



# **TV is the New Performance Driver.**

**How MNTN Captures User Intent and Helps  
Dealerships Act On It**

Like the automobile itself, automotive advertising has seen multiple dramatic transformations throughout its history. The first shift happened with the advent of TV, when dealers were suddenly able to showcase their exciting inventory with motion and sound. The next shift occurred when Google and Meta — almost overnight — changed the status and value of local newspaper ads in the 2000s.

Now, there's a new shift underway — one that combines these two previous shakeups and turns the television into a targetable, fully measurable performance marketing channel: Connected TV (CTV).

**But just like all vehicles aren't the same, CTV solutions range in capabilities and strength. With MNTN Performance TV, dealers are pulling the same performance levers as search and social, with just as much power, just on a TV screen that generates excitement — and results — through audio-visual storytelling.**

Automotive advertising is changing again, but this time as a complementary powerful channel that sits alongside existing investments and maximizes the impact of your current strategies. And savvy dealerships are already tapping into this channel to capture intent, boost efficiency, and stop wasting impressions.



# Inside This Report.

---

- Why CTV's digital backbone makes it a complementary performance channel
- How dealerships can find in-market intent on CTV, retarget high-intent viewers, and turn window-shoppers into lifelong customers
- How MNTN captures user intent to keep dealerships top of mind throughout the customer journey
- An introduction to MNTN Matched, the world's first keyword-based audience builder for TV, and how it uses AI to construct high-performing TV audiences
- A breakdown of MNTN's real-time measurement, offline attribution, and automatic ad optimization, all to produce peak performance
- How MNTN helps dealerships unlock new opportunities by creating / optimizing / changing / testing creative on the fly



# Table of Contents.

<b>Solving the Dealership Dilemma</b>	<b>5</b>
<b>How MNTN Captures User Intent And Lets You Act On It</b>	<b>7</b>
<b>Matching the Right Car to the Right Buyer</b>	<b>10</b>
<b>Measurement &amp; Reporting</b>	<b>12</b>
<b>Making Creative That Converts</b>	<b>14</b>
<b>The Future Is an Open Road</b>	<b>15</b>

# Solving The Dealership Dilemma .

---

Today's automotive dealerships compete on a larger playing field than ever before — both online and off — while also having to target and capture local audience intent.

**Fact:** The average American now keeps their car for 12.6 years

And when it comes to targeting, they're not just looking for new car buyers — 70% of all vehicles in operation by the end of the decade are expected to be 6-14+ years old.

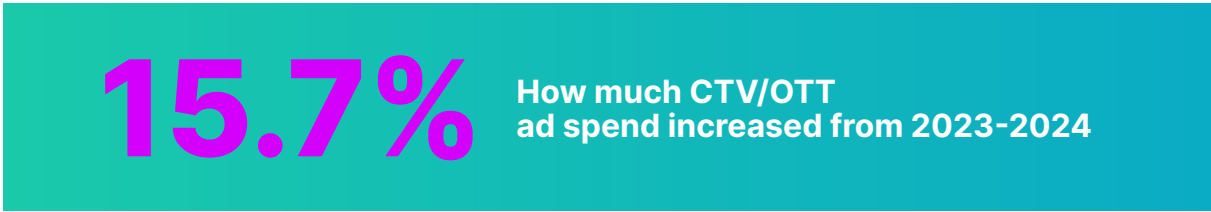
Dealerships don't just need to find high-intent audiences when they're in the research phase, they need to keep them engaged to turn a one-time transaction into the continuous profit-drivers that matter most — services that get the wheels off the road and into routine maintenance.

**Fact:** In 2023, services and parts were responsible for \$142.62 billion in sales

This requires a visually-inspiring marketing channel that can reduce inefficiencies, produce accurate results, and easily slot alongside performance channels. According to a BIA automotive report, total ad spend is increasing



across the board — with the majority being spent on digital advertising alone. The channel with the biggest increase: CTV / OTT.



