

# Unlocking Paid Efficiency with Content & Attributes on Target

By Russ Dieringer // December 22, 2022 //

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Winning on Target.com, one of the largest, curated online storefronts available to brands, requires a unique approach to digital content.

Join Russ Dieringer and Amanda Wolff from Flywheel Digital to learn best practices that fuel the Target.com algorithm towards higher sales and improved media efficiency.

**This data-backed session will illustrate Flywheel's new research on what it takes to win on Target.com including:**

- Finding the 'sweet spot' with titles, bullets, descriptions and hero images
- Leveraging under-utilized wellness icons and badges from backend attributes to legitimize your SKUs and increase search relevance
- Selling the need for these content improvements by understanding the positive impact to organic rank, sales and media efficiency that they drive

Attendees will leave with a clearer understanding of what best in class content looks like on Target.com.

This session is designed for intermediate to advanced eCommerce practitioners that have experience with Target.

## All Signal, No Noise Format

- 30 minutes of prepared remarks
- 30 minutes of Q&A

[Replay & Recap Here](#)

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