

## AUDIENCE DIRECT: VERTICAL ALIGNMENT

# DE&I

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

Leverage Cadent’s curated insurance 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 diverse audiences, business-owners and corporations 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"> <li>Business decision makers that value diversity</li> <li>Female business owners</li> <li>Works at a minority owned business</li> <li>Pro corporate diversity/inclusion action</li> </ul>	<ul style="list-style-type: none"> <li>Likely to shop from a business prioritizing DE&amp;I</li> <li>Recently searched or shared social content on DE&amp;I</li> </ul>	<ul style="list-style-type: none"> <li>Religion</li> <li>Age</li> <li>Gender</li> <li>Ethnicity</li> </ul>	

CONTENT CATEGORIES
<ul style="list-style-type: none"> <li>Ethnic Specific</li> <li>Human Resources</li> <li>Language Learning</li> <li>Marriage</li> <li>Careers</li> <li>Career Planning</li> <li>Business</li> <li>News</li> <li>Health &amp; Fitness</li> <li>Enterprises</li> <li>Studying Business</li> <li>Art/Technology</li> </ul>

### 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 DE&I 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.