



Your Performance TV Guide to Summer.

Ah, summer. A word that conjures up feelings of sun, sand, good moods all around and vacations. While you might think it's a time where things 'slow' down for businesses, it's really 'go' time—if you know how to make the most of it. Our comprehensive guide to a sizzling summer starts here, where we'll cover everything from audience targeting, campaign set up and reporting, and creative best practices on Connected TV.

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Let's Talk Trends.

Summer 2022 was set against a challenging backdrop as inflation hit 40 year highs by June. However, U.S. Census Bureau data suggests that shoppers continued to spend on discretionary items amid price hikes, and were seeking discounted and fewer items overall.

Planned Changes in Shopping Behaviors To Offset Price Increases (Cross-Category Average)



Notes: (a) KPMG conducted a survey of 1,057 consumers across the United States, and if applicable, they were asked the questions: "Do you plan on changing your purchasing behaviors to mitigate rising prices in [category]?" and "How do you plan on changing your behaviors to mitigate rising prices for [category]?"; (b) Respondents were allowed to select more than one option; therefore, percentages total over 100 percent; (c) Sample (n) count indicates the number of responses across all product categories.

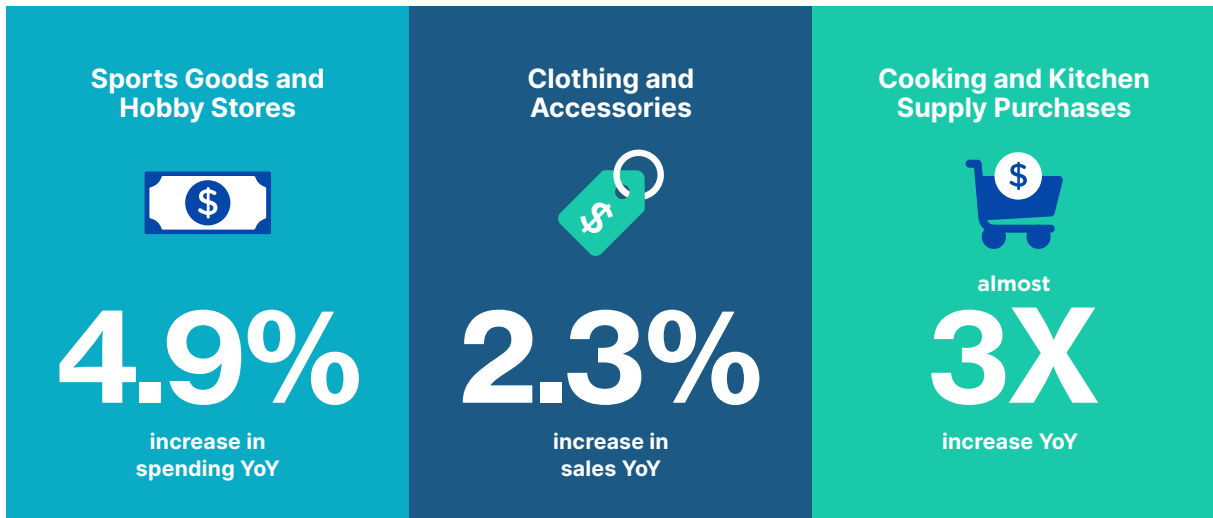
Source: KPMG Consumer Pulse Survey, fielded May 10, 2022–May 18, 2022

43% of shoppers haven't changed the way they are spending pre-inflationary times

Source: February 2023 Global Consumer Insights Pulse Survey, PricewaterhouseCoopers

Overall, consumers spent 10% more on goods in 2022 than the previous year, but certain categories heated up more than others.





Source: Modern Retail and Affirm Consumer Spend Report

However, the winning vertical last summer was travel.

The total amount spent on flights was **5x greater** in summer 2022 versus summer 2021

Source: Affirm Customer Spend Report, September 2022

Not surprisingly, spending on travel accessories like luggage and leather goods increased from the uptick in travel activity—60% higher than summer 2021. Meanwhile, the total amount spent on hotels more than doubled.

