



## Sampling Program

### Quick Links:

[Hey, Bullseye Monthly Campaign Calendar](#)

[Hey, Bullseye Fulfillment Insert](#) - required to be included with every shipment

[Hey, Bullseye Product Nomination instructions](#)

[Hey, Bullseye Product Fulfillment instructions](#)

### Frequently Asked Questions

- [What is Target's Hey, Bullseye™ Program?](#)
- [How do I participate?](#)
- [What is the timing of your monthly campaigns?](#)
- [Why is it critical to adhere to Monthly Campaign Calendar deadlines?](#)
- [What should I do if I am unable to meet a deadline?](#)

- What if my products don't fit well within the Monthly Campaign Calendar cadence or I want to do something different?
- What types of products should I nominate for the Hey, Bullseye™ program?
- What if I want to offer a group of products together, i.e. a bundle of products?
- What if I want to offer different colors, sizes or other variations of a product?
- How many units should I offer per product?
- What if I can only ship a product to certain states?
- When am I able to nominate products?
- How do I know if my products will be / have been included in a monthly campaign?
- What is meant by "Dates of Availability"?
- What is meant by "Inventory Quantity"?
- How can I learn more about Nominating Products?
- Who is responsible for shipping Hey, Bullseye™ products?
- What if I do not have a warehouse, how do I fulfill?

- Why am I required to use Hey, Bullseye™ Fulfillment inserts?
- How will I know when to ship my products?
- What do I need to do after I have shipped my products?
- Why is it important to include shipping details?
- What if I ship products via a means that does not provide a tracking number or shipping status?
- What if a product I offered is now out of stock/unavailable?
- Will I be asked to ship Hey, Bullseye™ products outside of the United States?
- How can I learn more about Fulfilling Products?
- How are my products presented to members?
- How do members request my products?
- Will members know how many units of my product are available?
- Is there a limit to the number of products a member can request from the Hey, Bullseye™ website?

- When can I expect to start receiving reviews on my products?
- Where do reviews appear on the product detail page?
- What if I'm not happy with the reviews I receive?
- Are members required to write reviews for all products received?
- What do members do with my products after reviewing them?
- What are the tax consequences of distributing products to Hey, Bullseye™ members?
- How do I remove myself from the Hey, Bullseye™ distribution list?
- Are Target employees eligible to become Hey, Bullseye™ members?
- In what type of packaging does the sample have to ship?
- Who is payment remitted to?

## What is Target's Hey, Bullseye™ Program?

Target's Hey, Bullseye™ Program enables a group of Target's guests to try products in exchange for honest reviews. Reviews help other guests make educated purchase decisions on Target.com. Guests are invited to join Hey, Bullseye™ based on the trust they've earned in the Target.com community for writing accurate and insightful reviews or their involvement in one of Target's trusted digital communities.

Since Hey, Bullseye™ Members sometimes receive access to products that are not yet available on the market, their opinions could be among the first Target receives. When products are not yet available on Target.com, we'll save their reviews and post them once they are.

Target does not influence the opinions of Hey, Bullseye™ Members. All reviews collected through this program will be labeled as such on Target.com.

## How do I participate?

Now that you are registered, please **read these FAQs carefully** to ensure you fully understand how our program works prior to taking any further action.

Your registration enables you to nominate products which will be offered to Hey, Bullseye™ members each month in accordance with our Monthly Campaign Calendar. Once a month, assuming members have requested your products, you will receive an email instructing you to log in to your account and download a file containing fulfillment information. It's important that you quickly ship your products, and upload accurate shipping and tracking details to your account in accordance with the Monthly Campaign Calendar. Doing so provides Hey, Bullseye™ members with a good experience which will enhance review response rates. We will send at least two sequential review request emails to each member to solicit content for display on Target.com.

## **What is the timing of your monthly campaigns?**

Target publishes a Monthly Campaign Calendar at least six months in advance. This calendar is always available for download via the link at the top of this page. We infrequently need to modify the calendar and will notify you via email should this occur. The email message will contain a log in link to the Hey, Bullseye™ website and advise you to review the updated calendar.

## **Why is it critical to adhere to Monthly Campaign Calendar deadlines?**

If you do not nominate product by the "Product Nomination Deadline" date, we will be unable to offer your product to our members until the next monthly campaign. Required fulfillment timeframe (4 days) and expected delivery timeframe (7 days) are designed to create an engaging member experience with no extended gaps. Delays in getting product into member's hands have a negative effect on member experience which can impact both review response rates and sentiment.

## **What should I do if I am unable to meet a deadline?**

If you are unable to meet a "Product Nomination Deadline" date, your products will be included in the next Monthly campaign as long as the availability dates you provide align with it. If you are unable to meet a shipping or delivery timeframe, please use the "Contact Us" feature located within the "Your Account" menu to notify the Hey, Bullseye™ support team immediately.

## **What if my products don't fit well within the Monthly Campaign Calendar cadence or I want to do something different?**

If you think your products might be well suited to a special campaign, please reach out to us at [help@heybullseye.target.com](mailto:help@heybullseye.target.com) and be sure to describe the specific products and quantities you have in mind.

