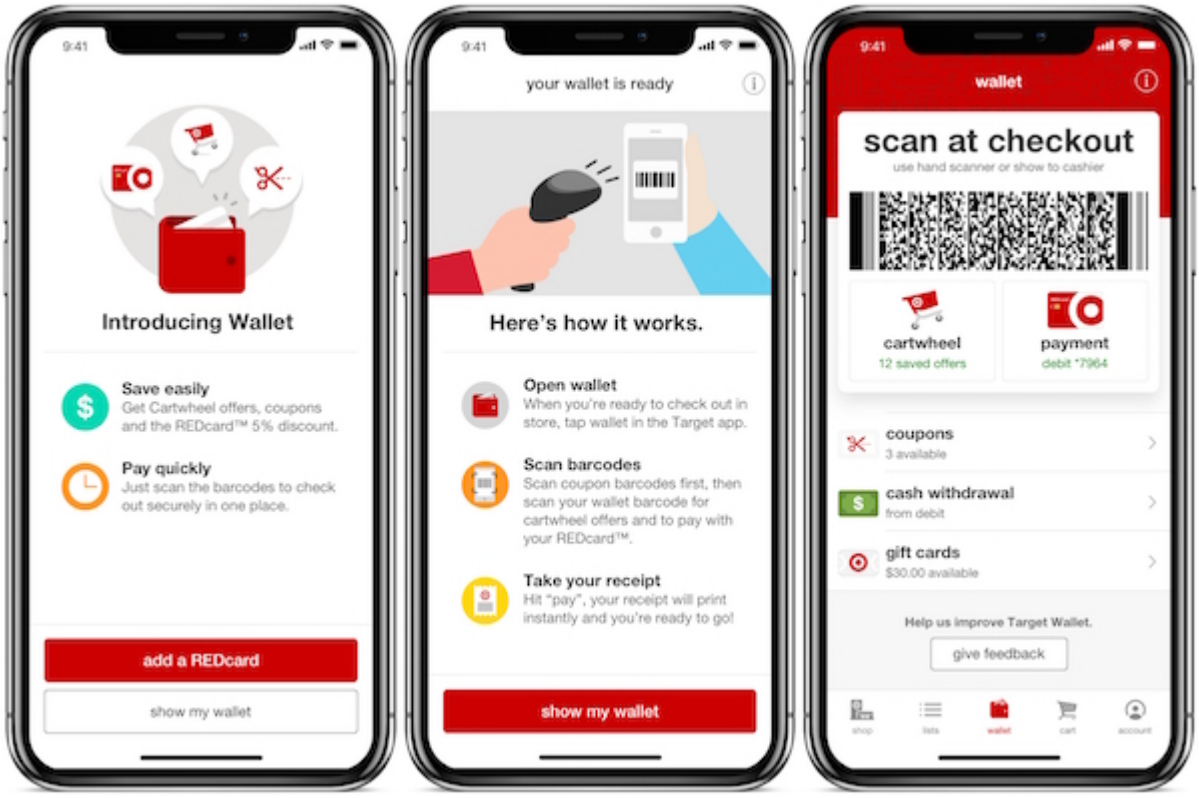
Target launches a mobile wallet in its Android and iOS apps

Target , called Wallet, which will live inside its app on and Android. Reports of Target working on an in-house mobile wallet surfaced as early as 2015. Target confirmed the reports this past January to *The Verge*'s sister site *Recode*.

The feature works like this: you open Wallet inside a Target store, scan any coupon barcodes, and then scan your Wallet barcode at the register to pay with your REDcard (which you upload beforehand). Currently, you must have a REDcard – which are Target-branded credit or debit cards with special offers – if you want to use the Wallet feature, but the feature will eventually roll out to non-cardholders. Target gift cards can't be used with Wallet yet.

Target reportedly tested how long it took to check out with the app compared to checking out at a kiosk or with a cashier. The company found checkout with the app to be up to four times faster than other methods.

You could already use Apple Pay with the Target app on iOS as a payment option, so this new service appears to mainly be a promotion of Target's REDcard.


9:41
Introducing Wallet
Save easily
Get Cartwheel offers, coupons and the REDcard™ 5% discount.
Pay quickly
Just scan the barcodes to check out securely in one place.
add a REDcard
show my wallet
9:41
your wallet is ready
Here's how it works.
Open wallet
When you're ready to check out in store, tap wallet in the Target app.
Scan barcodes
Scan coupon barcodes first, then scan your wallet barcode for cartwheel offers and to pay with your REDcard™.
Take your receipt
Hit "pay", your receipt will print instantly and you're ready to go!
show my wallet
9:41
wallet
scan at checkout
use hand scanner or show to cashier
cartwheel
12 saved offers
payment
debit *7964
coupons
3 available
cash withdrawal
from debit
gift cards
$30.00 available
Help us improve Target Wallet.
give feedback