

QUICK HIT GUIDE

# How Enterprise Marketers Use MNTN.

Use cases from advertisers like you

Connected TV advertising has exploded in growth for enterprise marketers. The problem? Not all CTV ad platforms are created equal.

Whether you're already using CTV for branding or performance, or haven't even started TV advertising yet, MNTN helps enterprise marketers by simplifying the entire process and driving down costs. The result: an intuitive, flexible, performance-driven TV platform that optimizes in real-time to drive measurable results.

Here's how successful enterprise brands are using MNTN Performance TV.



## The One and Only Lower-Funnel Partner

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.

MNTN solves all these challenges by streamlining the entire process and removing superfluous costs so your CTV campaigns are free to drive the kind of performance your competitors can only dream of.

## Complementing Direct and Upfront TV Buys

MNTN transforms CTV into a highly targetable, high-performing solution for your lower funnel. It not only supplements your existing TV buys but also helps feed your funnel and diversify your performance channels beyond just search and social.

## Maximizing Return on Investment

With MNTN, you can grow your business and generate the lower funnel results that matter most.



### Auto-Optimize for Performance All Day, Every Day

Our real-time attribution informs real-time optimization — creating smarter, better outcomes that are virtually impossible to achieve manually.



### Elevate Your Brand On the Best Streaming Networks

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



### Tap Into Connected TV's Largest Audience Pool

Scale your targeting with access to thousands of third-party audiences that reach over 120M households, on top of segments you can customize using your own website visitors and CRM lists.

## Making Better Ads, More Often

MNTN makes it easy to produce more high-quality, performance-optimized TV ads at scale.



### Creative-as-a-Subscription™

Get a steady stream of fresh TV creatives every quarter — all at no additional cost beyond what you'll pay in media.



### QuickFrame

Quick, affordable, and — most importantly — high-quality video creative.



## Starting Easily, Scaling Effortlessly

We make the hard parts easy, whether you run your own CTV campaigns or you have the support of an agency. With MNTN you can launch, manage, and measure your Connected TV campaigns all in one place.

**Set Your Budget & Goal**

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

Is there an end date? Yes No Start Date: 10/05/23 End Date: 10/05/23

Budget: \$ 0.00 per flight dates

1

Build your audience without any data fees and add pixel to website

**Campaign Setup**

Audience Budget & Goal Video Creative Expansion Creative Review & Launch

Video Creative: [Image of a person with a backpack]

2

Set up a test budget, timing, and goal — no contracts or commitments required

**Backpack Shoppers**

% of total audience

Conversion Rate: 24.60% (25.00%)

Average Order Value: \$66.91 (\$65.59)

Average Visits: 7.363 (5)

Average Page Views: 24.476 (32)

3

Upload creative, or leverage MNTN's solutions if you need a TV ad

AD 1 OF 3

[Video player showing a person with a backpack]

4

Go live

**Creative Performance**  
Performance TV Campaign

**Creative Detail** 6/15/23 - 6/16/23

Ad Group Name	Impressions	Site Visit Rate	Total Verified Visits	Cost per Visit
Brighter Tomorrow_A		1.91%		
Time to be Heard_B		3.04%		

5

MNTN automatically optimizes for peak performance

## Working Smarter (Not Harder)



### Measure With Confidence

Our attribution model, Verified Visits™, measures TV's true performance abilities — offering marketers precise, real-time measurement.

With access to MNTN's extensive identity graph, you unlock not only accurate attribution but also the scale needed to drive unmatched performance.



### Track Success Any Way You Want

Create customizable dashboards, measure results in Google Analytics, API keys, and support for most third-party impression tags.

Activate incrementality measurement to validate the impact you're generating and make more informed investment decisions.



### Leverage Industry-Leading Integrations

From measurement to audiences, MNTN is integrated with top tech partners and solutions to help you analyze outcomes and maximize performance.

## Everyone's Talking



"With MNTN, we have the highest level of control over our CTV campaigns and greater visibility into how they are performing, as well as faster execution and flexibility with planning and spending. With MNTN we're able to move fast and make real-time decisions while producing strong results."

**KATELYN WATSON, CHIEF MARKETING OFFICER, TALKSPACE**

"Our investment in MNTN Performance TV, and now in Creative-as-a-Subscription™, has opened a new realm of opportunities for us creatively. We now have the ability to truly act within performance marketing, utilize real-time data, and pivot quickly."

**AMANDA BOUVIN, DIRECTOR, PAID MEDIA, NATIONAL UNIVERSITY**



Ready to stop choosing  
between easy and powerful?

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