



QUICK HIT GUIDE

Making TV Pain-Free For Enterprise Marketers.

MNTN transforms CTV into a scalable performance marketing channel.

Advertisers are always looking for the next performance boost. So it's only natural that Connected TV has exploded in popularity with brands of all sizes. But the CTV buying process can be an inefficient and expensive experience — fragmented, time-consuming, and fraught with extra (and unnecessary) costs every step of the way.

Whether you're buying your inventory upfront, using TV for branding and not performance, or not buying inventory on CTV at all, MNTN solves your challenges by streamlining the entire process and removing superfluous costs so your CTV campaigns are free to drive the kind of metrics your competitors can only dream of. The result: an intuitive, flexible, performance-driven TV platform that optimizes in real time to drive measurable results.

Don't Reinvent The Wheel – Reinforce It

You don't need to reinvent the wheel when you use CTV for performance — it's an additive solution to what you're already doing. But unlike the branding and awareness campaigns that you're already running through a DSP, MNTN strengthens your CTV strategies to build a powerful (and scalable) performance channel.

WHY ADD MNTN TO YOUR MARKETING MIX



De-duplicated, real-time measurement

See data immediately — without redundancies — to optimize quickly and drive better performance



Exceptional inventory, even better pricing

Get best-in-class pricing and deploy ads across 150+ premium networks from a single hub



Automated optimization

Our extensive identity graph informs real-time optimization — creating smarter, better outcomes that are virtually impossible to achieve manually

Elevate Your Brand On the Best Streaming Networks

Not on CTV yet? It has never been easier — nor more effective — to start.

As one of the largest media buyers in the U.S., MNTN has 150+ direct deals with premium streaming television networks like Peacock, Discovery+, ESPN, and CBS. With our buying power, MNTN advertisers can easily and quickly activate CTV at scale.

And with access to thousands of third-party audiences that reach over 120 million households, on top of segments you can customize using your own website visitors and CRM lists, you can scale your targeting to get as wide — or as granular — as you want. The result: your brand is seen by the right people, in the right place, at the right time.

The True Measure of Success

Unlike broadcast TV, advertisers using MNTN don't have to wait for postmortem campaigns to measure success. Our attribution model, Verified Visits™, measures TV's true performance abilities, offering marketers de-duped, real-time measurement that rules out other potential sources before it credits your TV ad.

Or use MNTN's A/B testing and auto-optimization capabilities to run ads, test reactions, and gather in-depth performance data on how viewers engage with your ads — informing your decisions on linear TV and social media buys.

The Heart of Your CTV Efforts

We'll be honest: the streaming landscape can be tricky to navigate. Rapid service fragmentation, app consolidation, and shifting priorities/audiences/content slates mean that it can be time-consuming and exhausting to keep up with ad buys and strategy.

With MNTN, there are no hoops to jump through. You don't have to contact multiple parties, like audience partners, reporting partners, or SSPs. You can diversify your ad buys, save on CTV inventory, and free up time through MNTN's automation and intuitive technology — all from a single destination.

Case Study #1: Rocking Out

So what does MNTN look like in action? Let's start with this success story from a global creative media agency, tasked with selling tickets for a large-scale rock concert.

With paid search and social efforts starting to plateau, the agency chose CTV as an effective performance channel to reach consumers outside of their client's typical audience. The end result: a campaign that exceeded its goals and produced a significant uptick in foot traffic for the client's brick-and-mortar stores after the concert, proving CTV's halo effect of positive performance.

Overall Campaign Performance

\$0.37

Cost Per Visit

111%

Higher Return on Advertising
Spend Than Goal

Case Study #2: From Linear TV to Performance TV

Having advertised on linear TV for years, online and mobile therapy provider Talkspace invested in CTV to digitize and make their TV efforts more measurable. They needed a solution that provided speed and flexibility, while avoiding some of the pitfalls of programmatic advertising, like fraud. They also needed a platform that would let their in-house team ramp up quickly, give more control over the creative process, and give access to faster data and deeper insights.

By running full-funnel campaigns with MNTN's seamless API, Talkspace was easily able to make better decisions on their campaigns, based on real-time data — and turn CTV into a powerful performance engine.

