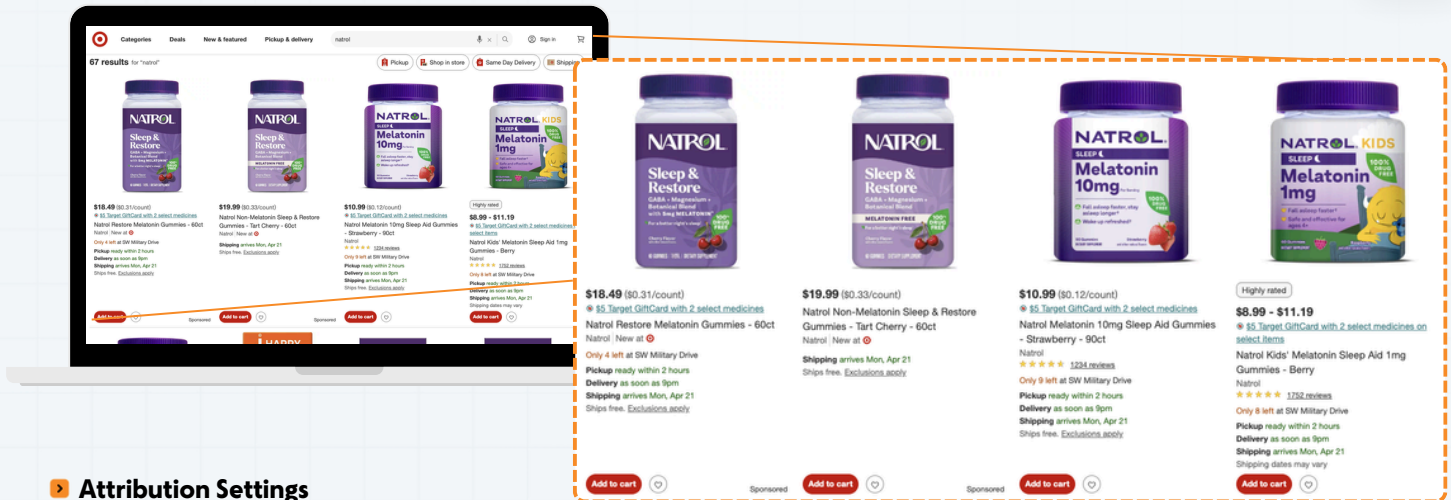




Roundel™ Media Studio is the no-fee self-service platform to launch Sponsored Product campaigns on Target.com.

SPONSORED PRODUCTS

Boost product visibility and sales with Sponsored Products. This ad unit is a native looking product ad that seamlessly blends in with organic content on Target.com



Attribution Settings

The conversion cycle can be very different across categories, so Roundel™ Media Studio offers advertisers the ability to highly customize their ad attribution settings.

Define how sales will be attributed to your campaign

Post-Click Settings

Lookback Window

30 Days (Default)

Product Match

Same product, same category (Default)

Post-View Settings

Lookback Window

1 Day (Default)

Product Match

Same product (Default)

Post-view lookback window can't exceed post-click lookback window.

In order to give advertisers more flexibility, they can choose from the following options when setting up their campaign attribution model:

Lookback Window Settings

- Post-Click: 7, 14, 30 (default) days



Product Match (Brand Halo) Settings

- Same Product Attribution

The ad campaign is only given credit for sales of the promoted product.

Important: Same product attribution will record any sizing or quantity of products under the parent product.

Featured Product



- Same Category Attribution

The ad campaign is given credit for all brand sales within the same category as the promoted product.

Example: If a shoe brand is promoting Basketball Shoes but the ad viewer ends up purchasing Hiking Shoes, the same category attribution would still record this sale as both products are part of the Shoes category.

Cost Structure

- Cost-per-click (CPC)

Auction Type

- 1st Price Auction: Advertiser with highest bid wins

Landing Page

- Product detail page



- Post-view: None, 1 (default), 7, 14, 30 days



- Same Brand Attribution

The ad campaign is given credit for all brand sales associated with the promoted product.

Example: A brand promotes jeans, but also sells shirts, dresses and socks. Any sales from these other categories will also be attributed to the ad campaign as they are purchases from the same brand.



Same Product



Same Product, Same Category



Same Product, Same Category, Same Brand

🔍 Lookback Window

A lookback window is the period of time in which a conversion can be attributed to an ad, from the time a user clicks or views an ad to when the user purchases a product.

