

AUDIENCE DIRECT: VERTICAL ALIGNMENT

QSR

Maximize your media impact by connecting directly with QSR segments through targeted audience curation across premium omnichannel inventory.

Leverage Cadent's curated QSR 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 fast-food lovers, frequent diners, drive-thru enthusiasts 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	Shopper Data	Location Data	Example Partners
<ul style="list-style-type: none"> Frequent fast-food customers Family restaurant/casual diner attendees Competitive conquest based on restaurant chain or category 	<ul style="list-style-type: none"> Light, moderate, and heavy spenders based on credit card data QSR frequent spenders Spent between \$50-\$500 on fast food last month 	<ul style="list-style-type: none"> Target recent visitors of restaurants Target audiences who re-engage in dine-in restaurants Predicted visitors of QSR restaurants in the next 30 days 	

CONTENT CATEGORIES	American Cuisine	Desserts & Baking	Italian Cuisine	Vegetarian
	Barbecues & Grilling	Dining Out	Mexican Cuisine	Cuisine-Specific
	Chinese Cuisine	French Cuisine	Vegan	Food & Beverage

FLEXIBLE ACTIVATION

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

PROVEN RESULTS

Objective: Drive sales and incremental reach among QSR audiences in specific locations.

Solution: Target audiences who dine at QSR's in the past year including Chipotle, Chick Fil A, Qdoba, Subway and more.

\$4.65 ROAS	14% lift in sales rate and a 6%+ lift in HH purchase rate	8%+ lift in order value among exposed audiences
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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 QSR package to extend reach and deduplicated delivery
- Control:** Target audiences and environments without compromising scale with a single campaign package or deal ID