

AUDIENCE DIRECT: VERTICAL ALIGNMENT

HIGHER EDUCATION

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

Leverage Cadent’s curated higher education 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 higher education audiences, including college students, educators 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	Location Data	Example Partners
<ul style="list-style-type: none"> Likely to attend college this fall Parents of college students Decision makers at companies providing academic or technical instruction, including colleges and 	<ul style="list-style-type: none"> People who are likely to donate to college and universities 	<ul style="list-style-type: none"> College campus visitors College bound students that have recently been observed visiting test prep related resources 	

CONTENT CATEGORIES	7-12 education	College Life	Homeschooling	Private School
	Adult	English as a 2nd Language	Homework/Study Tips	Special Education
	College Administration	Graduate School	K-6 Educators	Studying Business

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 higher education 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.