

## AUDIENCE DIRECT: VERTICAL ALIGNMENT

# TECHNOLOGY

Maximize your media impact by connecting directly with IT professionals and technology consumers through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated technology 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 IT decision-makers, computer owners, purchasers 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	Purchase Data	Demo/Geographic Data	Example Partners
<ul style="list-style-type: none"> <li>Involved in computers and technology at companies and businesses</li> <li>Works in IT and is involved in IT decision-making</li> </ul>	<ul style="list-style-type: none"> <li>Owns a Dell desktop computer</li> <li>Purchased a Mac computer in the last 12 months</li> <li>Purchased technology at major retailers like Best Buy</li> </ul>	<ul style="list-style-type: none"> <li>Geo-target audiences in market for certain technology within specific DMAs, states, or within a defined radius around brick-and-mortar locations</li> </ul>	

CONTENT CATEGORIES
<ul style="list-style-type: none"> <li>Cell Phones</li> <li>Computer Certification</li> <li>Computer Networking</li> <li>Data Centers</li> <li>Databases</li> <li>Technology &amp; Computing</li> <li>Email</li> <li>Internet Technology</li> <li>PC Support</li> <li>Desktop Publishing</li> <li>Computer Peripherals</li> <li>Computer Reviews</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>
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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 technology 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.