

AUDIENCE DIRECT: SEASONAL ALIGNMENT

THANKSGIVING

Maximize your media impact by connecting directly with consumers who celebrate Thanksgiving through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated Thanksgiving 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 Thanksgiving day shoppers, travelers, 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"> Likely to entertain at home for Thanksgiving Interested in pre-thanks-giving shopping and decorating Likely to go to the movies on Thanksgiving 	<ul style="list-style-type: none"> Individuals who have shopped for groceries for Thanksgiving Consumers who visited a big box, grocery, or coffee shop during the 3 weeks leading up to Thanksgiving 	<ul style="list-style-type: none"> Individuals who visited an airport or hotel during the last Thanksgiving season Income/retailer locatoin 	

CONTENT CATEGORIES
<ul style="list-style-type: none"> Holiday Movies Holiday & Seasonal Events Holiday & Celebrations Sports Shopping Food & Drink Home & Garden Travel News Local News Arts & Crafts Thanksgiving

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 Thanksgiving 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.