CADENT

AUDIENCE DIRECT: SEASONAL ALIGNMENT

MOTHER'S DAY

Maximize your media impact by connecting directly with mother's day shoppers through targeted audience curation across premium omnichannel inventory.

Leverage Cadent's curated mother's day 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 mother's day shoppers 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

- Likely to purchase a gift for Mother's Day
- Likely to dine out on holiday's celebrating parents

Transactional Data

- Shopping for gifts and planning celebrations for Mother's Day
- Purchased at a florist around Mother's Day
- Mother's Day spenders at gift or jewlery stores

Demographic Data

- Married with kids
- Expecting mothers

Example Partners

adstra   ACXIOM
comscore
NMARKET
Precisely
PlaceIQ

CONTENT CATEGORIES

- Holiday & Seasonal Events
- Arts & Entertainment
- Hallmark Movies
- Style & Fashion
- Jewlery
- Beauty
- Marriage
- Shopping
- Family & Parenting
- Travel
- Kids
- Mother's Day

FLEXIBLE ACTIVATION

| Linear TV | CTV | Display | OLV | | Direct IO | Programmatic | Private Marketplace |

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 mother's day 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.