

## AUDIENCE DIRECT: SEASONAL ALIGNMENT

# TAX SEASON

Maximize your media impact by connecting directly with tax payers and professionals through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated tax season 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 audiences filing taxes, tax professionals, financial decision-makers, 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	Financial Data	Demo/Geographic Data	Example Partners
<ul style="list-style-type: none"> <li>Likely to file taxes same day of the IRS deadline</li> <li>Likelihood of filing taxes using any internet/online tax preparation</li> <li>Propensity to file taxes in February, March, or April</li> </ul>	<ul style="list-style-type: none"> <li>Discretionary spending income</li> </ul>	<ul style="list-style-type: none"> <li>Households with A18+ or households with children</li> <li>Geo-target audiences in specific DMAs, states, or within a defined radius around brick-and-mortar locations during tax season</li> </ul>	

CONTENT CATEGORIES	<ul style="list-style-type: none"> <li>Careers</li> <li>Financial News</li> <li>Personal Finance</li> </ul>	<ul style="list-style-type: none"> <li>Tax Planning</li> <li>Investing</li> <li>Retirement Planning</li> </ul>	<ul style="list-style-type: none"> <li>Insurance</li> <li>Real Estate</li> <li>Buying/Selling Homes</li> </ul>	<ul style="list-style-type: none"> <li>News</li> <li>Stocks</li> <li>Financial Planning</li> </ul>
--------------------	---	--	--	--

### 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>
------------------	------------	----------------	------------	------------------	---------------------	----------------------------

### 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 tax season 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.