

AUDIENCE DIRECT: SEASONAL ALIGNMENT

# PATRIOTIC HOLIDAYS

Maximize your media impact by connecting directly with consumers who celebrate patriotic holidays through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated patriotic holidays 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 holiday shoppers, travelers, 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	Demo/Geographic Data	Example Partners
<ul style="list-style-type: none"> <li>• People likely to shop in the days leading up to Independence Day</li> <li>• Memorial Day shoppers</li> <li>• Holiday travelers</li> </ul>	<ul style="list-style-type: none"> <li>• Current, lapsed, or competitive purchasers of your or a competitor’s product</li> <li>• High spenders and 4th of July product buyers</li> </ul>	<ul style="list-style-type: none"> <li>• Demo/income</li> <li>• Location or retailer location</li> </ul>	

CONTENT CATEGORIES
<ul style="list-style-type: none"> <li>■ Holiday Movies</li> <li>■ Holiday &amp; Seasonal Events</li> <li>■ Holiday &amp; Celebrations</li> <li>■ Sports</li> <li>■ Shopping</li> <li>■ Travel</li> <li>■ Food &amp; Drink</li> <li>■ Independence Day</li> <li>■ News</li> <li>■ Society</li> <li>■ Local News</li> <li>■ Cooking &amp; Recipes</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 patriotic holiday 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.