

AUDIENCE DIRECT: SEASONAL ALIGNMENT

SUMMER

Maximize your media impact by connecting directly with sun-seekers through targeted audience curation across premium omnichannel inventory.



Leverage Cadent’s curated summer 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 summer explorers, outdoor enthusiasts, vacationers, 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"> Interested in content related to Spring/Summer fashion Interest in summer parties Likely to visit a U.S. national park during summer | <ul style="list-style-type: none"> Individuals who spend money on summer activities Shops at farmers markets during summer months Summer vacation or family adventure travelers | <ul style="list-style-type: none"> Income/Location/Retailer data Summer/warm destination holiday travelers Attendees of summer festivals or fairs | |

| CONTENT CATEGORIES |
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| <ul style="list-style-type: none"> Sports Travel Bicycling Climbing Kayaking/Canoeing Style & Fashion Beauty Adventure Travel Television Movies Music Fine Art |

FLEXIBLE ACTIVATION

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|------------------|------------|----------------|------------|------------------|---------------------|----------------------------|
| <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 summer 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.