

# Roundel Data Solutions by Target

Choozle has partnered with Roundel to provide a premium offering to access to Target's proprietary, addressable audiences paired with a premium, curated inventory. As one of the largest retailers in North America, Target has access to highly rich consumer buying audiences generated from its over 1,800 retail and ecommerce stores that can be leveraged in your digital advertising campaigns.

## WHO IS ROUNDEL?

Roundel, re-imagined by Target, offers media solutions to reach the right audience with the right message at the right time and on the right channel. This includes Target's own platforms (like Target.com) and over 150 brand-safe external channels such as Pinterest, PopSugar, and NBC Universal.



## HOW IT WORKS

Tap into Target's first-party customer data across its online site, mobile app, and stores, to launch highly effective third-party data targeting campaigns. Once approved, you will have access to Roundel data segments in the Data Catalog as well as access to inventory on Target's own platforms.

### A sample of Roundel data segments available within Choozle:

Segment Name	Size	Segment Name	Size
Target Shoppers	115MM	Target - Pet Food & Care Purchasers	21MM
Target - Apparel Purchasers	68MM	Target - Back-to-School Shopper	53MM
Target - Beauty & Cosmetics Purchasers	65MM	Target - Holiday Shopper	67MM
Target - Baby Care Purchasers	27MM	Target - Children in HH	75MM
Target - Food & Bev Purchasers	74MM	Target - Men	46MM
Target - Entertainment & Electronics Purchasers	47MM	Target - Women	72MM

Roundel Data Solutions by Target is part of Choozle's Supported Solutions as Roundel needs to approve an advertiser account before allowing access to their inventory. Reach out to the Choozle team if you're interested in leveraging Roundel, and they'll work with you to obtain access.