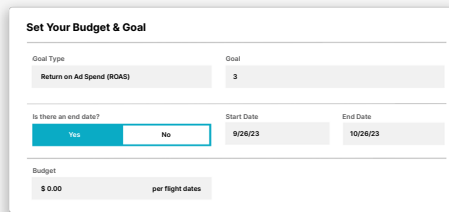
Overall Campaign Performance

67%

Decrease in Cost Per Acquisition



HOW TO CREATE A MNTN CAMPAIGN



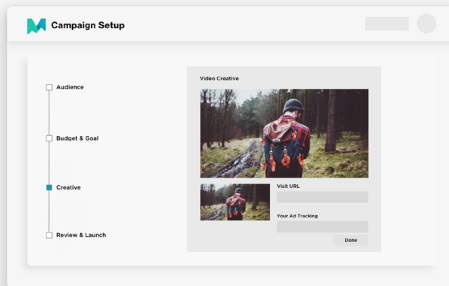
Set Your Budget & Goal

Goal Type: Return on Ad Spend (ROAS) | Goal: 3

Is there an end date? Yes No | Start Date: 9/26/23 | End Date: 10/26/23

Budget: \$ 0.00 per flight dates

1. Set Your Budget & Goal

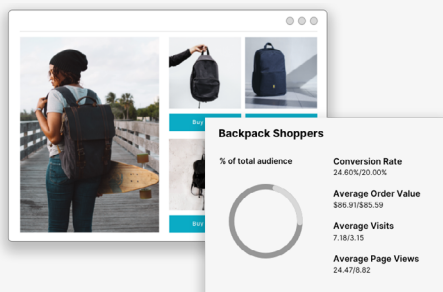


Campaign Setup

Progress: Audience, Budget & Goal, **Creative**, Review & Launch

Video Creative: [Thumbnail] | View URL

2. Upload Your Creative



Backpack Shoppers

% of total audience

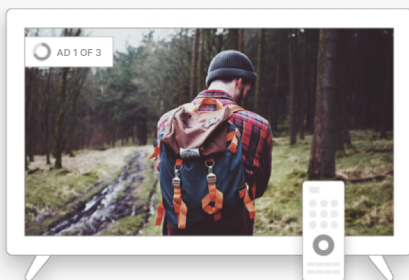
Conversion Rate: 24.60%/20.00%

Average Order Value: \$86.91/\$45.59

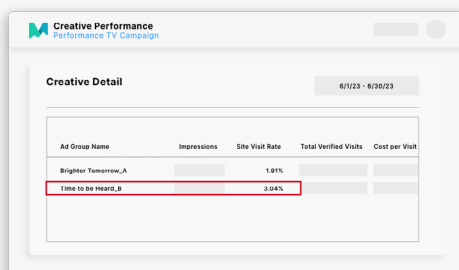
Average Visits: 7.18/3.15

Average Page Views: 24.47/8.62

3. Target Your Audience



4. Launch Your Campaign



Creative Performance
Performance TV Campaign

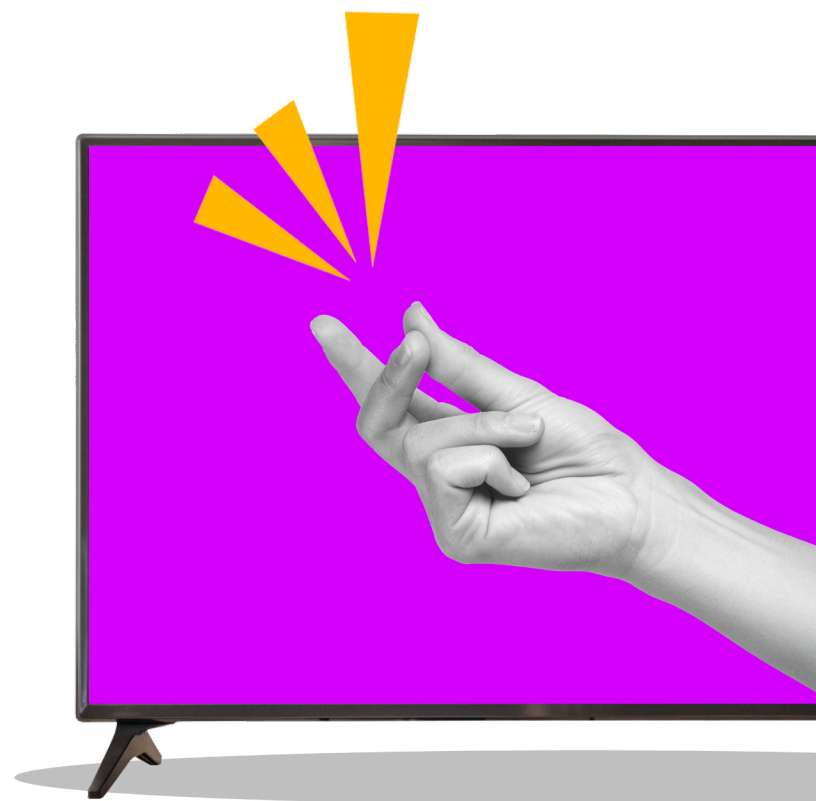
Creative Detail: 6/1/23 - 6/30/23

Ad Group Name	Impressions	Site Visit Rate	Total Verified Visits	Cost per Visit
Brighter Tomorrow_A		1.01%		
Time to be Heard_B		3.04%		

5. Measure Your Results

No Commitment, No Hassle, No Problem

MNTN Performance TV is a completely self-serve and at-will platform. There are no upfronts. No hard commitments. No data fees passed along for audience or geotargeting. Getting started is easy—and takes less time to set up than you think.



Ready to stop choosing between easy and powerful?

[Learn More](#)