

# Search, Social, and Connected TV.

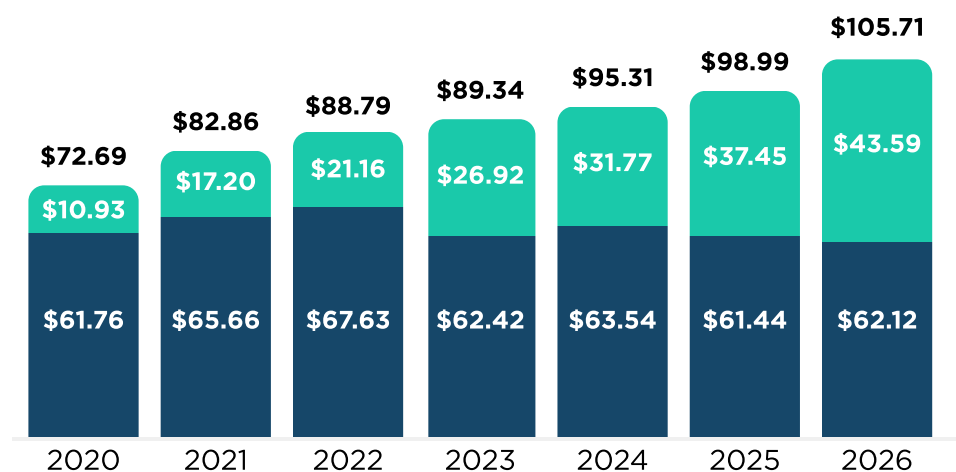
## Why This Combo Is Like Rocket Fuel For Your Ad Campaigns (No Fire Extinguisher Necessary)

Unlike broadcast television, Connected TV gives today's brands a receptive and engaged audience that's completely measurable and fully targetable. It's no wonder that the spending gap between linear TV and CTV continues to close as the platform becomes a third pillar of performance marketing strategies.

When CTV ad software is purpose-built for performance, it functions much like paid search and social. Best of all, it easily slots alongside those existing strategies—and covers blindspots from other channels.

### Connected TV's Growing Popularity

Every year more people stream content—and more advertisers reallocate their budgets from linear TV to CTV.



**Combined US Linear and Connected TV Ad Spending (billions, 2020-2026)**



Source: eMarketer, October 2022

## Not All CTV Solutions are Created Equal.

Some solutions focus on reach or offer limited measurement. To fulfill CTV's full potential, you must use tech that is optimized for performance—and some features that are exclusive to MNTN.



## Making CTV Even Easier

You know how powerful Connected TV is. But when it's run like other performance channels, it really shines. That's why we set out to make the CTV ad experience function similarly to well-established self-serve channels like search and social.



### TARGETING

Use first or third-party data to reach your target audience based on interests, demographics, and more.



### AD BUYING

Fully automated buys on top-tier streaming TV networks, optimized toward performance goals.



### MEASUREMENT

Get real-time insights covering site visits, total conversions, return on ad spend, and more.



### CREATIVE MANAGEMENT

Upload ads in just a few clicks on a self-serve platform. Easily monitor, optimize, and update as needed.



### COMMITMENT

No upfronts, no commitments, and no contracts. Start and stop when you'd like, and tap into an always-on marketplace.



## Connected TV Sees:

# +57%

**Longer Average Session  
Duration Than Paid Social**

# +21%

**Longer Average Session  
Duration Than Paid Search**

### WHY DOES CTV SEE HIGHER QUALITY TRAFFIC?

- It combines two proven ad formats—digital marketing’s effective targeting and television’s high-impact ad format.
- This combination not only lets CTV function like paid search and social, it adds crucial elements those two may be missing.



