# Target eGiftCard Overview

GiftCards™

Celebrate. Motivate. Reward.

## Why Target eGiftCards?

- Quickly recognize a job well done or give an instant reward
- Recipients can redeem in store or online
- Personalized messaging available
- Variety of unique gift card images to choose from

## Types of eGiftCards:

**Bulk Links-** Receive a secure file with URLs for your eGiftCards using our standardized redemption template.  Send the URLs via your own email platform or SMS. (Delivery template requires approval.)

**Bulk Codes-** Receive a secure file with digital gift card codes. Deliver using your own eGiftCard redemption template or user interface. (Template requires approval.)

**Individual Fulfillment-** Target emails the eGiftCards to the recipient's inbox on your behalf using our branded email template.

**API Integration-** Order eGiftCards on a real-time, as-needed basis integrating your system with our vendor's API.  Approval is based on total purchase volume and system set-up requirements.

# eGiftCard Links Email Example

## ABCD Company

*Enter Body of email information: for example ABCD would like to thank you for participating in our survey.*

### Important Information
Receive instructions and your Target eGiftCard™ by clicking the link(s) below.

View My Target GiftCard (insert URL)    Once you've clicked on the link you'll need to enter your

Challenge Key (enter alpha numeric code ex: 6Y8df1)

*If the link above is not clickable, please copy and paste the following URL into the 'Address' field of your web browser.*

### Questions?

Visit ABCD@ABCD.com  or call the number on the back of your Member ID card (or contact your HR Rep).

To check your balance on your Target eGiftCard, visit www.target.com/giftcards or call 1-800-544-2943. Your Target eGiftCard number and Access Number is required for all inquiries.

The Bullseye Design, Target and Target GiftCards are registered trademarks of Target Brands, Inc.  Terms and conditions are applied to Gift Cards. Target is not a participating partner in or sponsor of this offer.

# eGiftCard Codes Email Example

**ABC Company**

## Your eGiftCard is ready to use! Use it online or in store!

**Retailer:** Target

**Amount:** $10.00

**Card Number:** 041-XXX-XXX-XXX-XXX

**Access Number:** 055XXXXX

**To redeem your gift card at Target.com:**

1. Fill your cart with those items you've been eyeing.
2. Enter your Card Number and Access number when checking out.
3. Your gift card will be applied automatically.

**To redeem your gift card at Target Store in the U.S.:**

1. Visit the Target app on your iPhone or Android phone, or go to Target.com in your phone's browser.
2. Tap Account icon and sign into your Target.com account
3. Tap 'my GiftCards'
4. Select "Add new gift card."
5. Enter 15-digit Card Number and 8-digit Access number.
6. Tap Save. Balance and barcode will appear.

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# Individual Fulfillment:
# Target Branded Email Template

recipient's name

sender's name

Hello Jane Doe,

ABC Company sent you a $25.00 USD eGiftCard for Target.

Click the "View My eGiftCard" button below to access your eGiftCard.

**View My eGiftCard**

link to eGift Card

If the button above is not clickable, please copy and paste the following URL into the "Address" field of your web browser:

https://target.cashstar.com/gift-card/view/EcsPHB90OQl7dj7C4CqsQOD7E/

If you have any questions or concerns, email us at TargetGiftCards@CashStar.com or call 855-793-8452 from 8:00 AM to 8:00 PM EST, seven days a week.

We hope you enjoy your gift!

Thank you,

Target eGiftCard Team

Target eGiftCard, Powered by **CashStar**.
The Bullseye Design is a registered trademark of Target Brands, Inc.
This is an automated email. This email address is not monitored and replies will not receive a response.

# Target eGiftCard Delivery Template

**Desktop view:**

Here is your $25.00 eGiftCard
for Target from ABC Company
Bookmark this page if you aren't planning to redeem your eGiftCard right now.

⊙ **GiftCard**™

**Jane Doe**
Thanks for your participation in our survey. Please enjoy this $25 Target eGiftCard!

customized messaging area

Gift Card Number: 0413 0108 9191 434     Access Number: 83746687
Event Number: 07900120591

Using your eGiftCard is simple:

To redeem your Target eGiftCard in a Target store in the U.S.:

1. Open this email on a web-enabled mobile device.
2. At check out, a Target team member will scan the Target eGiftCard barcode.

- Or -

1. Print this email.
2. At check out, a Target team member will scan the Target eGiftCard barcode.

To redeem your Target eGiftCard on www.Target.com:

1. Enter your Target eGiftCard number and access number when checking out.
2. Your eGiftCard will automatically be applied.

To save to your Target.com account:

1. Visit www.Target.com on your computer or mobile device.
2. Sign in to your account and add this gift card.
3. Pay in the store when you're signed into Target.com on your mobile device.

**Click to go to www.Target.com**

Redeemable for merchandise or services (other than digital prepaid cards and American Express®, MasterCard® and Visa® gift cards and prepaid cards) at Target stores in the U.S. or Target.com, and cannot be redeemed for cash or credit except where required by law.

For balance information, visit target.com/giftcards or call 1-800-544-2943.

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PLEASE TREAT THIS EGIFTCARD LIKE CASH AND SAFEGUARD IT ACCORDINGLY

eGiftCard FAQ     eGiftCard Terms and Conditions     eGiftCard Privacy Policy

*eGiftCard templates have 'device read' technology and can be viewed on either a desktop or mobile device.*

**Mobile view:**

Mail ••○○○ 🗍    12:22 PM    ✴ 87% 🔋
🔒 target.cashstar.com    ↻

Here is your $25.00 eGiftCard for Target from ABC Company

⊙ **GiftCard**®

**Jane Doe**
Thanks for your participation in our survey. Please enjoy this $25 Target eGiftCard!

Gift Card Number: 0413 0108 9191 434
Access Number: 83746687
Event Number: 07900120591

To redeem your Target eGiftCard on www.Target.com enter your Target eGiftCard number and access number when checking out.

To redeem your Target eGiftCard in a Target store in the U.S. please show the barcode to the cashier when checking out.

**Visit www.Target.com**

Redeemable for merchandise or services (other than digital prepaid cards and American Express®, MasterCard® and Visa® gift cards and prepaid cards) at Target stores in the U.S. or Target.com, and cannot be redeemed for cash or credit except where required by law.

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Choose from unique gift card designs

*eGiftCards can be redeemed online at Target.com or in-store through the recipient's mobile device or by printing the eGiftCard from a desktop computer.*

# Target eGiftCard Image Assortment

**eGift Card Exclusive Images:**

# Target eGiftCard Order Process

1. Call our dedicated customer service team to place an eGiftCard order at 1-800-5GIFTS5 (1-800-544-3875).

2. Choose your eGiftCard quantity and denominations.

3. Select an image for your eGiftCards.

4. Write a personalized message for recipients (optional).

5. Choose your delivery method (bulk links, codes or individual fulfillment).

6. eGiftCard files will be sent via a secure email link once payment is received.

## ◎GiftCards™

### Celebrate. Motivate. Reward.

### Have questions? We have answers.

🖥 Target.com/corporategiftcards

📞 1-800-5GIFTS5 (544-3875)

@ B2B.GiftCards@Target.com