



# How MNTN Rewrites the Rules of ABM.

There is no question that accounts-based marketing (ABM) works. 70% of marketers use ABM and 91% of marketers find that ABM-driven sales result in larger deal sizes. However, everyone is using the same playbook. From email and LinkedIn to retargeting and landing pages, ABM efforts can feel repetitive and make it hard to stand out. B2B brands have an even tougher challenge — reaching their specific audience and staying top-of-mind until they are ready to buy. However, there is a tool you may not be using to succeed in your ABM efforts that you should think about adding: Connected TV (CTV).

## The Challenge.

01.

Only 5% of B2B buyers are ready to make a purchase at any one time

02.

90% of B2B buyers purchase from companies they knew at the start of the buying process

03.

How do you stay top of mind until your target audience is ready to buy?

## Why CTV and ABM Are a Great Match.

Believe it or not, Connected TV is a powerful demand generation tool that can even drive website engagement better than paid search or social.



B2B brands that added MNTN to their marketing mix saw a

↑ **49%** longer session duration, on average, compared to paid social

↑ **19%** longer session duration, on average, compared to paid search

MNTN’s precision audience targeting allows B2B brands to target key decision-makers at scale, which drives new users to your website and creates a first-party audience pool for retargeting. This is the magic combination — a comprehensive prospecting strategy and a strategic retargeting one — that drives website visits, as well as demo requests, and ultimately supplements your ABM lists with high-intent users.





## Why MNTN is the Ultimate Demand Gen Ad Channel

- Leverage your first party data to directly target your existing email list contacts
- Ads are unskippable and deliver your message in full
- Thanks to MNTN's Living Room Quality, ads are served on the biggest screen in the house, capturing the impact of TV advertising
- MNTN's audience and measurement capabilities let us reach the right viewers, and measure their response



## Third-Party B2B Audiences

- Role type
- Job function
- Company size
- Company sales volume
- Decision-making capabilities
- In-market signals for specific types of software
- And more



We have top B2B data partners fully integrated into the MNTN platform, including Bombora, Analytics IQ, Dun & Bradstreet, and more

## Find Your People

Start reaching your audience, building your retargeting pool, and bolstering your ABM lists. Learn more about how MNTN can help you find your people.



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