## **What types of products should I nominate for the Hey, Bullseye™ program?**

We accept products from all categories that are part of our Product Feed. You will be able to view our Product Feed when you are nominating product. If you want to offer a product in a category that is not currently part of our Product Feed, your item must at least have a TCIN created. If you have questions about getting a TCINs set up for your items, please reach out to your Item Data Specialist at Target.

## **What if I want to offer a group of products together, i.e. a bundle of products?**

While we don't offer bundling services as a standard part of our monthly campaigns, if you have a specific request please reach out to us at [help@heybullseye.target.com](mailto:help@heybullseye.target.com) with item details and we can see what solutions we can offer.

## **What if I want to offer different colors, sizes or other variations of a product?**

If you are nominating an item that is in a size/color variation, please submit items at the variation child (VAC) level. For example, if you are nominating a pair of leggings, enter the TCIN for the Size Small Black Leggings. Instructions for doing so are included within the Product Nomination Instructions which can be downloaded via the link at the top of this page.

## **How many units should I offer per product?**

There is no minimum but we suggest offering ~ 15 units / product to increase the likelihood of attaining an impactful quantity of reviews.

## **What if I can only ship a product to certain states?**

If you have limitations on where you can ship certain products, please do not nominate these items. We are not able to restrict the members requesting product via our monthly campaigns to residents of specific states.

### **When am I able to nominate products?**

Products can be nominated at any time. However, in order for your products to be included in one of our monthly campaigns, your nominations must be in place by the "Product Nomination Deadline" date defined in our Hey, Bullseye™ Monthly Campaign Calendar. This calendar is available for download via the link at the top of this page.

### **How do I know if my products will be / have been included in a monthly campaign?**

All products that have been nominated and have available inventory associated with them as of the "Product Nomination Deadline" date are automatically included in that month's campaign. **It is your responsibility to ensure your products are set up as intended with regard to Dates of Availability and Inventory Quantity.**

When a product's inventory is allotted to a monthly campaign, you will see the product's inventory quantity shift from "Inventory Quantity" to "Campaign Quantity" in your account dashboard

### **What is meant by "Dates of Availability"?**

Check that the range you enter coincides with at least one scheduled campaign per the Hey, Bullseye™ Monthly Campaign Calendar. This entails the product being available from the "Product Nomination Deadline" date through the "Guest Campaign Ends – Fulfillment File Available for Download" date.

### **What is meant by "Inventory Quantity"?**

This is the unit quantity you have committed to make available to Hey, Bullseye™ members when nominating a product. Be sure to enter only as many units as you are prepared to fulfill during the associated "Dates of Availability". If you decide that you no longer wish to offer a product whose quantity is not zero, you must log in to your account and change the available quantity to zero.



**Changes to Inventory Quantity after a product has already been included in an open campaign will not change the number of units offered to members in that campaign. You are expected to be able to fulfill the inventory quantity available as of the "Product Nomination Deadline" date.**

### **How can I learn more about Nominating Products?**

If you have additional questions, download our Product Nomination Instructions via the link at the top of this page. If you have remaining questions after reading these materials, use the "Contact Us" feature located within the "Your Account" menu to reach the Hey, Bullseye™ support team.

### **Who is responsible for shipping Hey, Bullseye™ products?**

Target vendors are responsible for all costs associated with shipping items to Hey, Bullseye™ members. This includes the cost of printing our required Hey, Bullseye™ branded fulfillment inserts and mailing labels.

### **What if I do not have a warehouse, how do I fulfill?**

Please contact Bazaarvoice's preferred third party fulfillment provider C-I Group. For specific instructions, click here: [\*\*C-I GROUP\*\*](#)

### **Why am I required to use Hey, Bullseye™ Fulfillment inserts?**

Including these materials creates a great member experience and reminds them to review the products they have received.

### **How will I know when to ship my products?**

You will receive an email from us when a Hey, Bullseye™ campaign ends and products you offered were requested by our members. The email will include a link you can use to log in to the Hey, Bullseye™ website where you will be able to download a .csv file containing your fulfillment distribution list. You will need to ship products in accordance with the deadline provided in our Monthly Campaign Calendar. This deadline always allows at least 2 full business days to ship.

## **What do I need to do after I have shipped my products?**

You will need to update the .csv file with shipping details including Shipped date, Shipping Carrier, Tracking Number and a Tracking url where members can go to view their shipping status. After you have updated the file, upload it our website via the button located on your dashboard. Our system is very particular regarding the format of the .csv file, so be sure to carefully follow our Product Fulfillment Instructions. These can be downloaded via the link at the top of this page. **The .csv file upload step is vital because Hey, Bullseye™ members cannot review products until they are marked as shipped in the system.**

## **Why is it important to include shipping details?**

Hey, Bullseye™ members are very eager to receive your product and will typically log in to their accounts to check shipping status. When this information is not available, they spend time and energy contacting us for it which negatively affects their experience with the Hey, Bullseye™ program. We will contact you to request these details which can be time consuming for you as well.