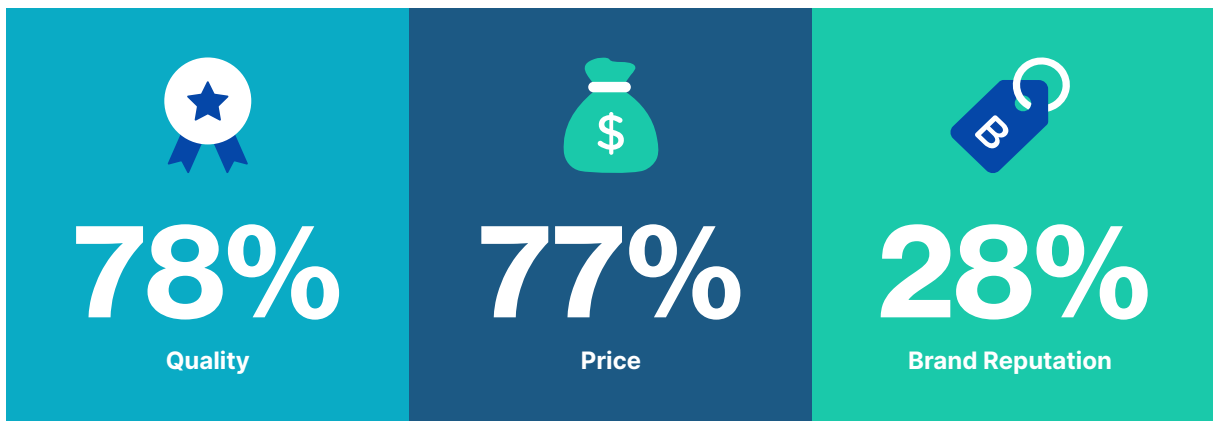
Ultimately, this year we can expect more than half of consumers planning to bring their summer shopping earlier to May and June.



51% of consumers cite that an early sale will motivate them to make a purchase

Source: Optimove 2023 Consumer Summer Shopping Survey

But what qualities are they looking for that will seal the deal? Turns out it's these three.



Source: Optimove 2023 Consumer Summer Shopping Survey

Ultimately, this season is prime time for brands to secure shoppers who haven't been shoppers in the past—and make some bold moves to generate greater returns.

What other summer stories do we have to tell? We analyzed our own first-party MNTN Performance TV data over summer 2022, with some valuable insights that will help inform your strategy this year. Click below for the full write up.

[More Insights Here](#)



Campaign Best Practices.

What does a full-funnel approach look like and what's the best way of getting in front of savvy shoppers this summer? We'll cover the foundations, from selecting the right audience (or those you haven't heard of), selecting your campaign goals, creative and messaging, and much more.

AUDIENCE STRATEGIES

MNTN Performance TV provides access to thousands of integrated audiences from LiveRamp and other data providers, and limitless first-party audiences.

A full-funnel strategy includes running both prospecting and retargeting efforts together. Prospecting is highly effective at driving more site traffic and expanding your audience pool, while adding retargeting capitalizes on that growth by driving more conversions.

Follow these targeting best practices to set yourself up for success:

- 01** Pair third-party in-market audiences with prospecting ads to widen your audience pool and put yourself at the top of the consideration set.



- 02 Reach bottom-of-the-funnel audiences with retargeting ads targeting website visitors based on on-site behavior like average time spent on site, specific page visits, cart abandoners, average order value, site visit frequency and recent conversions. You can also reach ripe audiences by segmenting your [CRM database](#), reaching loyal customers that have a high intent to purchase.
- 03 Layer steps one and two together to maximize your efforts and drive conversions at the top, middle, and bottom of the funnel.
- 04 If you want to see how each of your audiences are performing, check out [Audience Segment Reporting](#) to help optimize your targeting strategy.

AUDIENCE SEGMENTATION

There are thousands of audiences available on the MNTN platform—so where do you start? Consider this the cheat sheet to segmentation with some ready pulled audience recommendations. We've also provided the search terms so you can easily find them when it comes time to set up your campaign.

01 **Hey, Summer Spender:**

As we touched on earlier, shoppers are looking for three qualities in their purchases this season, so capture all three with this trifecta targeting pool.

Search keyword: **Quality, Discretionary, Private Label**

- Experian > TrueTouch > Decision Making Styles > Quality Matters
- Oracle > Lifestyles > Discretionary Spenders
- Oracle > Consumer Packaged Goods (CPG) > Datalogix (DLX) Purchase-Based > BuyStyles > Private Label



02 Set and Forget Before Your OOO:

Another reason why we love summer—public holidays abound, with Memorial Day, Fourth of July and Labor Day on the horizon. Don't forget to add these to your targeting pool before you head out for your OOO.

