CADENT

AUDIENCE DIRECT: VERTICAL ALIGNMENT

MULTI-CULTURAL

Maximize your media impact by connecting directly with multi-cultural audiences 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 diverse and multi-cultural 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 be multi-cultural couples and families
- Likely to shop with a business or brand run by a multi-cultural owner
- Interested in specific cultures

Census Data
- Ethnicity
- Religion Preference
- Individuals identifying as African American, Asian, Hispanic, and more

TV Viewership
- Heavy Hispanic TV viewers
- Individuals interested in multi-cultural networks

Example Partners
- alliant
- DataLab USA
- comscore
- stirista

CONTENT CATEGORIES

- Entertainment
- Sports
- News
- Society
- Ethnic Specific
- Marriage
- Religion
- Spirituality
- Health & Fitness
- Travel
- Celebrity Fan/Gossip
- Music

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 multi-cultural 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.