CADENT

AUDIENCE DIRECT: SEASONAL ALIGNMENT

BLACK HISTORY MONTH

Maximize your media impact by connecting directly with Black History Month audiences through targeted audience curation across premium omnichannel inventory.

Leverage Cadent's curated Black History Month 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 Black History Month content viewers, diversity, equity, & inclusion (DE&I) professionals, educators, 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	Viewership Data	Demo/Geographic Data	Example Partners
• Consumers with recent interest in Black History Month • Consumers likely to search for content, shop or make purchases related to Black History Month	• People interested in multi-cultural networks	• Ethnicity • Religion Preference	ACXIOM comscore sharethis

CONTENT CATEGORIES

- Books & Literature
- Movies & Music
- Television
- Education
- Adult Education
- Family & Parenting
- Teens
- College Life
- College Administration
- Human Resources
- Business
- Television

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 Black History Month 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.