

2023 ALT & Video Goals

CATEGORY	Required ALT Goal	Required + Recommended ALT Goal	Percent w/at least 1 ALT Goal	Percent w/Video Goal
1, HARD HOME/TOYS	1	3	100%	70%
23, MENS/KIDS ACTIVE	2	5	100%	70%
24, MENS SPORTSWEAR	3	5	100%	70%
26, KIDS	2	3	100%	50%
44, ACCESSORIES	1	2	100%	70%
45, SOFT HOME/GIFT	1	3	100%	70%
50, SEPHORA BEAUTY	1	2	100%	70%
62, WOMENS NATL BRANDS	3	5	100%	65%
63, WOMENS PE BRANDS	3	5	100%	65%
88, FOOTWEAR	4	6	100%	70%