

AUDIENCE DIRECT: SEASONAL ALIGNMENT

FATHER'S DAY

Maximize your media impact by connecting directly with father's day shoppers through targeted audience curation across premium omnichannel inventory.



Leverage Cadent's curated father's day 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 father's day shoppers 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	Transactional Data	Demographic Data	Example Partners
<ul style="list-style-type: none"> Likely to purchase luxury Father's Day gifts Individuals who celebrate Father's Day Likely to purchase tools, ties, wallets, etc. for Father's Day 	<ul style="list-style-type: none"> Card buyers or Father's Day shoppers Current, lapsed, or competitive purchases of your or a competitor's product 	<ul style="list-style-type: none"> Demo/income/retailer or individual location Households with a father and children 	

CONTENT CATEGORIES	Holiday & Seasonal Events	Style & Fashion	Family & Parenting	Kids
	Arts & Entertainment	Shopping	Travel	Father's Day
	Business	News	Sports	

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 father's day 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.