Search keyword: **Memorial Day, July 4, Labor Day**

- Experian > Mobile Location Models > Visits > July 4th Shoppers
- Cuebiq > Seasonal Audience > Labor Day Shoppers
- Comscore > TV > Personas > Holidays & Events - Memorial Day Shoppers

03 Summer friendly verticals:

Research reveals that summer clothing, swimwear and homegoods top the 'must buy' list this summer. Layer this with our 'summer essential' targeting favorites like BBQ, home entertaining and summer travel (don't forget those auxiliary segments like travel accessories, hotels and resorts) and you're set.

Search keyword: **Apparel, Swimwear, Home Goods, Travel**

- V12 Data > Holiday & Seasonal > Summer Apparel Shopping
- ShareThis > Shopping > Apparel > Swimwear
- Valassis Digital > Location Targeting > Retail > Home Goods



Campaign and Budget Pacing.

Now for the nuts and bolts of your campaign—here we'll cover setting up goals, timing and budget pacing.

GOALS

It's not uncommon for brands to have multiple goals for their campaigns—in fact we recommend it. Split up your goals according to your prospecting or retargeting campaigns.

Prospecting

This depends on the following:

- **Cost Per Visit:** Driving engaged new users to your website
- **ROAS/CPA:** Conversions or revenue
- **Cost Per Completed View (CPCV):** Reaching a larger audience and creating more brand awareness

Retargeting

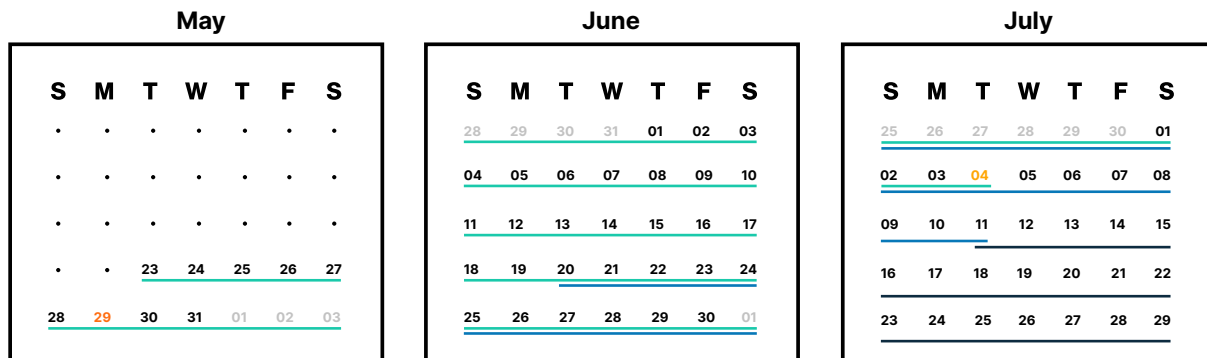
Return On Ad Spend (ROAS) or Cost Per Acquisition (CPA)



BUDGET AND TIMING

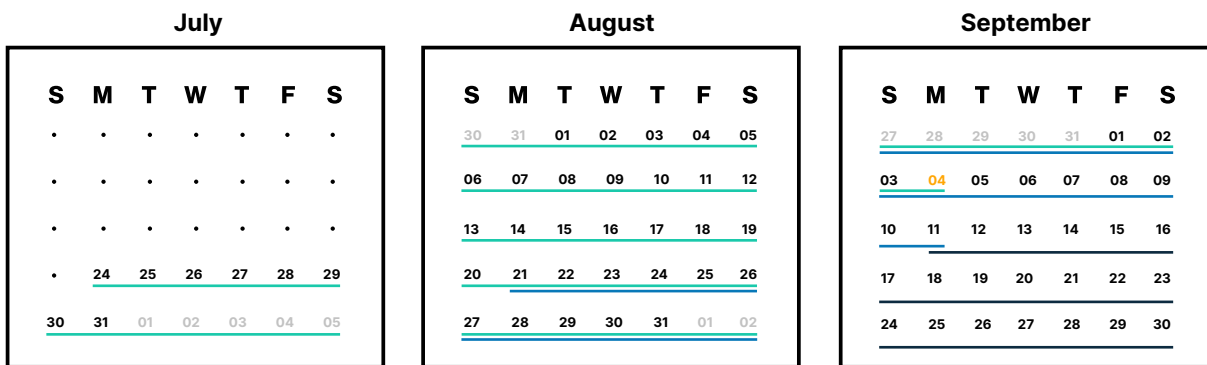
Like your goals, you'll also want to split up your budget based on your prospecting and retargeting efforts. Use the calendar below as a guide on when to time your campaigns.

