

AUDIENCE DIRECT: VERTICAL ALIGNMENT

HEALTH & FITNESS

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

Leverage Cadent’s curated health & fitness 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 active individuals, wellness enthusiasts, and families focused on healthy living 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	Location Data	Example Partners
<ul style="list-style-type: none"> Exercise enthusiasts Consumers interested in wearable devices to track fitness, yoga/pilates Fitness app users like Noom, MyFitness Pal, WW users, and more 	<ul style="list-style-type: none"> Current, lapsed, or competitive purchasers of your or a competitor’s product Households that have purchased fitness or exercise products in the last 90 days 	<ul style="list-style-type: none"> Visitors of fitness centers/ gyms in the next 30 days Devices of consumers that are predicted gym visitors Lapsed gym visitors 	

CONTENT CATEGORIES
<ul style="list-style-type: none"> Exercise Herbs for Health Nutrition Weight Loss Health News Public Health Women’s Health Food & Drink Holistic Healing Sports Diet & Fitness Holidays & Seasons

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 health & fitness 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.