CADENT

AUDIENCE DIRECT: SEASONAL ALIGNMENT

VALENTINE'S DAY

Maximize your media impact by connecting directly with Valentine's Day shoppers through targeted audience curation across premium omnichannel inventory.

Leverage Cadent's curated Valentine's Day 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 romantic couples, luxury buyers, last-minute gift givers, 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/Geographic Data	Example Partners
• People likely to give candy for valentine's day • People likely to give jewelry for valentine's day • High spenders on Valentine's Day gift for luxury gifts	• Candy buyers by category: (chocolate buyers, gummy/ jelly buyers, greeting card buyers, etc.) • Current lapsed, or competitive purchasers (prospects) of you or your competitor's product	• Income/location/retailer location • Parents, couples, families & spouses • Teachers or others who work in schools	ACXIOM alliant cuebiq RESOURCE CENTER

CONTENT CATEGORIES

- Movies
- Dining Out
- Food & Drink
- Cocktails / Beer
- Wine
- Candy
- Desserts & Baking
- Jewelry
- Valentine's Day
- Hotels
- Spas
- Bed & Breakfast

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 Valentine's Day 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.