But MNTN takes the magic of CTV further — turning streaming-supported advertising into a performance marketing powerhouse that sits beside search and social. The result: a powerful tool that matches audiences to cars, enhances your existing strategies, and ensures that every dollar in your ad budget is being spent wisely to find the right audience

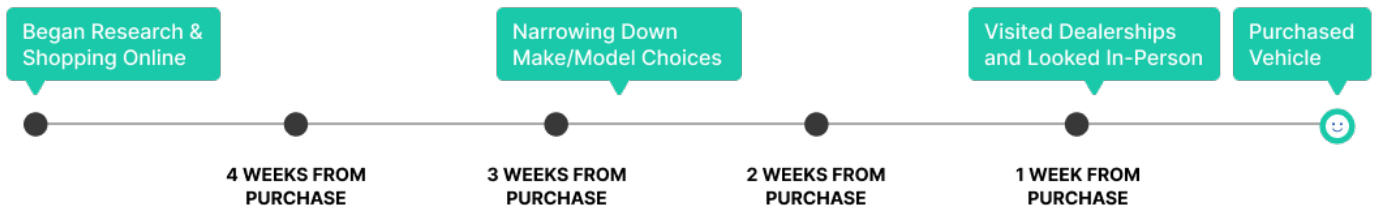
### Dealership Success Story

With MNTN Performance TV, a dealership auto group saw:



# How MNTN Captures User Intent — And Lets You Act On It.

As a performance channel, MNTN adds the strengths and benefits of search and social to the prestige of television. This drives people to your website and showroom, no matter where they are in the customer journey.



The average buyer spends 14 hours and 13 minutes researching, shopping, and purchasing their vehicle — which means they're likely to look at many websites — and stream a lot of ad-supported CTV — before committing.

## RETARGETING AUDIENCES

MNTN connects to user intent by using pixel tracking and retargeting users who visit your website. This ensures dealerships stay top of mind and promote the right vehicle(s) throughout the customer journey.



## CRM AUDIENCE TARGETING

Because the buying process takes time, you want to keep engaging shoppers throughout the process — and then afterward for service and maintenance. CRM targeting lets you do just that. Just upload your data and our technology matches it with over 99% of eligible U.S. households using proper privacy standards. This unlocks new campaign types never seen on TV:



**Reach previous buyers for loyalty campaigns**



**Encourage test drives**



**Reach buyers whose lease is ending**



**Reach prospects who have shown interest**



**Target recent buyers for scheduled maintenance and warranties**

## TARGETING WITH THIRD PARTY AUDIENCES

Audience targeting is used in prospecting campaigns to target engaged households based on their browsing histories, interests, demographics, purchase histories, and other available signals sourced from multiple data providers.





Dealers leverage third-party audience segments within the MNTN Performance TV platform to reach customers who may be in the market for a car. Specific automotive in-market audience data helps dealers reach the right audiences, ultimately helping them achieve their goals.



**Auto Intenders**



**Makes/ Models**



**New/Used**

Customers who visit your site and show intent are still undecided — but with MNTN, you can stay top of mind and deliver no-pressure touchpoints while they stream their favorite shows.

### **MNTN Boosts Outcomes on More Than Just CTV**

With MNTN Performance TV, a dealership auto group saw corresponding improvements for their social media campaigns:



**118%**

Increase in average session duration



**22%**

Decrease in average bounce rates



# Matching the Right Car to the Right Buyer.

---

For many dealerships, finding the right customers can be difficult, and traditional TV targeting wastes impressions (and budget). [MNTN Matched solves that](#) by using multiple data sources and AI to reach high-performing audiences that are actually ready to take action.

- Our AI analyzes your website and mobile app and recommends keywords to reach your ideal customers — this list is customizable
- MNTN's audience AI uses your keywords to find customers in over 99% of eligible U.S. households that are most likely to visit your brand's website and convert
- Your budget is automatically allocated to your highest-intent audiences first (i.e., customers who are likely to make a purchase ASAP)
- You can add or remove keywords (names of your dealership competitors, perhaps?) — just like you would a search campaign
- You'll get real-time reporting down to the keyword level, plus performance insights like CPA, visits, etc.



## MNTN Matched Advertisers Generate (On Average)



Every customer buys a car based on a specific need in their life, or during specific seasons. MNTN Matched drives conversions by matching the right inventory to the right audience.

While linear TV and other digital channels are still a valuable part of the marketing mix, no one else offers this ability to swap out creative, on the fly, in a self-service model, to boot.

