

AUDIENCE DIRECT: SEASONAL ALIGNMENT

HOLIDAY

Maximize your media impact by connecting directly with holiday shoppers through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated holiday 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 seasonal shoppers, holiday moviegoers, 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

Shopper Data	Location/Viewing Data	No Data Required	Example Partners
<ul style="list-style-type: none"> Shoppers by categories: toys, electronics, apparel Shoppers by retailer: Amazon, Target, Walmart Likely in-store or online holiday shoppers Heavy gift spenders 	<ul style="list-style-type: none"> Consumers who shop in store during the holiday season Viewers of Hallmark movie network, Freeform, and Lifetime Movie during the holiday season 	<ul style="list-style-type: none"> Reach audiences based on the content they consume in holiday programming 	

CONTENT CATEGORIES
<ul style="list-style-type: none"> Free Holiday Movies Holiday & Celebrations Holiday Shopping Sports Travel Food & Drink Home & Garden Holiday Cooking News Holiday Travel Jewish Holidays Christmas

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 holiday 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.