## **What if I ship products via a means that does not provide a tracking number or shipping status?**

This information is required to complete the fulfillment file upload process. If you will be unable to provide it, use the "Contact Us" feature located within the "Your Account" menu to **notify us prior to nominating product** and we will try to find a solution.

## **What if a product I offered is now out of stock/unavailable?**

If a product becomes unavailable, please use the "Contact Us" feature located within the "Your Account" menu to let us know immediately. Update the available quantity on the Hey, Bullseye™ website as soon as possible to prevent the product from being offered in a future campaign. If the product has been requested in a past / current campaign, we ask that you do anything you can to fulfill the request. This could include shipping the product at a later date or offering a similar product as a substitution. We are happy to work with you towards solutions.

## **Will I be asked to ship Hey, Bullseye™ products outside of the United States?**

No. At this time, our program only includes members located within the United States.

## **How can I learn more about Fulfilling Products?**

If you have additional questions, download our Product Fulfillment Instructions via the link at the top of this page. If you have remaining questions after reading these materials, use the "Contact Us" feature located within the "Your Account" menu to reach the Hey, Bullseye™ support team.

## **How are my products presented to members?**

Hey, Bullseye™ members receive an email inviting them to participate in our monthly pre-calendared campaign. This email contains a secure link to our monthly campaign page, which contains information for all nominated products and can be navigated by category.

Product information is sourced from one of two places. If the product is already part of our Product Feed, we will source the Product Title, Description and Image from it. You will be able to view this information when nominating the product. If the product is not currently part of our Product Feed, you will need to manually enter information using the Nominate Unreleased Product form. To complete the form, you will need to have already worked with our merchandising team to acquire a TCIN and category designation to include.

## **How do members request my products?**

Members are free to choose the 1 - 3 products that most interest them in our monthly campaigns. The program is designed this way to ensure that members have a solid level of engagement with the items they receive.

## **Will members know how many units of my product are available?**

No, members are only able to see if a product is available or not. If all available units of your product have already been requested by the time a member clicks into the offer, they will not be able to see your product.

## **Is there a limit to the number of products a member can request from the Hey, Bullseye™ website?**

No. The number of products each Hey, Bullseye™ member can request is restricted at the campaign level as opposed to in aggregate. Campaign limits tend to vary between 1 - 3 products. Active members are invited to each campaign in waves. These waves are designed to prioritize those members with a solid track record of writing reviews on products received and those who have received the lowest dollar value to date in terms of aggregate product value.

## **When can I expect to start receiving reviews on my products?**

Members will typically receive emails requesting them to review the products they've received 10 and 15 days after your products have shipped. All reviews go through moderation, so there may be up to a 72 hour gap between the time a review is submitted by a member and when it is displayed on the product detail page. If you ship in accordance with our Monthly Campaign Calendar, you should expect that the bulk of review content will be displayed roughly 5-6 weeks after a campaign starts.

## **Where do reviews appear on the product detail page?**

Hey, Bullseye™ reviews appear on the Target.com product detail page in the same location as our other customer reviews. Hey, Bullseye™ reviews are distinguished from others with a special "Hey, Bullseye™ Reviewer" badge.

## **What if I'm not happy with the reviews I receive?**

Target does not influence reviews and will not remove reviews unless they fail to meet our [review writing guidelines](#). If you believe a review has been published which does not meet guidelines, please use the "Contact Us" feature located within the "Your Account" menu to let the Hey, Bullseye™ support team know.

## **Are members required to write reviews for all products received?**

We encourage members to provide reviews on all products received. Hey, Bullseye™ members are made aware that we expect them to submit a review

on at least three out of four items received. We emphasize that not doing so may affect their ability to be invited to future campaigns.

### **What do members do with my products after reviewing them?**

Hey, Bullseye™ members can keep all products they receive, unless a return is specifically requested by Target or a vendor. If a vendor requests a product return, they are responsible for all costs associated with doing so. Per the Hey, Bullseye™ [Terms and Conditions](#), members may not sell, exchange, return for money or give possession of the products they receive to any other person or entity.

### **What are the tax consequences of distributing products to Hey, Bullseye™ members?**

Any tax-related questions should be directed to the IRS or your company's tax advisor.

### **How do I remove myself from the Hey, Bullseye™ distribution list?**

You may deactivate your own profile by navigating to "Deactivate Your Account" in the "Your Account" navigation bar dropdown. This will result in you no longer receiving emails from the Hey, Bullseye™ program and your products no longer being offered in our campaigns. **Do not deactivate your profile if you have outstanding shipments.**

### **Are Target employees eligible to become Hey, Bullseye™ members?**

No. Target employees, their affiliates and our suppliers are not eligible.

### **In what type of packaging does the sample have to ship?**

Standard packaging the product ships out of your warehouse. Please make sure to download the Review Squad fulfillment letter to be shipped along with your items. This letter pertains information to the sampler on steps they should take to testing out their selected product(s) and posting a review.

### **Who is payment remitted to?**

You will be signing a service order contract with Bazaarvoice, Inc. and terms and payment will be remitted to Bazaarvoice. Macy's is not the billing entity.