Precision Plus by Roundel™

Utilizing Target guest behaviors and emerging patterns to shape the next era of retail media

Roundel™
Media designed by ◎

Driving AI-powered performance at scale

Retail media has entered a new era—one defined by tighter budgets, more selective consumers, and an increasing demand for measurable impact.

As brands face rising pressure to prove performance, many still struggle to fully adopt AI-driven activation. Precision Plus by Roundel™ meets this need, delivering greater accountability.

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30%

of marketers have fully embraced AI, leaving this minority with a strong early-mover advantage[1]

Giving brands a competitive edge in the market

Precision Plus by Roundel™ uses data from Target's **165M+ guest signals**, facilitated by advanced AI from leading tech partners. These insights drive smarter activation, faster optimization, and measurable outcomes at scale.

BENEFITS OF PRECISION PLUS BY ROUNDEL

Simplified planning

Bring planning and activation together into a cohesive approach aligned to your business objectives across the full funnel, so every dollar works toward what matters most.

Smarter optimization

In collaboration with leading platforms, Precision Plus leverages first-party Target guest signals and platform-native AI to optimize campaigns in real time—driving stronger performance in the moment.

Price transparency

See exactly where every dollar goes with a clear breakdown of working media and associated costs, enabling more confident planning, smarter decisions, and deeper understanding of ROI.

> "
> Precision Plus by Roundel uses unmatched first-party Target guest data and advanced AI to deliver precise activation, helping brands reach the right guests in the moment and drive measurable sales growth.

Guthrie Collin
VP, Product Management at Roundel

The power behind Precision Plus by Roundel™

Precision Plus gives brands access to one of the most comprehensive sets of purchase data—drawn from Target's omnichannel guest signals—and connects them to people who shop with intent, loyalty, and expectation.

Advanced technology paired with intentional focus on reaching guests leads to stronger performance across the funnel.

Pinterest   **Google**
Meta   **theTradeDesk**
TikTok `NEW`

+

165M+ Target guest signals are captured across in-store, online, and in-app loyalty

Data collaboration with leader platforms and AI learning drives optimizations in real time

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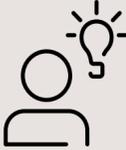
Awareness   **Consideration**   **Conversion**

Closed-loop measurement authenticates optimizations so brands can respond to how guests actually shop

Delivering strong results

Precision Plus by Roundel™ enables objective-based buying, aligning every campaign to outcomes like awareness, consideration, and conversion, optimized in real time for maximum impact. These results signal a new level of efficiency for advertisers in 2026: lower costs, higher-intent engagement, and smarter optimization that makes each platform's spend work harder. Brands can plan with greater confidence knowing Precision Plus by Roundel consistently drives stronger outcomes across every campaign objective.
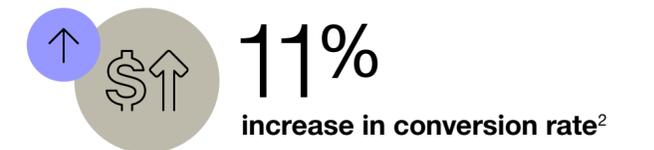

Outcomes since August 2025 launch

AWARENESS CAMPAIGNS

↓ $ **49%**
decrease in CPM[2]

CONSIDERATION CAMPAIGNS

↓ **86%**
decrease in CPC[2]

↑ **>5x**
increase in CTR[2]

CONVERSION CAMPAIGNS

↑ **132%**
increase in ROAS[2]

↑ **11%**
increase in conversion rate[2]

Precision Plus campaigns compared to non-PPR comparison campaigns. Comp group = same YoY comp timeframe of Aug–Oct 2024.
Conversion campaign comparison excludes Meta due to data availability.

Case study

Spin Master

Playing smarter drove brand growth

This leading children's entertainment company set out to expand the joy of play by reaching new families while continuing to engage loyal fans. Spin Master partnered with Roundel™ to pilot Precision Plus, enabling Performance Max campaigns through Search Ads 360. The collaboration delivered omnichannel reach, unified measurement, and smart budget optimization, helping the brand move beyond volume to focus on intentional storytelling, pairing Target's guest insights with platform innovation to meet guests where they were most open to inspiration.

