



How to build a clone of Target Circle loyalty program using Talon.One



Explore how you can rebuild the essential features of Target Circle loyalty program, using Talon.One's Promotion Engine

The American retailer Target rolled out their loyalty program, Target Circle, in October 2019. As one of the largest retailers in the United States, Target aimed to use their loyalty scheme to create a more rewarding shopping experience for their customers — with personalized deals and savings opportunities. The scheme has proved very popular among Target customers with the U.S. retailer announcing in August 2021 that it hit 100 million users — one of the largest such schemes in North America.



After joining for free, Target Circle members earn 1% back on every eligible purchase at Target. The percent-back earnings can be used for future purchases and are valid for one year after the issue date. Target Circle is an **omnichannel** loyalty program, meaning members earn and redeem their rewards in Target stores, website and app.

A unique feature of Target Circle is that members earn a community support vote for every purchase. They can cast votes to select the charity organizations that Target donates to in their community.

What are Target Circle's essential features?

- 1 1% back to redeem on next Target purchases
- 2 Automatically generated birthday discounts
- 3 A function to set expiration date for rewards
- 4 Right to vote on community support
- 5 Exclusive offers from partners
- 6 Early access to Black Friday deals

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Create custom criteria for percent-back earnings

One of the major features of every loyalty program is the way a business gives back to their most valued customers. Target Circle members earn 1% of every shopping trip, which can be redeemed for future purchases. Creating this functionality is incredibly straightforward in Talon.One. You simply need to create a condition that checks the eligibility of the customer, and then have an effect that triggers the percent-back feature. Once the eligibility of the customer is confirmed, the effect runs, which returns 1% of their shopping cart value to their profile.

Conditions

When all of these are true:

Check if the current customer is a member of Target Circle

+ Add Condition

Effects

Apply these effects:

Increase loyalty points (Customer Profile) by 1% of current purchase

+ Add Effect

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Set expiration date for rewards

Time-limited promotions create a sense of urgency for customers while enabling the business to have more control over their budget. To make your loyalty rewards time-limited in Talon.One, you need a simple condition to set the transaction date and then a simple effect that triggers expiration after a certain amount of time. Target Circle rewards expire after a year but you have the flexibility to time-limit your promotions based on any number of days simply from the Loyalty settings screen in the Campaign Manager.

Reward expiration date

Define the number of days your rewards remain active until they expire.

Rewards can be points, money, credits, or any virtual currency.

Unlimited

Reward validity in days

365 ✓

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Generate birthday discounts

To build rapport with their loyal customers, Target offers a 5% discount on a single purchase for their birthday. The offer is valid for 30 days after the member's birthday. Creating rules to give rewards on specific dates like birthday or sign-in anniversary is simple if you or your customer data platform (CDP) partner have stored customer data. You just need to set your coupon properties and then trigger an effect that activates the discount. To make your birthday rewards more effective and meaningful, you can double the amount if the customer decides to donate it to charities.

“Having a promo engine like Talon.One helps us bring personalization to life by offering the right promotion to the right customer at the right time. This not only incentivizes the purchase but also shores up our margin.”

Angela Gow

Director of Merchandising and Email,
Eddie Bauer

The screenshot shows the 'Conditions' and 'Effects' configuration panels in the Talon.One interface. The 'Conditions' panel is set to 'When all of these are true' and contains a single condition: 'date (Event) is equal to birthday (Customer Profile)'. Below this is a '+ Add Condition' button. The 'Effects' panel is titled 'Apply these effects:' and contains a coupon creation rule. The rule is 'Create coupon for the Current Customer (Friend) in the current campaign, has additional properties'. It is configured with the following options: 'In the current campaign' (selected), 'In a specific campaign: multi-brand loyalty', 'Recipient: Current Customer (Friend)', 'Redemption Limit: 1', 'Discount limit: 0', 'Code Pattern' (expanded), 'Set start time and end time' (expanded), 'Start date: Current time', and 'Expiry date: 30 days after the session'.

The screenshot shows the 'Rules' configuration panel in the Talon.One interface. The rule is named 'Birthday offer'. It is configured with the following settings: 'Conditions' set to 'When all of these are true' with a single condition 'Coupon code is valid' and a '+ Add Condition' button; and 'Effects' set to 'Apply these effects:' with a single effect 'Set a discount: 5% off' and a '+ Add Effect' button.

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Generate community support votes

With every transaction, Target Circle members gain a community support vote. They can use their votes to select the non-profit organizations that Target donates to in their community. The best way to track the number of community support votes per member is through [using subledgers](#). A subledger can keep count of a number of transactions, so a customer can earn both normal loyalty points in the loyalty ledger, and also be granted a vote in the community support vote subledger.

