

## AUDIENCE DIRECT: VERTICAL ALIGNMENT

# AUTO

Maximize your media impact by connecting directly with auto shoppers through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated Auto Audience Direct package finding the highest concentration of audiences across 125M+ households with proprietary viewership insights to drive optimal business outcomes.

Ensure your ad spend reaches the most valuable segments by securing delivery to first-time car buyers, luxury vehicle enthusiasts, eco-conscious drivers and more across premium publishers seamlessly integrated with Aperture Platform. Powered by the Aperture Viewer Graph, this Audience Direct package ensures efficient campaign scaling, precise targeting, and impactful delivery across relevant content.

### AUDIENCE DATA

Vehicle Data	Consumer Data	Credit Data	Example Partners
<ul style="list-style-type: none"> <li>Transaction &amp; vehicle type</li> <li>Used or new vehicle condition</li> <li>Hybrid vehicle interests</li> </ul>	<ul style="list-style-type: none"> <li>Conquest consumers recently paid off a car loan</li> <li>Individuals living in households with X amount of vehicles</li> <li>Likely to own or lease a vehicle</li> </ul>	<ul style="list-style-type: none"> <li>In-market consumers with equity on their current vehicle</li> <li>In-market conquest solutions to target consumers near lease end</li> </ul>	

CONTENT CATEGORIES	Auto Parts	Car Culture	Diesel	Minivan
	Auto Repairs	Automotive Insurance	Trucks & Accessories	Off-Road Vehicles
	Buying/Selling Cars	Convertible	Hybrid	Performance Vehicles

### FLEXIBLE ACTIVATION

<p>Linear TV</p>	<p>CTV</p>	<p>Display</p>	<p>OLV</p>	<p>Direct IO</p>	<p>Programmatic</p>	<p>Private Marketplace</p>
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### BENEFITS OF AUDIENCE DIRECT

- **Optimized Costs:** Reduce planning-to-activation steps to boost SPO and optimize spend with bundled data and inventory
- **Proprietary Tech:** Leverage Aperture Viewer Graph to target high-intent audiences and real-time viewing for supply curation
- **Quality:** Reach verified audiences and filter fraud with Aperture Viewer Graph across omnichannel supply
- **Enhanced Reach:** Layer additional custom data onto your auto package to extend reach and deduplicated delivery
- **Control:** Target audiences and environments without compromising scale with a single campaign package or deal ID

[Click here](#) to view a complete library of our Audience Direct Packages.