



GUIDE

How to Start Advertising on Connected TV.

Eager to reach your most important audiences and deliver measurable results with streaming TV? Read this first.

This guide covers

- The stats and trends that lay out why you should be advertising on Connected TV.
- The variety and impact of performance metrics driven by Connected TV.
- The creative requirements and best practices to help you succeed.

The Case for Connected TV Advertising.

The numbers don't lie. Viewers are cutting the cord and jumping onboard Connected TV (CTV) — and advertisers are following them there.

Consumer Adoption is Growing...

If you've been paying attention over the last few years, you may have noticed that everyone and their mother seems to subscribe to a streaming platform or two. In fact, according to EMARKETER, [86% of U.S. households](#) are now reachable via Connected TV. That's a massive opportunity to get your ads in front of a large audience in a uniquely engaging and targeted environment.

...and Advertisers Know It

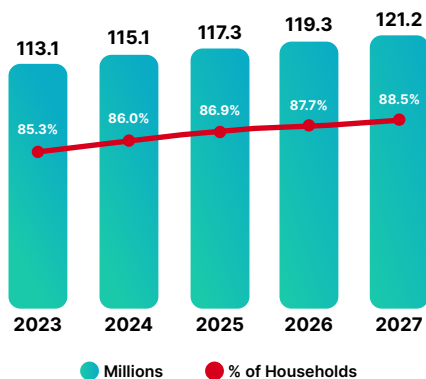
Following that audience to Connected TV, ad spend on this channel has grown 23.1% to \$28.79 billion in 2024, and by 2027 that number will rise to \$42 billion. Much of that spend is coming from channels like linear TV, but 90% of MNTN's customers have never advertised on TV before. So if you've not yet taken advantage of Connected TV's massive — and still growing — reach, it's not too late! Working with a platform like ours will make it easy to get started (more on that later).

CTV Is Viable Through the Entire Sales Funnel

What exactly can you achieve with CTV campaigns? Connected TV is one of those powerful mediums that's effective at reaching the top, middle, and bottom of sales funnels — simultaneously bolstering other ad efforts while delivering top performance on its own. Whether you're looking to run prospecting campaigns to target new users, or retarget audiences who have visited your site, CTV can be your go-to channel for achieving your marketing goals.

Connected TV Households

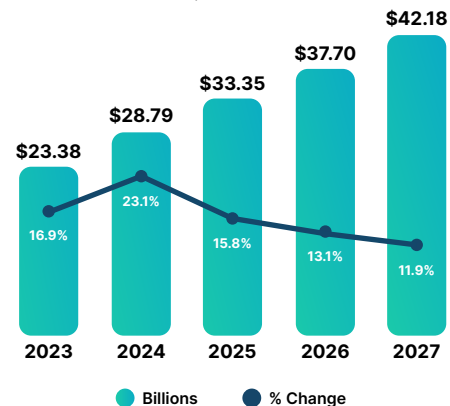
U.S., 2023-2027



Source: EMARKETER, October 2024.

Connected TV Ad Spending

U.S., 2023-2027



Source: EMARKETER, November 2024.



Real Results, Right Now.

As viewing habits change, so does the TV landscape — including who can benefit from it. CTV is generating strong results for brands of all sizes right this second, and anyone not advertising on this powerful channel is missing out.



How woom Zoomed To Peak Connected TV Performance With MNTN

Woom, a brand that creates kids' bikes perfectly designed for their proportions and riding behaviors, wanted to effectively break into the U.S. market and reach new customers by telling a complete brand story. Connected TV's performance-first capabilities made the channel a perfect fit for woom's needs, and with MNTN Performance TV, they were able to tap into CTV's full potential.

Focused on full-funnel success, woom launched Performance TV prospecting and retargeting campaigns simultaneously, with MNTN's ease of use making multi-campaign setup and management quick and painless.

161%

Higher Visit Rate

35%

Lower Cost
per Visit

110%

Higher
Conversion Rate
Than Sitewide
Average

20%

Lower Cost per
Acquisition

27%

Total U.S.
Revenue Driven
By MNTN





The Results

The campaigns were a smash success. Woom's visit rate grew by 161% YoY in Q2 of 2024, while their cost per visit (CPV) and cost per acquisition (CPA) decreased by 35% and 20%, respectively. On top of this, the conversion rate driven by their MNTN campaigns was 110% higher than their site-wide average.

