CADENT

AUDIENCE DIRECT: VERTICAL ALIGNMENT

TRAVEL

Maximize your media impact by connecting directly with travel enthusiasts through targeted audience curation across premium omnichannel inventory.

Leverage Cadent's curated travel 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 avid travel enthusiasts seeking destinations and travel tips, adventure junkies, frequent flyers, 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/Geolocation Data	Example Partners
• Likelihood of enjoying touring and sight-seeing when traveling • Cruise, theme park, resort enthusiasts • Consumers who travel frequently for business	• Consumers who purchased trips on Booking.com, Expedia, Hotels.com, and more • Consumers who purchase international or local travel trips	• Households with A18+ or households with children • Target audiences in specific DMAs or states during peak travel seasons	affinity solutions alliant Epsilon experian

CONTENT CATEGORIES

- ■ Adventure Travel
- ■ Air Travel
- ■ Bed & Breakfast
- ■ Budget Travel
- ■ Business Travel
- ■ Camping
- ■ Cruises
- ■ Honeymoons/Getaways
- ■ Spas
- ■ Theme Parks
- ■ Travel with Kids
- ■ International Travel

FLEXIBLE ACTIVATION

- Linear TV
- CTV
- Display
- OLV
- Direct IO
- Programmatic
- Private Marketplace

PROVEN RESULTS

Objective: Drive foot traffic to the state's most popular outdoor/hiking tourist locations including National Parks.

Solution: Target households who frequent national/state parks or outdoor enthusiasts with high travel spending.

20%+
lift in foot traffic to select locations

27%+
lift in unique household visits

3+
visits to locations from campaign exposure

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 travel 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.