

AUDIENCE DIRECT: SEASONAL ALIGNMENT

THANKSGIVIN

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

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

- Likely to entertain at home for Thanksgiving
- Interested in pre-thanksgiving shopping and decorating
- Likely to go to the movies on Thanksgiving

Transactional Data

- Individuals who have shopped for groceries for Thanksgiving
- Consumers who visited a big box, grocery, or coffee shop duing the 3 weeks leading up to Thanksgiving

Demo/Geographic Data

- Individuals who visited an airport or hotel during the last Thanksgiving season
- Income/retailer locatoin

Example Partners









- Holiday Movies
- Holiday & Seasonal Events
- Holiday & Celebrations
- Sports
- Shopping Food & Drink
- Home & Garden
- Travel
- News
- Local News
- Arts & Crafts
- Thanksgiving

FLEXIBLE ACTIVATION





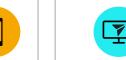


CTV



Display





Direct IO



Programmatic



Private Marketplace

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.