The screenshot shows a configuration window with a dark header containing three white dots. Below the header, the 'Conditions' section is titled 'Conditions' and contains the text 'When all of these are true:'. A single condition is listed: 'Check for default event: "Customer Session Closing"'. Below this is a dashed border box with a plus sign and the text '+ Add Condition'. The 'Effects' section is titled 'Effects' and contains the text 'Apply these effects:'. A single effect is listed: 'Add Loyalty Points: Community support vote for Current Customer in Sub Ledger Program (subledger: Community Support Votes)'. Below this is a dashed border box with a plus sign and the text '+ Add Effect'.

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Allow early access to Black Friday deals

An important feature of Target Circle is members' early access to discounted deals. In Black Friday 2022, for example, members benefited from 10% discounts on all items at Target stores. You can trigger a webhook in Talon.One that activates members' access to a deal at a certain time before non-members. Your unique deployment in Talon.One auto-scales to meet the specific needs of your loyalty program. This is an important feature particularly for retailers because they face peaks on certain occasions such as Black Friday.

The screenshot shows a configuration window with a dark header containing three white dots. Below the header, the 'Conditions' section is titled 'Conditions' and contains the text 'When all of these are true:'. Two conditions are listed: 'Check if the current customer is a member of the audience: Target Circle' and 'Session date is <10 days from November 25'. Below these is a dashed border box with a plus sign and the text '+ Add Condition'. The 'Effects' section is titled 'Effects' and contains the text 'Apply these effects:'. A single effect is listed: 'Set a discount: 10% off'. Below this is a dashed border box with a plus sign and the text '+ Add Effect'.

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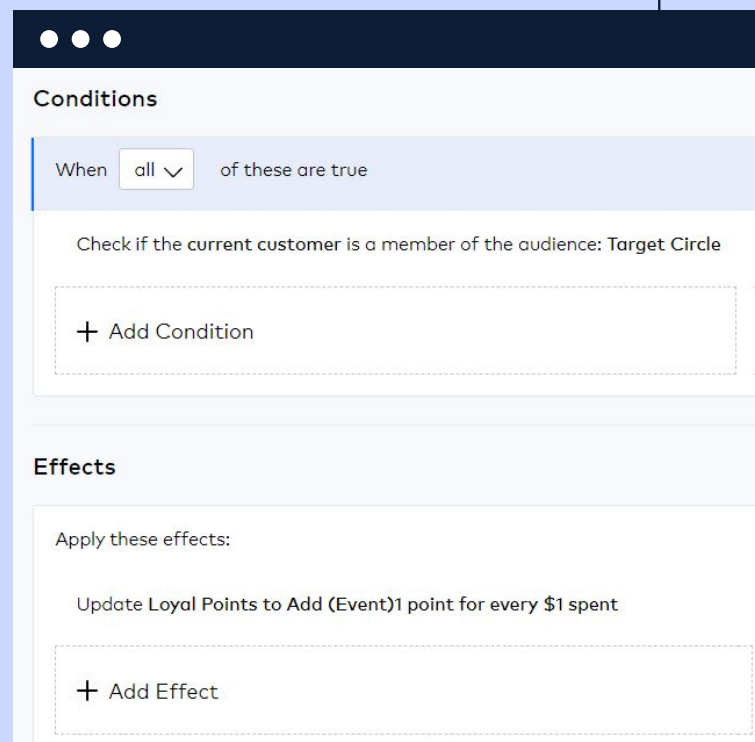
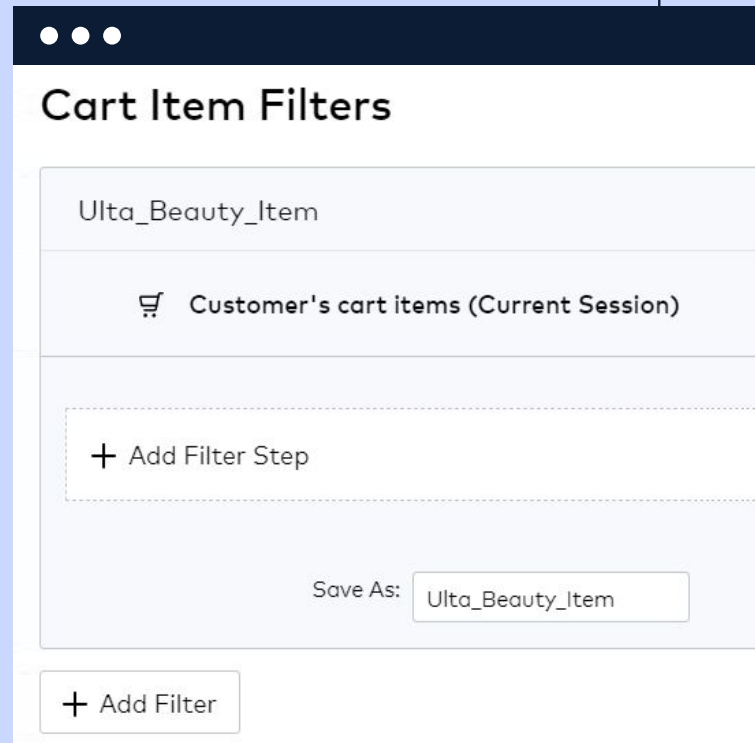
Develop a partnership ecosystem

