CADENT

AUDIENCE DIRECT: SEASONAL ALIGNMENT

BACK-TO-SCHOOL

Maximize your media impact by connecting directly with back-to-school audiences through targeted audience curation across premium omnichannel inventory.

Leverage Cadent's curated back-to-school 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 back-to-school shoppers, teachers, students 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

Behavioral Data

- Likely to shop for back-to-school apparel
- Likely to purchase accessories, supplies, and electronics
- Likely start back-to-school shopping 2 months before school

Purchase Data

- Purchased back-to-school products in the last 12 months
- Competitive conquest based on retail purchases

Demo & DMA Data

- Demo: Households with A18+ or households with children
- DMA: Audiences in specific DMAs or States based on back-to-school dates

Example Partners

adstra

ACXIOM

claritas

CATALINA®

CONTENT CATEGORIES

- 7–12 Education
- Graduate School
- Homeschooling
- Homework/Study Tips
- K–6 Educators
- College
- Parenting/Family
- Arts & Entertainment
- Technology & Computing
- Adult Education
- Family Travel Kid's
- Food

FLEXIBLE ACTIVATION

| Linear TV | CTV | Display | OLV | | Direct IO | Programmatic | Private Marketplace |

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 Back-to-school 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.