

AUDIENCE DIRECT: SPORTS ALIGNMENT

BASEBALL

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

Leverage Cadent’s curated baseball 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 baseball fans, fantasy baseball enthusiasts, MLB viewers 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

MLB Game Viewership	Baseball Fans	Game Attendees	Example Partners
<ul style="list-style-type: none"> World Series Viewers MLB Viewers MLB and/or sport network viewers 	<ul style="list-style-type: none"> MLB Enthusiasts Fans by MLB team MLB merchandise purchases Fantasy baseball enthusiasts 	<ul style="list-style-type: none"> Households likely to attend baseball games Devices that have visited a stadium once in the last 90-days MLB fans based on visitation data to sports venues 	

CONTENT CATEGORIES	MLB	Sports	College Sports	Health
	NCAA	Fitness	Professional Sports	News
	Baseball	Sports News	Physical Therapy	

FLEXIBLE ACTIVATION

 Linear TV	 CTV	 Display	 OLV	 Direct IO	 Programmatic	 Private Marketplace
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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 baseball 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.