

# 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 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](mailto: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](http://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.



## Individual Fulfillment: Target Branded Email Template



recipient's name

Hello Jane Doe,

sender's name

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 [TargetGiftCards@CashStar.com](mailto:TargetGiftCards@CashStar.com) or call [855-793-8452](tel: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

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Target eGiftCard, Powered by Cash Star.

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.



**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

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.

[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 EGGIFTCARD LIKE CASH AND SAFEGUARD IT ACCORDINGLY**

[eGiftCard FAQ](#)   [eGiftCard Terms and Conditions](#)   [eGiftCard Privacy Policy](#)

customized messaging area

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

## Mobile view:

target.cashstar.com

Here is your \$25.00 eGiftCard for Target from ABC Company



**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. 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 receive 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.

# GiftCards™

Celebrate. Motivate. Reward.

## Have questions? We have answers.

 [Target.com/corporategiftcards](https://www.target.com/corporategiftcards)

 1-800-5GIFTS5 (544-3875)

 [B2B.GiftCards@Target.com](mailto:B2B.GiftCards@Target.com)

