

## 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](#), media re-imaged by Target, provides solutions to reach the right guest, with the right message, at the right time and on the right channel, whether that's Target's own platforms (think Target.com) or more than 150 brand-safe external channels like 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 have 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.