SOLUTIONS

Precision Plus by Roundel™

RESULTS

98%
increase in CTR[2]

22%
decrease in CPC[2]

2x
higher ROAS[2]

> Roundel's Precision Plus has been a game-changer for Spin Master. By combining Target's rich guest insights with advanced ad tech like Google's Performance Max, we were able to reach high-intent shoppers at scale, achieving a double-digit ROAS, stronger efficiency, and meaningful new customer acquisition.
>
> —Retail Media Manager
> Spin Master

Case study

Pet brand
Turning guest insights into impact

A leading pet brand partnered with Roundel™ and Pinterest to create a campaign powered by Precision Plus by Roundel™. By leveraging Target's rich first-party guest data, the campaign precisely segmented and reached pet-owning households most likely to engage, guiding them from browsing to buying through AI-powered targeting and closed-loop measurement.

SOLUTIONS

Precision Plus by Roundel™

Social by Roundel™

RESULTS

280%+
lift in CTR vs.
earlier benchmarks[2]

10%+
lift in ROAS vs.
earlier benchmarks[2]

> "
> In partnership with Pinterest, Precision Plus combined Target's unmatched first-party guest insights with advanced AI to reach high-intent pet owners, driving smarter activations and more efficient media spend.
>
> —VP, Product Management
> Roundel

The potential is uncapped for Precision Plus by Roundel™

As guest behaviors and advertiser expectations evolve, Precision Plus is expanding to deliver deeper intelligence, greater control, and more measurable growth. These advancements are designed to help brands keep pace with fast-moving shopper journeys and unlock new opportunities across the funnel.

New formats
Video, shoppable placements, and carousel ads `NEW`

Smarter optimization
Continued AI-driven performance and incrementality measurement

Deeper connections
Expanded integrations with Target enterprise data and platforms like TikTok `NEW`

Measurement innovation
New guest metrics launched in November 2025

Brands can now unlock a new wave of growth by measuring the full spectrum of new guest acquisition performance, including:

New guest sales/ROAS `NEW`

Attributed new guest count

New guest percentage

Influenced new guest count

8

Appendix

Category results

Since our Q3 2025 launch, Precision Plus by Roundel™ has helped brands shift from broad impression-based buying to objective-based strategies. This strategic shift has already delivered measurable results in just two short months.

CATEGORY	CPM (AWARENESS)	CPC/CTR (CONSIDERATION)		ROAS/CONVERSION RATE	
Baby	↓ 62% decrease	↓ 86% decrease in CPC	↑ 98% increase in CTR	↑ 51% increase in ROAS	
Beauty	↓ 50% decrease	↓ 86% decrease in CPC	↑ 214% increase in CTR	↑ 367% increase in ROAS	↑ 172% increase in conversion rate
Electronics	↓ 47% decrease	↓ 93% decrease in CPC	↑ 1,168% increase in CTR	N/A	
Grocery	↓ 60% decrease	↓ 85% decrease in CPC	↑ 508% increase in CTR	↑ 115% increase in ROAS	↑ 4% increase in conversion rate
Health	↓ 42% decrease	↓ 84% decrease in CPC	↑ 244% increase in CTR	↑ 50% increase in ROAS	
Home	↓ 69% decrease	↓ 92% decrease in CPC	↑ 1,217% increase in CTR	↑ 6% increase in ROAS	
Household Essentials	↓ 45% decrease	↓ 83% decrease in CPC	↑ 582% increase in CTR	↑ 44% increase in ROAS	
Pets	↓ 25% decrease	↓ 90% decrease in CPC	↑ 1,154% increase in CTR	↑ 199% increase in ROAS	↑ 49% increase in conversion rate
Sporting Goods	↓ 48% decrease	↓ 93% decrease in CPC	↑ 1,019% increase in CTR	N/A	
Toys	↓ 45% decrease	↓ 91% decrease in CPC	↑ 1,176% increase in CTR	↑ 163% increase in ROAS	↑ 38% increase in conversion rate

Compared to non-Precision Plus by Roundel comparison campaigns (comp group = same YoY comp timeframe of Aug–Oct, 2024)

Source: Target Internal Data 2025

Roundel™
Media designed by ⊙

Ready to transform your retail media?

Contact your Roundel rep

Scan the QR code or <u>**click here**</u>
to explore Precision Plus by Roundel™

1. Interactive Advertising Bureau, IAB State of Data 2025, March 2025.

2. Target Internal Data 2025