

hey, **bullseye**™

To sign up as a partner, email targetsampling@bazaarvoice.com



Send samples. Get reviews. Drive conversion.

Hey, Bullseye™ enables a very select group of our key guests to receive pre-release, new or existing awesome products of yours.

In return, we ask that they submit honest and unbiased reviews of the products they receive to help the Hey, Bullseye™ community make more informed purchase decisions.

Pricing

Units	Price
Starter (50)	\$20/ea
10 to 49	\$40/ea
50 to 249	\$30/ea
250 to 999	\$27.50/ea
1000+	\$22.50/ea

Total Price Sample

(100 units: 5 products @ 20 units each)

Units	Total
First 50	\$1,000
Remaining 50	\$1,500
Total cost:	\$2,500*

*Plus Shipping & Handling and Production costs

Anticipated Results

Reviews/Product	~14*
Total Reviews	~70*

*Review count not guaranteed

Why participate?

Review content drives conversion and consumers are reading reviews on Target.com before they buy (online and in-store).

The content is placed directly where it has impact—the PDP. Most guests consult reviews before buying, especially in-store, maybe standing in front of your product.

What do you have to do?

- Provide product sample details & quantity offered prior to campaign
- Fulfill, ship & deliver product to Hey, Bullseye™ reviewers

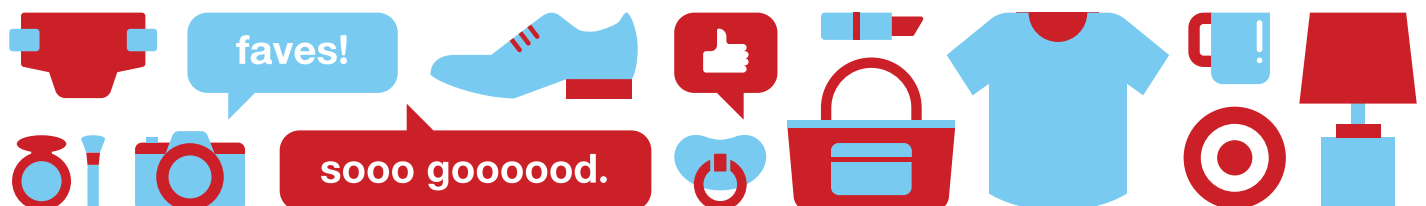
What's in it for you?

- Feedback from Target's community of guest advocates
- Monthly product offers*
- Detailed shipping information (What to send and who to send it to)
- Collections of content in compelling digital formats (Reviews, photos, videos)
- Reviews on Target.com to help guests make informed purchase decisions and increase conversion

*Members self-select items they wish to sample

Sign up and get training on registration and product nomination processes, our upcoming monthly program calendar and tips for success.

Samples made easy.



Interested in learning more?
targetsampling@bazaarvoice.com