

AUDIENCE DIRECT: SEASONAL ALIGNMENT

HALLOWEEN

Maximize your media impact by connecting directly with consumers who celebrate halloween through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated halloween 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 halloween shoppers, scary movie fans, 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"> Households who participate in Halloween Heavy Halloween spenders Halloween decorative spenders Scary movie fans 	<ul style="list-style-type: none"> Candy buyers by category: chocolate, gummy/jelly, hard candy, licorice and more Current or lapsed purchasers of your or a competitor’s product 	<ul style="list-style-type: none"> Demographic data Income Location/retailer location 	

CONTENT CATEGORIES	Halloween	Gaming	Cooking & Recipes	News
	Horror Movies	Sports	Food & Beverage	Family & Parenting
	Arts & Entertainment	Kids Food	Back-to-school	Sci-Fi & Fantasy

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 halloween 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.