

AUDIENCE DIRECT: VERTICAL ALIGNMENT

CPG

Maximize your media impact by connecting directly with household shoppers and value-seekers through targeted audience curation across premium omnichannel inventory.

Leverage Cadent's curated CPG 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 everyday essential shoppers, health-conscious individuals, brand-loyalists 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	Location Data	Example Partners
<ul style="list-style-type: none"> Category shoppers Lifestyle shoppers Brand loyalists or switchers 	<ul style="list-style-type: none"> Current/lapsed shoppers of brands & products Prepared dinner food buyers, frozen dessert buyers, baby food buyers, and more Lifestyle/healthy food shoppers 	<ul style="list-style-type: none"> Target audiences who are in proximity to specific retailers that distribute specific product 	

CONTENT CATEGORIES
<ul style="list-style-type: none"> Drinks Food Healthy Foods Retail Stores Grocery & Food Retailers Cooking Nutrition Health News Kid's Snacks Alcoholic Drinks Recipes Vegetarian

FLEXIBLE ACTIVATION

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

PROVEN RESULTS

Objective: Jagermeister wanted to drive volume and trial leading up to the gift-giving season, among new 21-year-olds.

Solution: Cadent activated an Audience Direct campaign via Aperture DSP across CTV and in-store promotion.

\$2.34 return on ad spend	+53% lift in overall sales rate	4M+ CTV impressions
-------------------------------------	---	-------------------------------

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 CPG package to extend reach and deduplicated delivery
- Control:** Target audiences and environments without compromising scale with a single campaign package or deal ID