

AUDIENCE DIRECT: SEASONAL ALIGNMENT

BLACK FRIDAY

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

Leverage Cadent's curated black friday 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 black friday shoppers, deal seekers, 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	Purchase Data	Demo/Geographic Data	Example Partners
<ul style="list-style-type: none"> Frequently at big retailer locations and likely to shop during Black Friday Black Friday deal seekers Consumers who have researched Black Friday deal comparison sites 	<ul style="list-style-type: none"> Individuals who shop on Black Friday Black Friday buyers and heavy spenders Online high spenders or frequent Black Friday/Cyber Monday shoppers 	<ul style="list-style-type: none"> Devices that visited a retail store location on Black Friday last year Household income 	

CONTENT CATEGORIES	Movies	Beauty	Shopping	News
	Celebrity Fan & Gossip	Clothing	Coupons	Cyber Monday
	Accessories	Fashion	Contests & Freebies	Black Friday

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 black friday 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.