



Your Guide to Performance TV For 2025.

Best practices, tips, and insights on using a performance marketing mindset to take Connected TV further.

Introduction.

Performance marketing is bigger than just your phone.

While most performance marketing strategies are deployed on smaller mobile devices, the average TV screen is nearly 11x the size, offers dynamic audio-visual storytelling, and drives better engagement. And yet, historically it was underutilized.

That's where MNTN comes in.

MNTN turned Connected TV (CTV) into a scalable performance channel. Today, thousands of advertisers use the MNTN Performance TV platform alongside Google and Meta to supercharge their company's growth and gain a competitive advantage in a crowded marketplace.

When brands apply a performance marketing mindset to CTV, they can deploy strategic, lower funnel coverage that complements existing strategies, reduces ad budget waste, and drives higher conversions. With MNTN they can deploy best-in-class technology not found anywhere else to capture user intent, offer deeper measurement, and optimize ads for maximum impact.

This has led to CTV finally delivering on its long-held promises, turning the television into the third great performance marketing channel alongside search and social.

This guide is designed to share the learnings of what a performance marketing mindset can do on CTV — and show how MNTN makes it possible.

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Your Technology Checklist.

You need a combination of the right technology and approach to unlock performance marketing strategies on CTV. Before we dive into discussing the approach, let's establish the purpose-built technology needed.

Performance Goal Optimization



This technology uses your campaign goal to determine the types of optimizations needed to hit your target.

Automated Media Buying



All campaign optimization is carried out automatically to ensure ads reach the viewers best suited to your goal.

A/B Creative Testing Tool



This pits CTV ad creative in head-to-head tests to determine which version generates better performance.

Access to Popular TV Network Inventory



Ads are served exclusively across top-tier CTV networks, delivering better campaign performance.

Cross-Device Verified Visits



This tracks when an ad is viewed on a TV screen, and when it generates a site visit and conversion on another device.

Cross-Device Attribution



This tracks when an ad is viewed on a TV screen, and when it generates a site visit and conversion on another device.



Why You Should Apply a Performance Marketing Mindset to TV.

Today's audiences are more savvy than ever. The modern consumer has adopted an omnichannel approach to shopping, engaging with a variety of channels to research products and services before buying. To meet this change, advertisers have similarly adopted an omnichannel approach — and made CTV a focal part of that strategy.

The television ad, with its impactful audio-visual storytelling, is still the most popular way to reach and make an impression with consumers. But for too long, the channel wasn't targetable or measurable at the level needed for performance marketing, putting brands in a challenging position: they knew TV could make a difference, but it was hard to quantify how.

MNTN has created a potent combination for advertisers by mixing TV's prestige with digital marketing's smarts. The result — a performance marketing platform that operates like search and social, but runs your ads alongside premium TV programming. And that's important because it provides a unique ad experience that drives incremental value to your overall performance marketing strategy.



Compared to TikTok

enterprise marketers on MNTN see:

157%

more pages per session

2.5x

higher conversion rate

mid-market advertisers on MNTN see:

96%

more pages per session

2.5x

higher conversion rate





Compared to Meta

enterprise marketers on MNTN see:

84%

more pages per session

3.5x

higher conversion rate

mid-market advertisers on MNTN see:

86%

more pages per session

2.3x

higher conversion rate

Similar to social channels like TikTok and Meta, Performance TV provides performance-optimized targeting — but pairs it with the “magic of television” to leave a quantifiably large impression.

All of this was previously unfathomable for TV advertising; your best bet was to buy a lot of expensive inventory during “must-see” hours and blanket the airwaves. With MNTN, advertising on CTV is much more methodical — ditching the costly and time-consuming blunt-force approach.

With ad dollars under higher scrutiny than ever before, today’s marketing teams need every edge they can get. MNTN provides a unique performance channel that reaches the customers that matter most, drives measurable outcomes, and — best of all — slots alongside your existing ad channels and strategies with little lift.



Performance TV's benefits:



MNTN Matched™ Audiences

Use keywords and real-time data to connect with prospects most likely to convert.



Exclusive CPMs

MNTN is one of the largest buyers in the U.S., offering preferred pricing on top streaming services like Peacock, ESPN, and Max.



Best-in-Class Optimization

Real-time optimization analyzes over 50 variables thousands of times a day to ensure ads are at peak performance.



Smart Self-Serve

Budget planning tools and easy-to-use software helps you plan for success and go live fast.



In-Depth Reporting

Measure outcomes down to the OrderID, track incremental results, and use Google Analytics and Rockerbox integrations.



Performance Pro Tip

When applying a performance marketing mindset to your CTV strategy, find a solution that lets you build out the goals that matter to your specific brand or campaign.



How to Pick a Budget & Goal.

For too long, small to medium-sized businesses have been locked out of TV advertising. At MNTN, we believe that everyone should be seen on screen — and that's why 90% of all our advertisers have never been on TV before.

