

AUDIENCE DIRECT: VERTICAL ALIGNMENT

HOME IMPROVEMEN

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

- DIY, landscaping, or home improvement enthusiasts
- Prospective purchasers of home care items and brands

Transactional Data

- Shoppers of Home Depot, Lowes, Benjamin Moore, Ace, True Value, and more
- Purchasers of household supplies needed in Spring & Summer

Demographic Data

- Homeowners
- New or soon to be homeowners

Example Partners

CATALINA

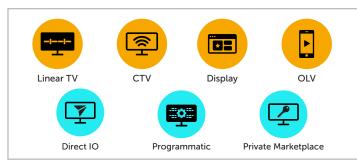
Epsilon°



CONTENT **CATEGORIES**

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

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