

# VIQ Guide | Channel, Fulfillment Method and Flex-Fulfillment Subtype Definitions

Last updated on April 21, 2023

What Changed: 2 updates within 15 days. [See Recent Changes](#)

## Summary:

This guides provides definitions of Channel, Fulfillment Method and Flex-Fulfillment Subtype dimensions and each value available within these dimensions in the VendorIQ Dashboard. Used in combination, they provide insight on where guests purchased items and where Target fulfilled those orders.

Please note: some metrics in VendorIQ are not recorded at the Channel level in the data source. When this happens the results [Print Page](#) on multiple rows, one row by channel and another row with channel blank or Enterprise level results.

## Channel Originated - The dimension that identifies where the guest originally ordered the product

Use for insight on Sales Metrics by channel guest selected

Valid Values	Definitions
ONLINE	Item was selected for purchase online
STORES	Item was selected to purchase in a store

## Channel Fulfilled - The dimension that identifies where the transaction/inventory adjustment occurred

Use for insight on Inventory Metrics for replenishing locations

Valid Values	Definitions
ONLINE	<b>Purchased item was fulfilled by one of the online fulfillment methods</b>
STORES	Purchased item was fulfilled by available store inventory

## Fulfillment Method - The dimension that identifies how the product was delivered to the guest

Use Originated with Channel Originated and Fulfilled with Channel Fulfilled

Valid Values	Definitions
DVS [Direct Vendor Ship]	Product comes from vendor's inventory
FC [Fulfillment Center]	Product comes from Target's Fulfillment Center inventory
FF [Flexfulfillment]	Product comes from the inventory of a location designated eligible for Flexible Fulfillment. This method allows for faster and more cost effective fulfillment of guest purchases.

NA [No Available record]	Not Available - the record from the source didn't include Fulfillment Method Display Flex-Fulfillment subtype in VIQ card for more detail
STR [Store]	Product comes from store inventory (on selling floor or backroom stock)

## Flex-Fulfillment Subtype - The dimension that further defines a Fulfillment Method

Use with Channel Fulfilled and Fulfillment Method - Fulfilled for best results when including inventory metrics

Valid Values	Definitions
CARRYOUT	Guest purchased product in store via register and carried it out of the store. (New value replacing STORE POS as stores upgrade registers)
DIGITAL	Guest purchased Electronically Deliverable (email, direct to device) product (ex: Prepaid Phone Cards, Protection Plans, Gift Cards)
DIGITAL DOWNLOAD	Guest purchased 'code-to-content' product that has no physical inventory. Guest receives a digital download code via email or on their store receipt. (ex: Tax Software, Digital Games)
NA	No subtype - Fulfillment Method needs no further definition It can also mean Not Available - the record from the source didn't include subtype
RETURN FULFILLMENT	A return transaction. These are typically unreceipted returns. These returns default to Channel Originated - Store, Channel Fulfilled - Store and Fulfillment Method - STR since the actual source is unknown.
SCHEDULED DELIVERY SHIPT	Guest ordered through the Target App and requested Shipt Shopper services
SHIPT	Guest ordered through the Shipt App and requested Shipt Shopper services
SHIP TO HOME	Guest purchased product that was shipped to their home (or a designated address)
SHIP TO STORE	Guest purchased product and requested it be shipped to a store for Pickup (Pick Up In Store or Drive Up)
STORE PICKUP	Guest purchased product for Pickup (Pick Up In Store or Drive Up) at a specified store location and product was pulled from available inventory at that store
STORE POS	Guest purchased product in store via register and carried it out of the store. (Old value - CARRYOUT is replacing this value as stores upgrade registers, so it will be phased out as historical records purge)
MEMBERSHIP	Shipt Membership costs This value may not be applicable to VIQ datasets
TIP	Shipt Shopper's tips This value may not be applicable to VIQ datasets

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