## How Connected TV Completes Your Performance Marketing Strategy

	MNTN	Paid Search	Paid Social
<b>User Experience</b>	Ads are non-skippable, served on popular content, and viewed on the largest screen in the house—the TV.	Ads are seen when associated keywords are searched.	Ads are seen alongside user-generated content.
<b>Ad Placement</b>	Ads are served on brand-safe premium channels alongside hit programs.	Ads are served alongside content relevant to your brand.	Ads are seen in a scroll-heavy and competitive environment.
<b>Ad Targeting</b>	Target millions of households through 80,000+ audience segments. Or reach mid-to-bottom funnel users through 1st-party data and CRM targeting.	Ads are keyword and audience-based, usually targeting mid-to-bottom funnel users.	Serves ads to audiences deemed relevant by social networks.
<b>Campaign Measurement</b>	Fully transparent and real-time insights down to the individual audience segment and TV network level. Incorporates Google Analytics, Adobe Analytics, and API connections to provide a 360-degree view of campaign performance.	Provides top-level metrics like impressions and clicks.	Provides semi-transparent metrics but doesn’t show individual audience segment reporting in an ad group.
<b>Costs and Commitments</b>	No additional training or hiring is needed; requires as little as one team member to drag and drop existing creative and launch ads.	Low commitment and cost.	Low commitment and cost; sometimes requires a dedicated team or employee to respond to customers.

## CTV's Halo Effect on Other Ad Channels

Connected TV's targeting, measurement, and living room impact results in a halo effect that boosts campaign performance on other channels—even underperforming ones. Advertisers who add CTV to their omnichannel marketing mix see:

**More  
attention**

**More  
qualified  
visits**

**More opportunities to  
convert on ad channels  
across the board**



### Brands That Add CTV With MNTN See:

**+22%**

**Stronger Conversion Rates  
for Paid Search**

**+9%**

**Stronger Conversion Rates  
for Paid Social**

## Simple, Intuitive Campaign Management

Anyone and any brand can now be seen on television. In fact, **62% of our customers have never run a TV ad before MNTN.**

### JUST HOW SIMPLE IS IT?

On linear TV and other CTV ad platforms, you could deal with dozens of people before launching a campaign. With MNTN, it only takes a few.

**With MNTN**



**With Other  
Ad Platforms**



## LAUNCHING A MNTN CAMPAIGN IN 5 EASY STEPS

**Set Your Budget & Goal**

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

Is there an end date? Yes No Start Date: 09/26/23 End Date: 10/26/23

Budget: \$0.00 per flight dates

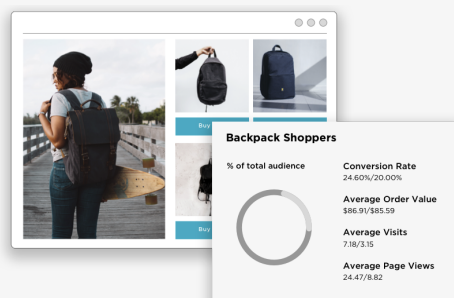
### 1. Set Your Budget & Goal

**Campaign Setup**

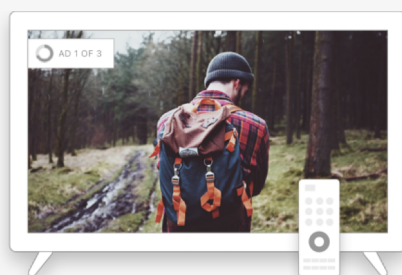
Video Creative

Video URL: Your Ad Tracking

### 2. Upload Your Creative



### 3. Target Your Audience



### 4. Launch Your Campaign

**Creative Performance**

Performance TV Campaign

Creative Detail: 6/1/22 - 6/30/22

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. Measure Your Results

## Already Have a TV Strategy? Even Better.

MNTN and Connected TV are additive solutions that enhance and expand your existing TV efforts. You can easily upload your commercials, then target your audience in a way unimaginable on linear television.

Or, use MNTN's A/B testing and auto-optimization capabilities to run ads, test reactions, and gather in-depth performance data on how viewers engage with your ads—informing your decisions on linear TV and social media buys.

## No Commitment, No Hassle, No Problem

When you deploy CTV ads with a single self-serve and at-will platform, there are no upfronts, hard commitments, or data fees passed along for audience and geotargeting. This makes setting up and maintaining campaigns easier and quicker than other ad platforms.

With MNTN Performance TV, brands or agencies can upload creative, target audiences, adjust budgets, optimize their campaigns, and get precise, actionable data that's analyzed in real-time. There are no hoops to jump through or waiting periods, and agencies can handle all of their clients' campaigns without further onboarding.

## Ready to get started?

[Learn more](#)