

AUDIENCE DIRECT: VERTICAL ALIGNMENT

TUNE-IN

Maximize your media impact by connecting directly with heavy TV viewers through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated tune-in 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 new and loyal show fans, 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 Data	Example Partners
<ul style="list-style-type: none"> Heavy streaming watchers (Netflix, Hulu, etc.) Sports enthusiasts Streaming loyalists Reality TV watchers Comedy TV enthusiasts 	<ul style="list-style-type: none"> Video streaming subscribers Likely to purchase or rent TV shows or movies online Paid TV subscriptions Households with a streaming device 	<ul style="list-style-type: none"> Genre specific audiences Age Gender Households with children 	

CONTENT CATEGORIES	Arts & Entertainment	Television	Video & Gaming	Sports
	Movies	Art	Air Travel	Reality
	Music	Technology	Television	Home Entertainment

FLEXIBLE ACTIVATION

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

PROVEN RESULTS

Objective: Drive viewership for specific kids’ programming premiere and subsequent episodes.

Solution: Target kids programming audiences and lovers of Seinfeld (parents) to drive tune-in.

19%+

conversion lift in kids’ programming

84%+

conversion lift for Seinfeld fans

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 tune-in package to extend reach and deduplicated delivery
- Control:** Target audiences and environments without compromising scale with a single campaign package or deal ID