### Other Ways MNTN Makes TV Flexible and Effective

- Market-leading, all-inclusive pricing
- Precision audience targeting
- Geotargeting, including in your DMA
- Power to change creative and promotions
- Ability to set up specialized campaigns
- Real-time, customizable reporting
- Evergreen and episodic campaigns
- Easy to manage, regardless of campaign size
- Creative testing and automatic optimization
- No training or team restructuring necessary
- Preferential pricing for top-tier networks



# Measurement & Reporting.

---

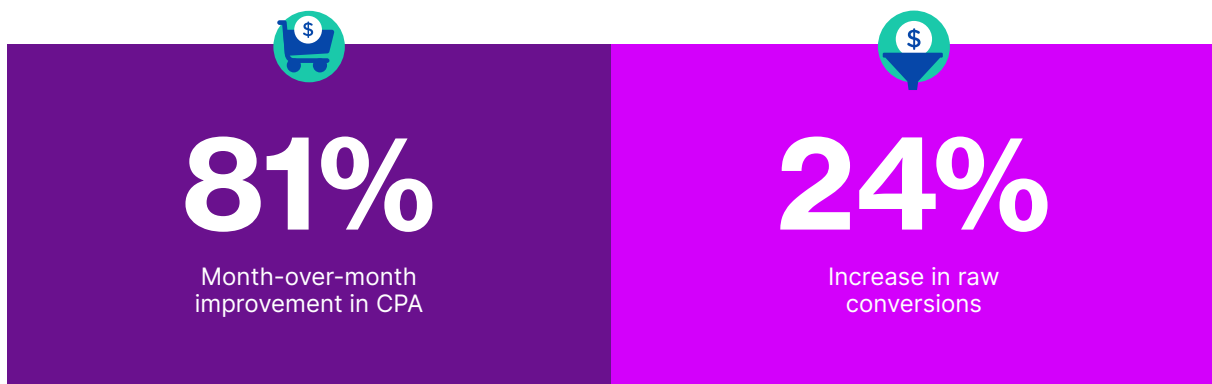
Measuring ad outcomes is tricky for dealerships, who usually rely on traditional business and financial metrics. But these metrics can be influenced by external factors, like timing of inventory, seasonal impact, or current marketing trajectories.

MNTN solves this dilemma by providing fully customizable, transparent reporting that shows you exactly how your ads perform.

- You set your performance goals
- You customize your reporting suite to track what matters most
- You get access to real-time, 24/7 data
- Automatic optimization ensures ads are tuned for peak performance
- Reports provide strategic insights to ensure long-term success
- Offline attribution measures the impact of CTV ads on real-world conversions

## Dealership Success Story

With MNTN Performance TV, a dealership auto group saw:



## THIRD PARTY INTEGRATIONS

MNTN Performance TV easily integrates into third party measurement solutions you already know — like Google Analytics or Rockerbox, or Tableau and other BI visualization tools, via our API — giving you a 360-degree visibility into your campaign success. Or shift into high-gear by leveraging your CRM data.

**Example:** With Google Analytics 4, you can look at the vehicle pages that MNTN drove traffic to, match the vehicle description pages back to their delisted vehicles for the month, and see how many delisted vehicles MNTN drove.

## WHITE-GLOVE SERVICE

MNTN's team provides the same people-oriented services that you do as an auto dealer to your community. This means you're never alone and always supported by a network that's dedicated to your success. Better still, our support team is made up of performance marketers and TV ad experts with a rich knowledge base and a helpful library of "how-to" videos and articles to ensure you always have what you need to hit your goals.



# Making Creative That Converts.

---

As a dealership advertiser, you understand the latest marketing techniques, the details of your audience, and what works best for your organization. But you also know that there's always more to learn.

MNTN gives auto dealerships room to play with new ad formats with features that let marketers optimize, test, and change creative on the fly. This means:

- Standing out from the crowd
- Confidently trying new creative approaches beyond the classic “auto ad”
- Customizing ads more frequently to reflect new promotions and inventory
- Deploying ads for specific regions and areas
- Testing what works best and easily switching to better-performing creative

## **DON'T HAVE ENOUGH ADS? DON'T SWEAT IT.**

MNTN offers two top-shelf solutions to help you out.

**QuickFrame:** Get quick, affordable, and — most importantly — high-quality video creative from seasoned pros for TV, social, and beyond.

**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



# The Future Is an Open Road.

---

80 years after its creation, the television ad is still essential for dealerships. But just like the Model T paved the way for high-end sports cars, CTV drops a new engine into an old framework to go further and faster.

Today, more dealership marketers are leveraging CTV as a powerful third performance channel in their marketing mix and seeing notable results. And by easily fitting alongside their existing strategies and measurement tools with no major disruptions, they're able to take the channel for a test drive with minimal risk to their daily operations.

Best of all: as a digital channel, CTV continues to evolve and grow, with many features you see today being simply nonexistent just a year or two ago. As more audiences cut the cord, and new features expand the channel's capabilities, CTV will continue driving auto advertising forward — and playing a prominent role in dealership ad strategies.



# A Lean, Mean, Performance (Marketing) Machine.

Drive better ad campaigns with MNTN Performance TV.

Want to learn more?

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