# CADENT

**AUDIENCE DIRECT: VERTICAL ALIGNMENT**

# GAMING

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

Leverage Cadent's curated gaming 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 avid gamers, esports fans, and tech-savvy consumers 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 |
|---|---|---|---|
| • Gaming enthusiasts<br>• Individuals who consider gaming as a main source of entertainment<br>• People interested in various gaming genres<br>• Consume gaming content | • Consumers who spend a heavy amount on gaming<br>• People who've purchased games and consoles in the last 3-12 months<br>• People who spend $200+ a year on gaming | • Households with A18+ or households with children<br>• Target audiences in specific DMAs or states with the greatest propensity to be in market for specific campaigns | alliant<br>data axle<br>Epsilon<br>neustar |

### CONTENT CATEGORIES

- ■ Video & Computers
- ■ Games
- ■ Sci-Fi & Fantasy
- ■ Animation
- ■ 3-D Graphics
- ■ Sports
- ■ Car Culture
- ■ Cell Phones
- ■ Entertainment
- ■ Video Game Consoles
- ■ Free Games
- ■ Gambling

## FLEXIBLE ACTIVATION

Linear TV | CTV | Display | OLV

Direct IO | Programmatic | Private Marketplace

## 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 gaming 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.