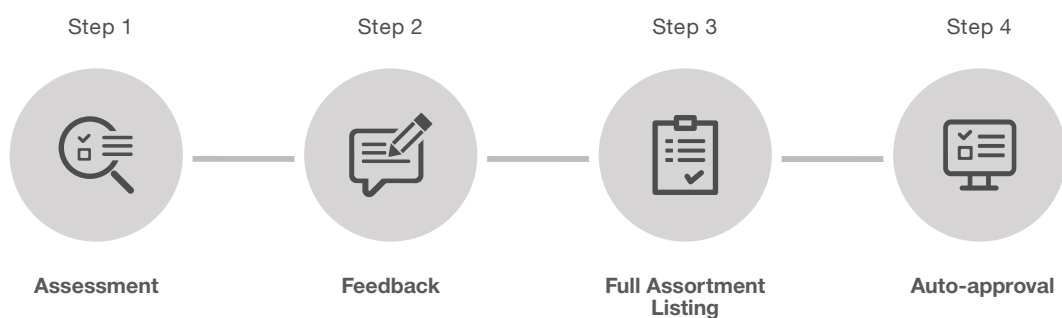




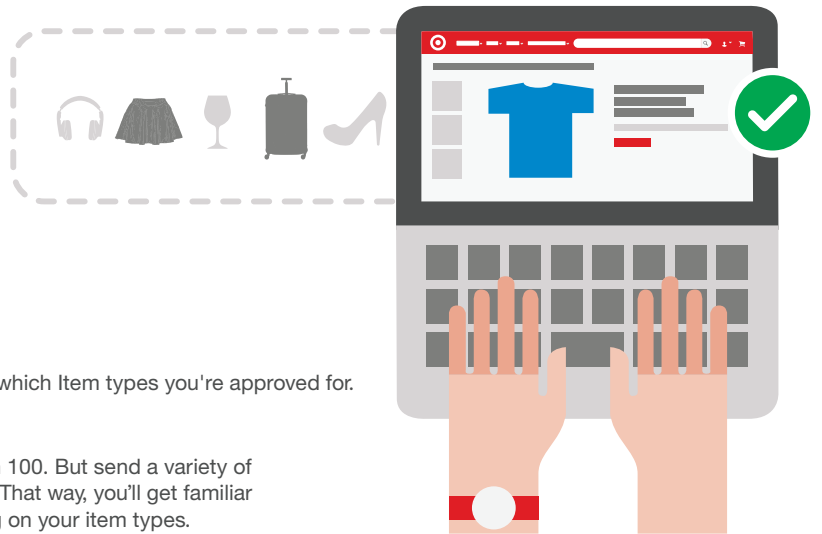
The item set up journey starts with **submitting items for assessment** that can lead to the ultimate goal of **auto-approval**, and everything in between.



Step 1 Product Assessment

It all begins with submitting your items to the Target team for assessment.

The team validates if the item data matches the Target structure. If it does, your items will be live on Target.com within 24 hours.



● Here's what you need to do:

- Submit your items once you get confirmation about which Item types you're approved for.
- Limit the number of items you send over to less than 100. But send a variety of your bestsellers across multiple product categories. That way, you'll get familiar with what's required and what's different, depending on your item types.

Step 2 Feedback

This is where you'll receive feedback from the team. They'll let you know what's mapped correctly, what's missing, and where your content can be even richer. Here's how you'll receive feedback:

- Through an email recap
- A live phone call with the item team
- Item error reporting in the Target Plus Portal

Common errors



Duplicate UPC:

The item you sent matches the UPC of another item in the Target system.



Barcode errors:

The length of your barcode doesn't align with Target's standard practice. It should be a 12-digit UPC or 13-digit EAN.



Poor image quality:

You sent over an illustration of a product or the resolution is too low.

Item statuses you might come across

These statuses will be included in your setup feedback and any reporting you pull about your items.



Pending

Sit tight while your item makes its way to the Item Team for review. Please reach out to the team for assistance or if the item's been pending for more than 3 business days.



Approved

Yay! Your item has passed all the data requirements and will be live on Target.com the next day.



Rejected

The item data you've provided does not meet the Target requirements and needs to be updated.



Suspended

Target is unable to move forward with this item and will not be accepting any data changes.



Unlisted

These are items taken down by you from Target.com due to low inventory or you're no longer carrying the item.

Step 3



Full Assortment Listing

Once you've worked through feedback, you can send over the rest of your assortment. These items will be manually reviewed before they go live on Target.com and the feedback process will start again.

If your submissions within a category continually come through without errors, you'll move into the final stage: Auto-approval.

How you know you're spot on

- Your submissions don't contain critical errors (ex. poor image resolution, missing required attributes)
- Your **Content Health Score** is at optimal level, improving guest browsing experience. Here's how you boost it:
 - Use multiple images (More than 3)
 - Include unique feature bullets and description
 - Add attributes such as size charts and videos

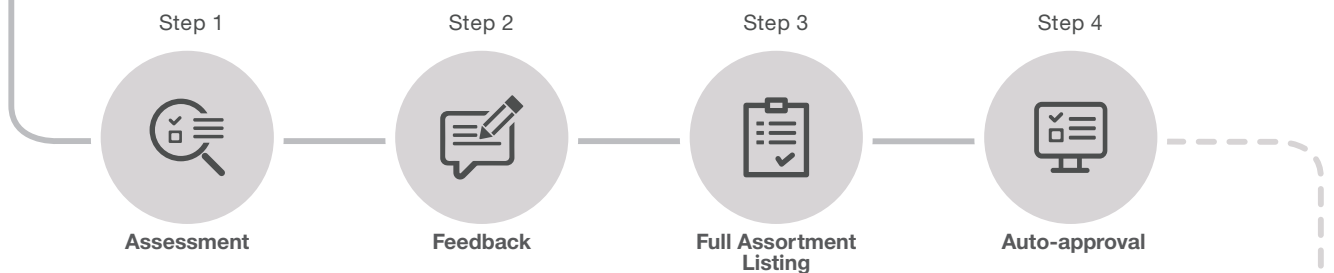
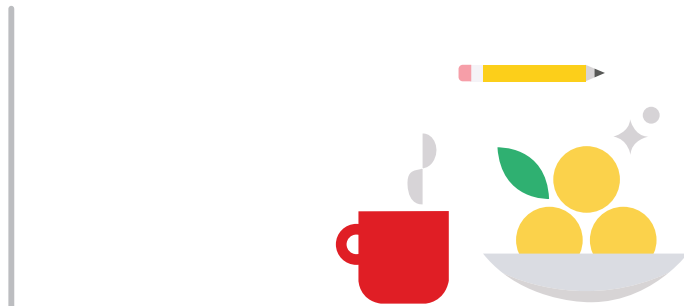
Step 4



Auto-approval

Congrats! This is the final milestone in your item setup journey.

When you're on this setting, items in your approved categories don't need to be manually reviewed by the team. You can submit a new assortment and it'll go live the next day - no feedback needed!



That's it! Now you know how easy it is to set up your items. Go ahead and start selling!

