



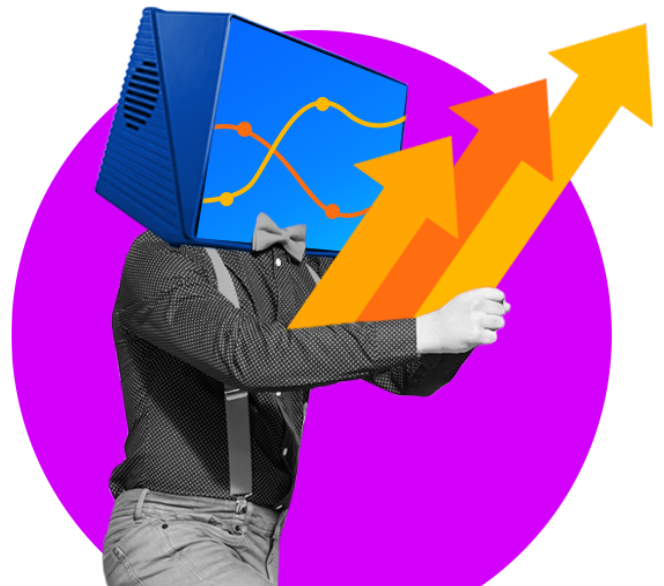
SMALL BUSINESS QUICK HIT GUIDE

What You're Actually Getting When You Buy Performance TV.

[Connected TV \(CTV\)](#) — it's *so* hot right now. We know, we may be a little biased here at MNTN, but this advertising channel has proven itself to be powerfully effective at generating real performance for brands of all shapes and sizes.

While CTV is certainly a buzzword in the advertising space, it's not always clear what it can actually do for advertisers. We often hear questions like, "Where will my ads be served?" Or, "How can I be sure the *right* audiences see my ads?"

Allow us to clear some of this up. We can't speak for other CTV advertising platforms, but we are experts on ours. Read on to learn what you're actually getting when you sign up for [MNTN Performance TV](#).





Where Will My Ads Be Served?

We're so glad you asked. MNTN only serves CTV ads across what we call "[Living Room Quality](#)" inventory. We define this as:

- Fully episodic
- Non-skippable
- Premium blue chip networks you'd typically find on cable
- 15-30 second commercials

Performance TV finds your highest intent audiences wherever they're watching premium streaming content and then purchases Living Room Quality inventory in real time.

Some background on how we do this:

 We Do	 We Don't
<ul style="list-style-type: none">• Purchase inventory in real time• Purchase inventory in the private marketplace via our dedicated inventory management team	<ul style="list-style-type: none">• Purchase inventory in advance• Buy or participate in upfronts

WITH PERFORMANCE TV, YOUR ADS ONLY APPEAR ON BLUE-CHIP STREAMING TV NETWORKS, THANKS TO OUR 150+ DIRECT DEALS WITH THE LIKES OF:



Important note: Performance TV **isn't YouTube TV**. While MNTN serves customers' ads on similar streaming services, YouTube TV isn't included.

How Can I Be Sure the *Right* Audiences See My Ads?

One key feature that sets CTV apart is the ability to get hyper-specific with audience targeting. This ensures that advertisers only target high intent consumers who will actually take action after seeing an ad.

MNTN's [precision audience targeting](#) allows you to access the largest pool of Connected TV households in the U.S. Whether you're focused on driving new business, reengaging previous purchasers, or both, CTV has something for you:

- **Reach new customers** by tapping into thousands of specialized customer segments available through MNTN's unique integration with [LiveRamp](#) and other trusted data providers.
- **Put your first party data to work** to increase conversions — retarget users based on the actions they've taken on your website, their shopping activity, and their location.
- **Target with CRM** — you can upload your data and our technology matches it across 120+ million households using proper privacy standards.

To highlight just how precise CTV audience targeting can be, here's an example of how **an athleisure brand** might use it:



Audience Targeting Example

1. Using MNTN's integrations they can target specialized segments like consumers with an active lifestyle, those who work from home, or people who had recently purchased from a competitor like Athleta or lululemon.
2. Use their own first-party customer data to retarget viewers who had previously visited their website or converted.
3. Want to increase foot traffic to their brick and mortar stores? They can use geotargeting to ensure that only consumers within a certain distance of one of their locations saw their ads.

Want more information? Check out our guide on [Connected TV Audience Strategy](#).

Our Business Goals Are Very Important to Our Brand. How Do I Know My CTV Campaigns Are Working to Meet These Objectives?

We know that you have *a lot* on your plate as a marketing professional. You shouldn't need to worry about whether your CTV campaigns are working right and optimized towards your business goals.

One way MNTN helps to protect your precious time, create efficiency for your business, and produce the best results possible is via automated, performance-driven campaign optimizations. Our automated optimizations are fueled by website visit and conversion data from verified sources to optimize your campaign as you go, improving performance along the way.

Here's how they work:



Campaigns are fully automated. No big or manual adjustments necessary.



Optimizations are made in real time, using the most up-to-date data.



Decisions are based on your performance goal, like cost per visit (CPV).

With MNTN, setting up automated optimizations is easy. Similar to running a campaign on Meta or Instagram, just input your budget and goal on Performance TV, and our platform will take it from there.

