Target eGiftCard Overview





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.)

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 of

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 <u>ABCD@ABCD.com</u> 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 <u>www.target.com/giftcards</u> or call 1-800-544-2943. Your Target eGiftCard number and Access Number is required for all inquiries.

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Individual Fulfillment: Target Branded Email Template

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recipient'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/EcsPHB90OQI7dj7C4CqsQOD7E/
	If you have any questions or concerns, email us at <u>TargetGiftCards@CashStar.com</u> or call <u>855-793-8452</u> 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

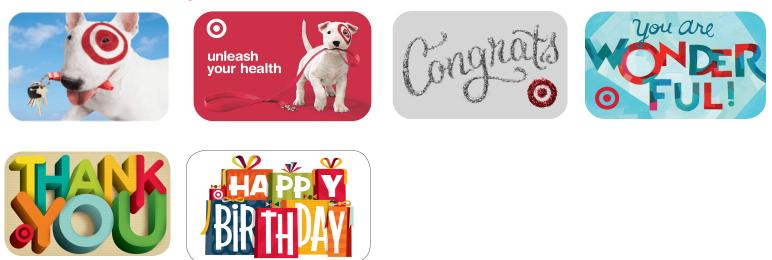


Target eGiftCard Image Assortment





eGift Card Exclusive Images:





Target eGiftCard Order Process

1. Sign up to create an account on our partner site, CashStar.

Click on the '*Digital gift cards*' link on the Target Corporate Gift Card website to create a CashStar account. We will review your business or organization and request that a Licensed Material Agreement (LMA) be signed prior to approving. Once approved you will recieve notification that your profile is active and ready to order.

2. Choose delivery type.

Request bulk links and receive a secure file with URLs for your eGift Cards using our standardized redemption template. Send the URLs via your own email platform or SMS. (Delivery template requires approval.) Or let us email the eGift Cards directly to the recipient's inbox on your behalf using our branded email template.

3. Decide on the denomination and quantity.

Easily choose the amounts you'd like to send. There are no minimum order quantities and choose any amount from \$1-\$2,000.

4. Select a design.

We have a variety of unique gift card designs to choose from.

5. Make it personal (optional).

Add a special message to your eGift Cards. Available for both eGift Card emails and links.

6. Submit payment to start processing the order.

Payment options include ACH/ Wire and company check. Credit Card subject to approval. eGift Card files will be sent via a secure email link once payment is received.



Celebrate. Motivate. Reward.

Have questions? We have answers.

- Target.com/corporategiftcards
- 1-800-5GIFTS5 (544-3875)
- B2B.GiftCards@Target.com

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