To expand their exclusive deals for loyal customers, Target has teamed up with a number of popular brands such as Ulta Beauty and Apple. After joining the program, members can link their Target Circle and Ultimate Reward accounts and earn one point for every dollar spent on Ulta Beauty items at Target. In Talon.One, you only need to set Cart Item Filters on “Ulta Beauty item” and then trigger a simple effect that runs every time the member purchases the specified items.

TECHNICAL TIP

Talon.One’s giveaway feature

Another partner benefit for Target Circle’s members is their free access to Apple TV (for 3 months) and Apple Fitness (for 4 months). To create such promotions in Talon.One you can use the [giveaway](#), account-level entities that you can share among your applications. Creating a pool of single-use codes, our clients use this feature to offer their customers vouchers, gift cards, etc. For example, you can create a pool of \$20 Amazon gift cards and then a condition and effect indicating that for every transaction worth \$500 or more the customer will receive one gift card.



The Rule Builder

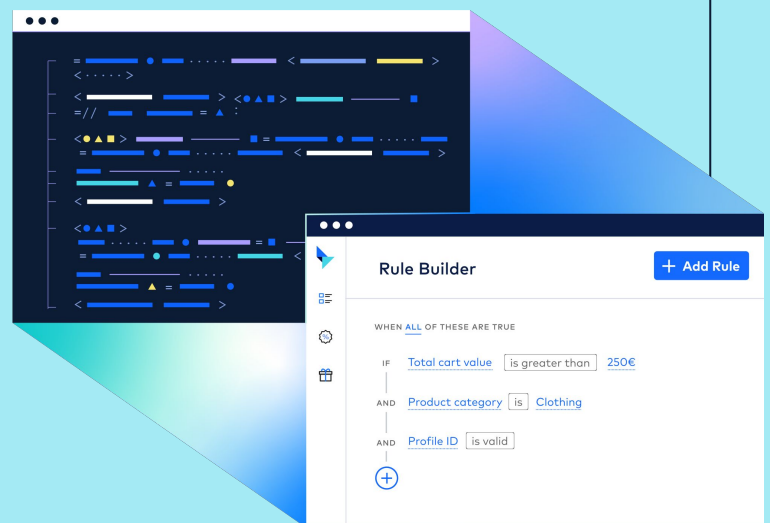
A platform for non-technical people to create complex promotion logic without developers

With Talon.One's [Rule Builder](#), you can create rules that define the logic of your dynamic promotions campaign. It is available on the left-side menu of every campaign.

Rules are defined by **Conditions** (the criteria that trigger an action) and **Effects** (the action(s) that will be taken as a result of the criteria).

By using conditions and effects in Talon.One, you can execute a wide variety of personalized promotional use cases. The Rule Builder allows you to make your promotions time-sensitive and omnichannel without having to spend a huge amount of time on coding.

To learn more about what is possible with the Rule Builder [take a look at our docs.](#)



“Since Using Talon.One, people have started to say ‘Oh, God, the way we do things now is much better than how we did them before.’ Reducing the time between deciding on a promotion campaign and delivering it in our shops or on websites is a real game changer to me.”

Daniele Nigro
Chief Information Officer, Twinset

About Talon.One

A fully equipped, scalable and customizable promotion software that gives you all the flexibility you need

Talon.One has invested in optimization to ensure businesses can gain access to a powerful promotion engine without having to build one from scratch.

With the experience of running [thousands of successful campaigns](#) for enterprise firms, Talon.One's scalable promotion platform comes with minimal set-up and a dedicated success team to ensure campaigns are working.

By using Talon.One's Rule Builder, business users can build upon simple rules to launch rich, flexible campaigns without code



The features offered by Talon.One enable businesses to adopt a flexible and future proof promotion technology. These features include, but aren't limited to, [loyalty](#), [coupons](#), [discounts](#), [bundling](#), [referrals](#), [geofencing](#) and [gift cards](#).

After a quick and seamless integration, your developers can focus on your company's core product again. Book a free live demo [here](#) and discuss your own specific use cases.



The World's Most Powerful Promotion Engine

Integrate easily with 3rd-party software and
launch rich, flexible promotion campaigns without code

ASK ABOUT OUR INTEGRATIONS

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BOOK YOUR FREE DEMO

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