

AUDIENCE DIRECT: VERTICAL ALIGNMENT

RETAIL

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

Leverage Cadent's curated retail 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 frequent shoppers, brand loyalists, seasonal buyers 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	Retailer Location Data	Example Partners
<ul style="list-style-type: none"> Product propensity Heavy, moderate, or light spenders per category or retailer 	<ul style="list-style-type: none"> Shopper by category: cosmetics, fitness, fashion, etc. Shoppers by retail: Target, Walmart, Nordstrom, TJ Maxx, etc. Seasonality shoppers 	<ul style="list-style-type: none"> Shopper by retailer using location based on recency or frequency 	

CONTENT CATEGORIES
<ul style="list-style-type: none"> Food & Drink Toys Style & Fashion Retail Stores Car Shopping Movies Children's Toys Gaming Shopping Holiday Shopping Coupons Home & Garden

FLEXIBLE ACTIVATION

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

PROVEN RESULTS

Objective: A big box retailer wanted to drive awareness around their holiday promotions and sales for seasonal products.

Solution: Target in-market, loyal and competitive shoppers across linear TV and CTV to drive store visitation and sales.

- 45M+** households reached
- 1M+** incremental visits with a CPV of \$4.17
- \$5** ROAS

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 retail package to extend reach and deduplicated delivery
- Control:** Target audiences and environments without compromising scale with a single campaign package or deal ID