

AUDIENCE DIRECT: VERTICAL ALIGNMENT

HOME IMPROVEMENT

Maximize your media impact by connecting directly with home improvement enthusiasts through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated home improvement 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 DIY lovers, renovators, new home owners 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"> DIY, landscaping, or home improvement enthusiasts Prospective purchasers of home care items and brands 	<ul style="list-style-type: none"> Shoppers of Home Depot, Lowes, Benjamin Moore, Ace, True Value, and more Purchasers of household supplies needed in Spring & Summer 	<ul style="list-style-type: none"> Homeowners New or soon to be homeowners 	

CONTENT CATEGORIES	Appliances	Gardening	Interior Decorating	Buying/Selling Homes
	Entertaining	Home Repair	Landscaping	Woodworking
	Environment	Home Theatre	Remodeling & Construction	Architecture

FLEXIBLE ACTIVATION

PROVEN RESULTS

Objective: A home improvement brand wanted to increase awareness and encourage the adoption of their mobile app.

Solution: Deliver ads across NFL game inventory and measure app installs through a cross-channel execution to extend reach.

3,000 mobile app installs	1,764 installs attributed to Broadcast	1,146 installs attributed to Cable
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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 home improvement package to extend reach and deduplicated delivery
- Control:** Target audiences and environments without compromising scale with a single campaign package or deal ID