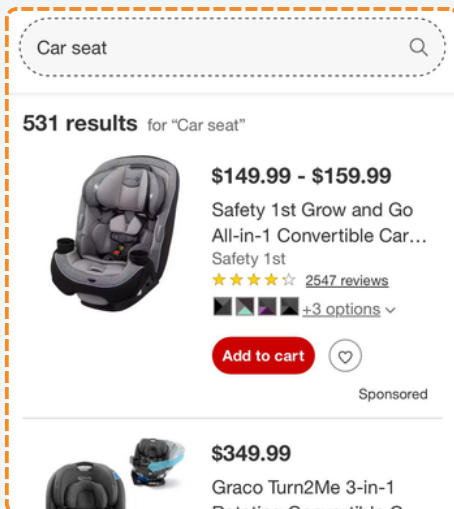
🔍 Product Match

Product match settings allow you to determine how specific you want your attribution to be. You can choose whether attribution is registered for only the product featured in the ad (e.g., sneakers), for products of the same brand within the same category (e.g., footwear), or for any product by that brand.

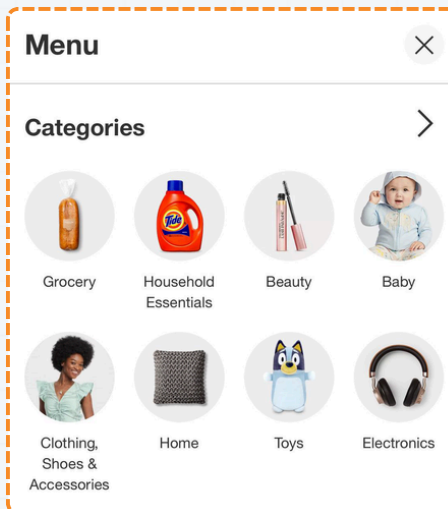
📌 Important Callout: You can change your attribution settings at any time, and all data and dashboards in the platform will update retroactively to match your new settings in just a few hours.

➤ **Ad Placements** Sponsored Products can appear in 3 prominent placements on Target.com

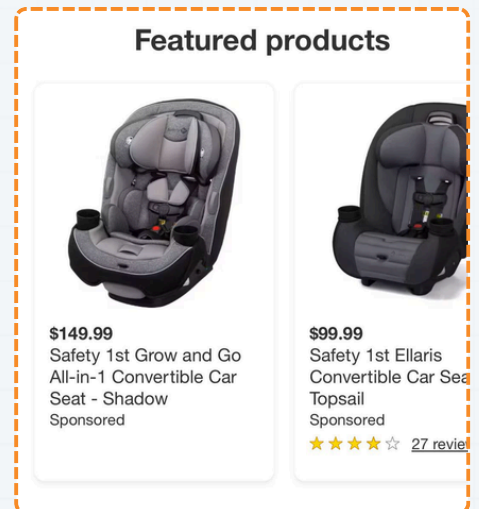
01 Search results pages



02 Category pages



03 Product detail pages.



➤ Ad Placement Bid Adjustments

You can see performance by ad placement, and increase bids by up to 500% per ad placement to improve its visibility.

Placements		
Page Type	Bid Adjustment	Adjusted Bid
Category	-	\$1.00
Product Detail	10%	\$1.10
Search	-	\$1.00

➤ Targeting

Roundel™ Media Studio offers 3 different targeting options to advertisers:

• Automatic keyword targeting

Relevant keywords to your advertised products are automatically targeted to each campaign (Exact Match only)

• Manual keyword targeting

Additional manual keywords can be added to a campaign (Exact Match only)

• Negative keyword targeting (Broad & Exact Match)

Keywords

Manual Keywords

Automatic Keywords

These are the most relevant keywords for the selected products in your line item. [Learn more](#)

📌 Targeting Callouts:

- Competitor keyword targeting is not allowed.
- Misspellings and typos are not captured by Exact Match keywords. To include misspellings and typos, you must enter all misspellings you want to include/exclude.

➤ Budgets

Budgets can easily be set at the Daily & Monthly level.

➤ Campaign Goal

There are 3 types of campaign goals you can set your campaigns to:

- **Conversion:** Focuses on maximizing the number of conversions (e.g., purchases, sign-ups). This goal aims at driving as many conversions as possible without any constraints.
- **Revenue:** Aims to maximize the total revenue generated, even if it means achieving fewer conversions of higher value. This goal drives conversion, but focuses on higher average order value conversions.
- **Clicks:** Aims to maximize the number of clicks on your ads. This is more of an awareness driving strategy.

! Other Important Callouts:

- All campaigns will have keywords automatically added to them. You will have to negate these terms if you do not want to target them.
- Reporting capabilities are limited, and custom timeframes are not supported.
- Bulk operations are limited so creating campaigns is a manual process.