

AUDIENCE DIRECT: VERTICAL ALIGNMENT

PETS

Maximize your media impact by connecting directly with pet owners and adopters through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated pet 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 pet owners, potential adopters, pet store retailers 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"> Individuals who have shown interest in pets Individuals who treat pets as their family Individuals likely to adopt a pet 	<ul style="list-style-type: none"> Online pet food purchasers Propensity of households to shop at specific pet retailers Propensity of households that use flea, tick, and heartworm products 	<ul style="list-style-type: none"> Households with A25+ or households with pets Geo-target audiences in specific DMAs, states, or within a defined radius around brick-and-mortar pet store locations 	

CONTENT CATEGORIES	Aquariums	Dogs	Large Animals	Sports
	Birds	Cats	Reptiles	Veterinary Medicine

FLEXIBLE ACTIVATION

Linear TV	CTV	Display	OLV	Direct IO	Programmatic	Private Marketplace
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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 pet 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.