



CASE STUDY

woom Speeds to Connected TV Success with MNTN.

After seeing success in the European market, children's bike company **woom** set their sights on the U.S. To ensure the brand effectively reached and engaged with the right households, they decided to test a new and fast-growing advertising channel: Connected TV (CTV).

By partnering with MNTN, woom has successfully scaled CTV advertising across the marketing funnel and targeted viewers using effective, emotion-driven brand storytelling.



The CTV Scoop

Company: woom // Industry: Retail



GOALS

- Break into U.S. market
- Engage targeted, high-intent audiences



SOLUTIONS

- **Prospecting:** woom uses MNTN's unique audience suite to geotarget key cities and engage specialized consumer groups.
- **Retargeting:** Performance TV retargeting helped woom draw customers who viewed two or more pages on the company website down the funnel.
- **MNTN Matched™:** The company was able to build scalable, high-performance TV audiences.



RESULTS

161% higher visit rate

110% higher conversion rate than sitewide average

35% lower cost per visit

20% lower cost per acquisition

27% total U.S. revenue driven by MNTN



Goals

woom had big growth goals, but with such a niche product, the brand needed to ensure it focused on the advertising channels that not only had a vast reach but had the proper targeting capabilities. CTV enabled the brand to reach ideal customers consistently and accurately using high-impact content that aligned with their needs and behaviors.

“When I think of CTV, I think of my own user experience,” said April Obersteller, Managing Director of woom. “When I’m watching a show or anything else, there are certain things that either enhance or add friction to the experience. I really wanted woom’s messaging and advertisements to be enhancers. I knew CTV was a great place to show up to connect with our customers and for them to learn about us.”

Using CTV's performance-first capabilities, woom was able to tell its unique brand story and deliver messaging that reaffirmed its distinct product design and benefits. And with MNTN Performance TV, the brand was able to tap into CTV's full potential.

Solutions

Building brand awareness and educating potential customers was central to woom's expansion effort. But to truly see success, the brand had to develop a full-funnel strategy. Performance TV allowed woom to adopt this approach successfully by launching prospecting and retargeting campaigns simultaneously.

In addition to running its brand awareness and consideration campaign, woom rolled out a secondary campaign that geotargeted key cities. The team then used MNTN's unique audience-building suite to target consumer groups who were likely to benefit from woom's product offerings, including:



**Parents of kids
in sports**



**Families with interest in parks
and/or outdoor activities**



**Parents of younger
children (ages 5-10)**

In tandem with prospecting, woom used Performance TV retargeting to draw customers who viewed two or more pages on their website down the funnel. MNTN's Creative-as-a-Subscription™ helped the team enhance its creative library to include seasonal ad refreshes so new content was consistently added to campaigns throughout the year.

A year after implementing this audience strategy, woom wanted to take its CTV results to the next level and adopted MNTN Matched™ — a first-of-its-kind system that helped ramp up the brand's ability to build scalable, high-performance TV audiences. MNTN Matched™ enabled woom to double Q2 investment in CTV year-over-year while increasing profitability.



Results

CTV advertising via MNTN gave woom a platform to reach ideal audiences and tell a more detailed brand story through authentic and emotion-driven video ads. Using MNTN's robust yet turnkey reporting and measurement tools, the brand found that the ads more than met the time and resources initially spent on getting CTV off the ground.



woom®

"MNTN is very intuitive to use. It's super simple to set up campaigns, budgets and different ad creatives, and the reporting is very user-friendly. One of the primary benefits of MNTN is the level of transparency [in reporting] — it's higher than other CTV platforms, and quite frankly, than other paid media platforms in general. Having that transparency empowers me to really hone in on audiences and see the levels of performance that the campaigns are driving for us."

Adam Girgis

Paid Media Manager, woom



woom's visit rate grew by **161%** from Q2 2023 to Q2 2024, while cost per visit (CPV) and cost per acquisition (CPA) decreased by **35%** and **20%**, respectively. Additionally, the conversion rate driven by MNTN campaigns was **110%** higher than the brand's site-wide average.



The geotargeted campaign also resonated with key audiences: woom saw an **8% to 10%** higher growth rate in regions where they ran MNTN than in those without live Performance TV campaigns.



MNTN Matched also made a meaningful difference in performance. In Q2 2024, woom generated over **\$1.3M** in sales using MNTN Matched™, representing a **121%** year-over-year increase on an **110%** rise in investment — this accounted for **27%** of their direct-to-consumer revenue in the U.S.



Zooming into the Future

woom now has a solid foothold in the U.S. market, but the brand is constantly pushing creative limits to grow the business. The team will continue to use MNTN as a primary piece of a comprehensive full-funnel advertising strategy to reach increasingly aggressive goals.

“Looking ahead, one of the main things that really excites me is leveraging video on a larger scale,” Girgis said. “With woom being on television, it’s really helped legitimize the brand. And it’s helped people that may have been on the fence about us to really want to know more. Now that we have our bikes in shops around the nation, I think there’s a recognition factor with seeing woom on television and then seeing them out in the wild.”

Results in this case study are sourced from woom Performance TV data comparing results from Q2 2023 (April 1 – June 30, 2023) to those from Q2 2024 (April 1 – June 30, 2024).



“When we are looking for marketing platforms, it’s not just how it impacts our marketing strategy for today — it’s how it can impact it for tomorrow. So scalability was, and is, a big part of what we were looking for, and with MNTN we saw absolutely that. It wasn’t just how we were going to enter this channel [CTV], it was about how we could grow this channel. We rely on MNTN to be a true partner to us, to guide and steer us through those kinds of decisions. We’ve gotten that kind of partnership from day one of the relationship and we know we’ll continue to get that as we scale.”

April Obersteller
Managing Director, woom



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MNTN is the Hardest Working Software in TV, bringing unrivaled performance and simplicity to Connected TV advertising. Our self-serve technology makes running TV ads as easy as search and social and helps brands drive measurable conversions, revenue, site visits, and more. MNTN is one of Fast Company's Most Innovative Companies of 2023 and was recently named one of the Next Big Things in Tech for its upcoming VIVA creative suite.

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