

## AUDIENCE DIRECT: VERTICAL ALIGNMENT

# INSURANCE

Maximize your media impact by connecting directly with policy holders and insurance seekers through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated insurance 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 policy holders, insurance consumers 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	Purchase Data	Demo/Geographic Data	Example Partners
<ul style="list-style-type: none"> <li>Likelihood of owning a combination of insurance</li> <li>Insurance information seekers</li> <li>In market or likely to request a quote for home or auto insurance</li> </ul>	<ul style="list-style-type: none"> <li>Health insurance buyers</li> <li>Consumers who have purchased insurance online</li> <li>Consumers who plan to purchase life insurance in the next 12 months</li> <li>Heavy insurance spenders</li> </ul>	<ul style="list-style-type: none"> <li>Households with A18+ or households with children</li> <li>Geo-target audiences in specific DMAs, states, or within a defined radius around brick-and-mortar locations</li> </ul>	

CONTENT CATEGORIES
<ul style="list-style-type: none"> <li>International News</li> <li>Local News</li> <li>National News</li> <li>Beginning Investing</li> <li>Credit/Debit &amp; Loans</li> <li>Automotive Insurance</li> <li>Investing</li> <li>Retirement Planning</li> <li>Tax Planning</li> <li>Life Insurance</li> <li>Health Insurance</li> <li>Healthcare News</li> </ul>

### 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 insurance 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.