MNTN's proprietary system MNTN Matched, our keyword-based audience builder for CTV, also made a meaningful difference in performance. In Q2 2024, woom generated over \$1.3M in sales using MNTN Matched, representing a 121% year-over-year increase on a 110% rise in investment — this accounted for 27% of their direct-to-consumer revenue in the U.S.



MNTN is very intuitive to use. It's super simple to set up campaigns, budgets, and different ad creatives. And, the reporting is very user-friendly. One of the primary benefits of MNTN is the level of transparency [in reporting] — it's higher than other CTV platforms, and quite frankly, than other paid media platforms in general. Having that transparency empowers me to really hone in on audiences and see the levels of performance that the campaigns are driving for us.

Adam Girgis

Paid Media Manager, woom



Start Advertising On Connected TV Today.

Viewers have made the switch to CTV and advertisers are reaping the rewards. Don't get left behind — here's what you need to do to launch your own Connected TV ads. It's easier than you think.

01 Check Your Existing Video Assets

Many brands don't realize they already have the right video assets to run CTV ads. Not a video expert? No problem. Show these specs to your video team or agency partner and they can confirm if you're good to go, or make the appropriate edits to get your existing assets ready.



Size Ratio

16:9
1920x1080

Length

30 Seconds Max
15 Second & 30 Second Slots

File Format

.mp4 or .mov

Frame Rate

Must be constant
23.98, 25, or 29.97
FPS Based on native frame rate

All scenes used to create the final video must have the same native frame rate to avoid causing duplicate frames.

Bitrate | ≥ 15000 KBPs

Our transcoding service will convert the uploaded video into the following:

Size

1080p

Bit Rates

1000 kbps
2000kbps
3000 kbps
4500 kbps
6000 kbps
12000 kbps
15000 kbps

Audio Level Restrictions

Overall Mix Level

10db to -14db

Music

-18db to -22db

Dialogue

-12db to -15db

Sound effects

-10db to -20db
with occasional
spikes up to -8db



Start Advertising On Connected TV Today (Cont'd)

02 Be Ready with 15- and 30-Second Spots

Connected TV ads run for 15- and 30-second durations, and depending on your brand or message, one runtime may drive better performance. Don't have a 15-second ad? Edit down your 30-second version so you can test each length and determine which works best for you.

03 Ensure You're Following Creative Best Practices

While every brand has their own style and approach, there are a few creative elements that will help improve your ad's performance.

- Because viewers can't click to visit your site, you need to include a visual or audio call to action (CTA) at the end of your ad.
- Keep your logo and URL persistent throughout so they know who you are and where to go.
- CTV ads will always have sound, so make use of a voiceover to ensure you capture your viewer's attention.

04 Work with a Platform to Make Life Easier

The CTV landscape can be fragmented and confusing if you don't know the lay of the land. Working with a platform like MNTN Performance TV gets you access to premium networks and inventory at preferred pricing, all in one place — allowing you to run ads alongside quality content without having to take a piecemeal approach.

Here's how easy it is to get started on the MNTN Platform (all it takes is a few clicks!):



01. Sign up to create your MNTN account



02. Install pixels on your site (it's easy)



03. Set up your first campaign



04. Launch & scale your MNTN campaign



Get Started With Connected TV & MNTN.

Maximize your CTV advertising potential with MNTN's data-driven platform. From premium inventory to advanced audience targeting and measurement, we make it easy to launch impactful campaigns that deliver real results.

By working with MNTN, you get:

- Access to premium inventory running across blue-chip streaming TV networks, including CNN, Max, Discovery+, Peacock, ESPN, Food Network, and more.
- The power of MNTN Matched, the world's first keyword-based audience builder for CTV. Includes access to over 99% of U.S. households, customizable retargeting tools, CRM matching, integrated segments, and more to generate peak performance.
- An automated CTV platform that executes campaigns based on your goal, be it return on ad spend, site visits, cost per acquisition, or cost per completed view.
- A streamlined solution that removes the manual processes of setting up networks, audiences, creative, and frequency caps.
- Transparent reporting that gives insight into the metrics that matter most, including site visits, conversions, view rates, CPA, ROAS, and more.



The Opportunity Is Here.

So what are you waiting for?

[Create Account](#)

Ready to dive in? Create your account and explore what you can do with MNTN Performance TV.

[Request Demo](#)

Looking for more information? Schedule a live demo with a MNTN expert.