CADENT

AUDIENCE DIRECT: SEASONAL ALIGNMENT

WINTER

Maximize your media impact by connecting directly with consumers interested in winter apparel or activities through targeted audience curation across premium omnichannel inventory.

Leverage Cadent's curated winter 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 winter travelers, winter apparel shoppers, 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**
• Interested in content related to fall/winter fashion and accessories • Likely to attend or watch the Winter Olympics • Likely to travel to a winter destination for vacation	• Individuals who spend money on winter activities and ski gear • Individuals who own a second home in a ski town • Winter apparel shoppers	• Income/location/retailer location • Winter holiday travelers	alliant dstillery IN MARKET webbula

CONTENT CATEGORIES

- Sports
- Inline Skating
- Olympics
- Pro Ice Hockey
- Snowboarding
- Style & Fashion
- Beauty
- Adventure Travel
- Television
- Movies
- Music
- Fine Art

FLEXIBLE ACTIVATION

- Linear TV
- CTV
- Display
- OLV

- 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 winter 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.