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.

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All Signal, No Noise Format

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

Replay & Recap Here

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