

## AUDIENCE DIRECT: VERTICAL ALIGNMENT

# FINANCE

Maximize your media impact by connecting directly with financial decision-makers through targeted audience curation across premium omnichannel inventory.

Leverage Cadent's curated finance 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 financial decision-makers, budget-conscious consumers, financial advisers, executives 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

Credit & Loan Data	Insurance Data	Wealth Management	Example Partners
<ul style="list-style-type: none"> <li>Mortgage financing</li> <li>Credit card type, bank membership, and credit card usage behaviors</li> <li>Personal loan and student loan propensity</li> </ul>	<ul style="list-style-type: none"> <li>Life-events that correlate with the need for insurance</li> <li>Insurance policy holders</li> <li>In-market for insurance</li> </ul>	<ul style="list-style-type: none"> <li>Investable assets of \$1M or more</li> <li>In market for financial information, investment behaviors, and financial decision-makers</li> </ul>	

CONTENT CATEGORIES	<ul style="list-style-type: none"> <li>News</li> <li>Finance</li> <li>Local News</li> </ul>	<ul style="list-style-type: none"> <li>Business News</li> <li>World News</li> <li>Technology News</li> </ul>	<ul style="list-style-type: none"> <li>Investing</li> <li>Accounting</li> <li>Small Business</li> </ul>	<ul style="list-style-type: none"> <li>Economics</li> <li>Crypto Currency</li> <li>Credit and Loans</li> </ul>
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### FLEXIBLE ACTIVATION

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

### PROVEN RESULTS

**Objective:** Increase awareness, engagement, and site visits to the client's homepage and travel rewards credit card page.

**Solution:** Launched an omnichannel campaign targeting financially stable, travel-enthusiast segments.

<b>19%+</b> lift in visitation on OTT/digital	<b>8%</b> lift in visitation on linear TV	<b>40%</b> lower cost per visit compared to competing campaigns
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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 finance package to extend reach and deduplicated delivery
- Control:** Target audiences and environments without compromising scale with a single campaign package or deal ID