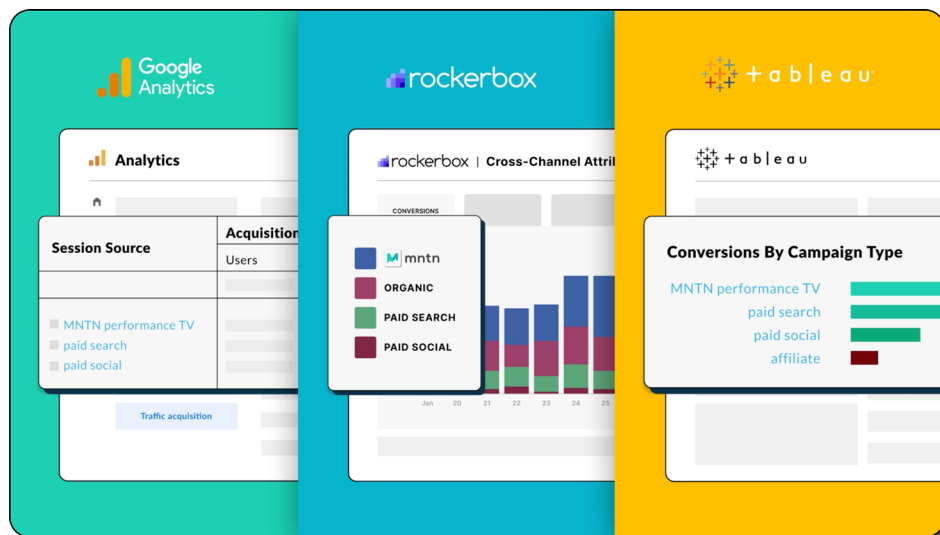
Is There an Easy Way For Me to Track and Measure Campaign Performance?

Premium inventory, precision audience targeting, and automated optimizations are all great in theory. But if you can't measure the actual performance of your campaigns, what's the point of any of these features?

After years of in-depth conversations with MNTN customers from a variety of industries, we know that flexible, transparent reporting and measurement is of the utmost importance to marketers like you. Because of this, we've worked hard to support a variety of ways to accurately measure the success of your CTV campaigns in real time:

- Measure the results of your CTV campaign directly in the MNTN Performance TV platform. With access to hundreds of metrics, you can fully customize your reporting dashboards to ensure you are getting the insights that matter most to your brand.
- Measure the incremental performance of your campaigns with [MNTN incrementality reporting](#).
- Measure results [via integrations](#) with third party tools like Google Analytics and [Rockerbox](#), allowing you to measure the success of your CTV campaigns right alongside your other marketing channels.
- Measure your results in your preferred business intelligence (BI) software like Tableau and DOMO.

For more insights on CTV reporting, [read this guide](#).



MNTN in the Wild

Ready to see CTV advertising in action? Here's a story of how one of our small business customers used MNTN Performance TV to meet their unique needs and drive performance goals.

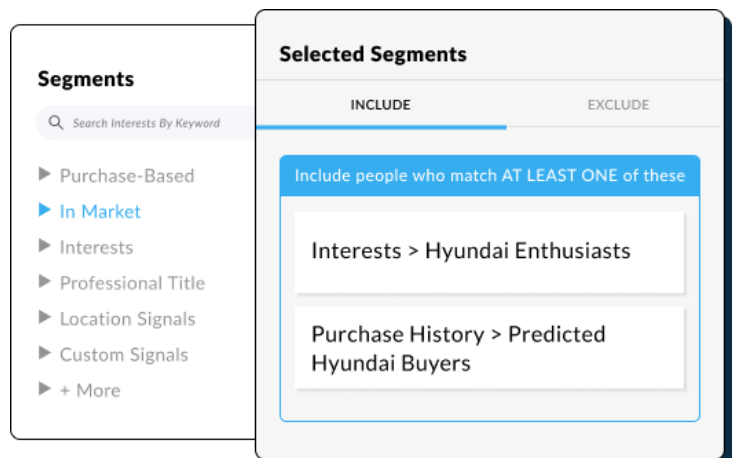


Houston Hyundai Auto Group Drives Business and Quality Web Traffic With MNTN

Houston Hyundai Auto Group is made up of three car dealerships. With multiple locations to market, Digital Strategist John Watts needed to generate new business and drive quality traffic to the dealerships' websites. He had experimented with Connected TV advertising before, but he found it difficult to measure campaign success. As a team of one, Watts wanted a platform that could produce meaningful results while ensuring efficient use of his time. MNTN Performance TV offered Watts a powerful, easy-to-use CTV ad solution.

Solutions

With new business top of mind, Watts launched Performance TV prospecting. To make sure that the auto group's ideal customers saw their ads, Watts used MNTN's audience-building tool to target specific segments. He started by creating geo-targeted groups so that only in-market consumers viewed the advertisements. MNTN's integration with LiveRamp and other trusted data providers supplied the auto group with other useful segments, including predicted Hyundai buyers, owners of various Hyundai makes and models, and Hyundai enthusiasts.





Results

81%

month-over-month improvement
in cost per acquisition (CPA)

24%

increase in average
raw conversions

15%

month-over-month improvement
in cost per visit (CPV)

11%

increase in average
site visits

Read the full case study [here](#).

Ensure Your Time and Resources Go Further With Performance TV

As a marketing professional, deciding where to spend your team's time and resources can be a long, often arduous process. And while there's a lot of buzz around CTV right now, there's no use in committing to the channel if you don't understand exactly where your advertising dollars are going.

At MNTN, we work tirelessly to make CTV advertising as transparent as possible. This includes all of the features that make Performance TV a highly effective channel — from Living Room Quality inventory to flexible reporting and everything in between.

Looking for more information on how CTV can help you grow your business?

[Learn How](#)

