

# APERTURE PLATFORM NEXT-GEN CONTEXTUAL TARGETING

Amplify campaign impact with precision targeting combined with strategic content placement.

Aperture Platform contextual targeting blends audience precision with contextual alignment across content—without cookies. Advertisers will enhance brand affinity by programmatically delivering ads to real-time audiences who actively engage with content relevant to your product or service.

## How It Works

- **Audience Targeting:** Boost your contextual strategy with strategic audience targeting utilizing first-and-third party data matched to our proprietary IP-to-household Viewer Graph.
- **Granular Taxonomy:** Browse and target specific categories or exclude them as needed within a flight.
  - **CTV/OTT:** Channels, Categories/Genres, Expanded Services, Brand Safety, Broadcast Type, App Store and more.
  - **Digital:** Keywords, Brand Safety, Context, Language, Mobile Apps, Page Signals, and more.
- **Advanced Content Analysis:** Leverage AI and ML that analyzes contextual signals to ensure optimal campaign placement.
- **Dynamic Ad Insertion:** Place ads in content as users engage with it in real-time for an instant audience-to-content match.
- **Reporting:** Identify ad placements through automated reports detailing impressions per contextual category.

## Key Benefits

- **Capture Attention**  
Connect with audiences when they engage with the content you target.
- **Brand Safety/Fraud Protection**  
Target brand-safe and relevant environments.
- **Reduce Ad Waste**  
Maximize spend towards impressions that target the right audiences and content.

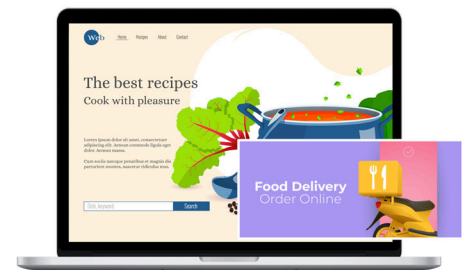
## Examples



**Audience:** Women 25–54 and Athleisure Shoppers  
+  
**Contextual:** OTT: Cable TV-Channel: Sports



**Audience:** Frequent Travelers  
+  
**Contextual:** "Vacation" and "Resorts" and "Travel Blog"



**Audience:** Food Delivery Service Users and Order-in Eaters  
+  
**Contextual:** Food and Beverage: Recipes

*Depending on your campaign strategy, contextual and audience targeting can be used as standalone tactics.*

For more information about how Cadent can work for you, contact a sales representative or visit us at [cadent.tv](https://cadent.tv).

Cadent connects the TV advertising ecosystem. We help advertisers and publishers identify and understand audiences, activate campaigns, and measure what matters—across any TV content or device. Aperture, our converged TV platform, simplifies cross-screen advertising through a streamlined workflow that brings together identity, data, and inventory with hundreds of integrated partners.