Fourth of July



● PROSPECTING ● RETARGETING ● EVERGREEN CAMPAIGNS ● MEMORIAL DAY ● FOURTH OF JULY

Labor Day Weekend



● PROSPECTING ● RETARGETING ● EVERGREEN CAMPAIGNS ● LABOR DAY

- Set aside 60-90% of your budget for your prospecting or upper-funnel campaigns, and start them 3-6 weeks out to allow time for setup, testing, campaign optimization and to generate a large site visitor pool.
- Set aside 10%-40% of your budget for your retargeting or lower-funnel campaign efforts to re-engage your audiences. Launch these 1-2 weeks out as well as a week afterward to catch those residual shoppers.
- Don't let those insights go to waste over summer. We always say the best approach is an evergreen approach, so keep your campaigns on to ensure you're capitalizing on those learnings each season—don't forget that the lucrative Q4 holiday period is right around the corner).



Creative and Messaging.

Now that part you've all been waiting for—fine tuning your Connected TV creative. Did you know that viewers retain 95% of a message when they watch it on video? Not to mention, Connected TV ad completion rates continue to remain high at 98%. It's no surprise, since two-thirds of Americans will use CTV this year and time spent on CTV devices has nearly doubled the last four years. Here are some creative best practices to consider for summer, and all year round.

- 01** A clear call-to-action. This applies both in your voiceover and on-screen copy.
- 02** Include a URL so viewers know where they can find out more, and where to convert.
- 03** Keep your creative consistent across ad channels to drive brand recall. Utilize [MNTN's Multi-Touch feature](#) to easily extend your creative and messaging beyond the CTV screen to other household devices.
- 04** Create several iterations of your ad creative to A/B test throughout and refresh your campaign. Test different product groups, featuring different talent in your creative, and even switch up your copy and call to action.



prominent URL or watermark placed on the ad creative





clear call-to-action
to prompt action

MORE CREATIVE? NO PROBLEM.

Keeping creative production consistent throughout the year is a challenge for many brands—compounded with tightening budgets and lean teams sounds like the recipe for the perfect storm.

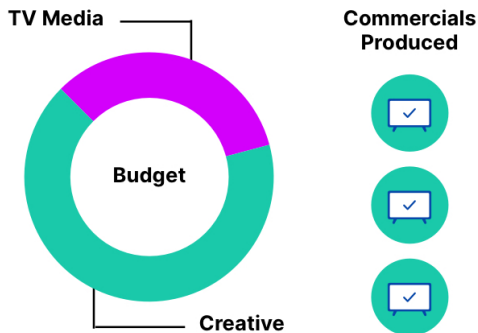
97% of customers cited video production constraints as one of their biggest growth and revenue challenges

Source: QuickFrame by MNTN

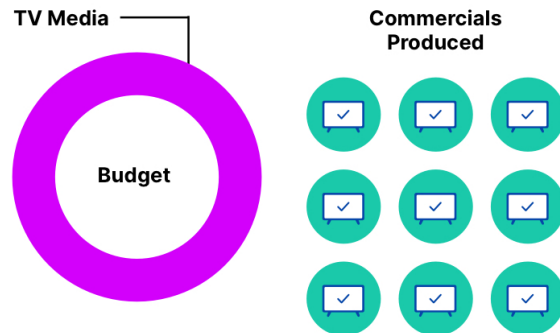
MNTN's [Creative-as-a-Subscription™](#) (CaaS) was created to meet these ongoing needs. The idea is simple: get a steady stream of fresh creative quarterly, at no additional cost beyond what you'll pay in media. You can A/B test, discover what's working and spend more budget on driving results.



Standard TV Commercial & Media.



CaaS.



CaaS™ pairs your brand with a global network of creators through our partnership with [QuickFrame by MNTN](#) to support your CTV creative end-to-end from ideation through to execution.

The end result? More performance-optimized creative drives compounded revenue over time.



Significant Cost Savings



Creative Optimized to Drive Conversions



Faster, More Agile Video Production



Opportunities for Continuous A/B Testing



Refreshes to Avoid Creative Fatigue



Capitalize on Seasonality



All Set For Summer? Before You Set Up Your OOO, Set Up Your Campaigns.

Breeze through the season and all through the year with Connected TV advertising to automate, streamline and accelerate your performance.

Want to learn more?

[Visit mountain.com](https://mountain.com)

References:

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[KPMG Consumer Pulse Survey Summer 2022, KPMG](#)

[75 Staggering Video Marketing Statistics, Wordstream](#)

[US Adults Will Spend Nearly 2 Hours a Day With CTV Devices This Year, eMarketer](#)

[5 Creative Professional Statistics for 2023, Lytho](#)