

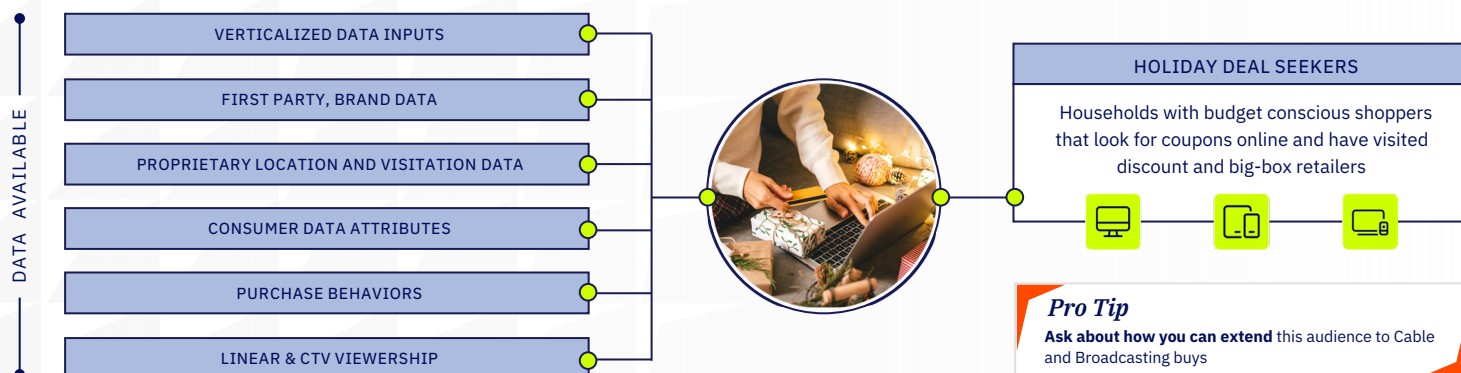
Cadent[★] Connected Holiday

Holiday shopping journeys are complex.

Cadent brings intelligence to the chaos, connecting your holiday message across every screen to drive premium outcomes.

Attract holiday shoppers with the content they love most	Turn video into a direct conversion engine with Cadent's Performance CTV	Convert Shoppers to Buyers with Predictive Intelligence	Understand cross-screen campaign impact with Unified measurement
 Holiday movies account for more than 1/3rd of all movie viewing in December	 50% improvement in CPA when Cadent's Performance CTV is added to existing media channels	 Capture your share of the \$1T holiday market	 The average American budgets about \$890 for gifting media channels
Align your brand with nostalgic holiday classics and festive content as your audience watches, scrolls, and engages across all video and digital channels	Reach holiday shoppers at scale with efficient rates that drive sales. Add exclusive YouTube holiday collections through Cadent VuePlanner to connect with gift givers in the discover phase	Custom ML models analyze 1,200+ data signals to reach only the shoppers most likely to purchase across your digital and video campaigns	Unify holiday performance across all channels to understand how your campaign drives in-store and online sales

Predictive Audiences reach holiday shoppers to extend reach beyond traditional, ID-based targeting strategies.



Activate syndicated audiences seamlessly on your campaign or leverage Cadent's proprietary data set for custom audience builds

- Big Box Shoppers
- Santa's Little Helpers
- Luxury Gift Givers
- Cyber Monday Treasure Hunters
- Holiday Deal Seekers

Unified Outcomes

Comprehensive measurement solutions, powered by Cadent Viewer Graph, quantify impact beyond views across all screens

SALES LIFT 360

Measure the impact of digital media campaigns on back-to-school transactions

Insight Into:

Online vs. Offline Sales • Sales Lift • Incremental Sales • Total Sales • Buy-Through Rate

TRANSACTIONS ANALYZED

- In-Store
- In-App
- Online

Optimize your back-to-school campaign in real time and measure its impact on driving visits to store locations

OMNICHANNEL FOOT TRAFFIC

INMARKET 

DIGITAL ONLY

Cadent 

Creative Intelligence

Our full-service creative studio designs custom, campaign-ready assets to spotlight holiday gifts, promotions and limited-time offers that drive action



CREATIVE CAPABILITIES: Cross-Device Display and Rich Media • Connected TV • Digital out of Home • Interactive Banners
Augmented Reality • Product Catalog • Dynamic and Location Aware Creative