

AUDIENCE DIRECT: SEASONAL ALIGNMENT

SPRING CLEANING

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

Leverage Cadent’s curated spring cleaning 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 spring cleaning enthusiasts, DIY shoppers 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	Location Data	Example Partners
<ul style="list-style-type: none"> Spring cleaning enthusiasts Consumers with a recent interest in spring cleaning 	<ul style="list-style-type: none"> Shoppers who buy products for spring cleaning DIY shoppers 	<ul style="list-style-type: none"> Consumers visiting home improvement, or home garden stores once in the last 90 days 	

CONTENT CATEGORIES	<ul style="list-style-type: none"> Holiday & Seasonal Events Arts & Entertainment News 	<ul style="list-style-type: none"> Sports Family & Parenting Health 	<ul style="list-style-type: none"> Hobbies & Interests Home & Garden Home Repair 	<ul style="list-style-type: none"> Interior Decorating Remodelling & Construction Style & Fashion
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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 spring cleaning 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.