Performance TV makes CTV advertising affordable and cost-effective, making the channel more like paid search and social rather than traditional TV buys. That's because MNTN is the only platform that automatically organizes your prospects based on their likelihood to convert — ensuring no dollars are wasted. Simply plan your budget by forecasting your engagement with high intent, medium intent, and maximum reach audiences.

90%

of all MNTN customers are first-time TV advertisers

Performance TV optimizes your campaigns for performance goals, which is key to driving specific outcomes. You can even run multiple goals for your campaigns — just split them up according to your prospecting or retargeting campaigns.





Prospecting

- **Cost Per Visit:** Use this if your focus is to drive engaged new audiences to your website.
- **Return on Ad Spend/Cost Per Acquisition:** Use these if your conversions or revenue are a focus.
- **Cost Per Completed View:** For focusing on reaching a larger audience and creating more brand awareness.



Retargeting

- **Return on Ad Spend/Cost Per Acquisition:** Use these if your conversions or revenue are a focus.

In regard to choosing a budget amount, advertisers on the MNTN platform run campaigns using budgets ranging from in the low thousands to millions of dollars. We recommend you consider your ad spend on other performance channels to help determine what an appropriate Performance TV budget is for your brand.



Define and Find High-Intent Audiences.

Because consumers take longer to shop, research, and read reviews, brands need to introduce themselves sooner — and stay present for every step of the customer journey.

Performance TV connects to user intent, helping advertisers stay top-of-mind by delivering powerful touchpoints in a no-pressure environment — when prospects watch their favorite shows.

Retargeting Audiences

You do a lot to get shoppers to your site, now it's time to make the most of that hard work. MNTN connects to user intent by using pixel tracking and retargeting users who visit your website but didn't convert. Retargeting on CTV lets you engage valuable consumers who may need an extra nudge.

- **They focus on high-intent visitors who did not convert on your site**
- **They keep your audience engaged at a crucial time in the sales cycle**
- **They deliver conversions at the bottom of the funnel.**

We highly recommend deploying retargeting campaigns alongside your prospecting campaigns if you already have a good flow of site traffic. If you're worried your current site traffic levels aren't large enough to build a retargeting pool, give your prospecting campaigns some time to send more consumers to your site before launching.



Performance Pro Tip

Keep your retargeting campaigns on at all times because they're extremely effective tools to drive conversions and revenue. If you have a special promotion coming up, either launch a fresh campaign or swap out your existing creative to support it.



CRM Audience Targeting

Because the buying process takes time, you want to keep engaging shoppers throughout the process — and then afterward for repeat business. 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. Then CRM Audience Targeting leverages the power of MNTN Performance TV to make it easy to connect with your most valuable customers and use audience strategies never seen on television.

A repeat customer is worth

10x

**more than a
prospective customer**

Repeat customers spend

+67%

**in 31-36 months than
new customers in 0-6 months**

Affinity-Based Targeting

Your next loyal customer may be out there, but have no idea who you are. This is especially true for small-to-medium sized challenger brands looking to grow. With affinity-based targeting, you can reach potential customers who may not have engaged with your brand, but have shown a strong interest in your products or your competitors.

With affinity-based targeting, you can reach out and make the introduction to unlock new opportunities and develop brand loyalty with an audience unfamiliar with your brand.



Performance Pro Tip

Remember, even if you aren't using affinity-based targeting to reach customers interested in your competitors — your competitors might be using it to reach audiences interested in you.



Matching the Right Ad to the Right Audience.

For many advertisers, finding the right customers can be difficult, and traditional TV targeting wastes impressions (and budget). [MNTN Matched](#) — the world's first keyword-based audience builder for TV — 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
- You can add or remove your own keywords, just like a search campaign, to give you more control and satisfaction that your targeting matches your brand and goals
- 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 get access to eager audiences, scaling by high-intent, medium-intent, and maximum reach
- You'll get real-time reporting down to the keyword level, plus performance insights like ROAS, CPA, visits, etc.

MNTN Matched Advertisers Generate (On Average)

6x

More Site Traffic

2x

Higher ROAS

2x

Lower CPA

(vs. advertisers who use traditional audiences only)

The benefit is immediately clear: with MNTN Matched, you can zero in on your next customer and deliver a relevant ad. This personal touch is not only effective, but well-received — [60% of TV viewers](#) say they enjoy when ads are customized to their tastes.



Deploy Creative That Converts.

While the TV ad is still an effective and powerful format, Performance TV evolves it further by offering creative flexibility unimaginable on broadcast television. Thanks to its digital DNA, advertisers can quickly and effortlessly upload new creative that's timely, relevant, and drives a sense of urgency. Examples include:

- **Major sale events**
- **New products or inventory**
- **Product software updates**
- **Grand openings of new physical storefronts**
- **Weekly events**
- **Creative that speaks to current events**

Best of all, updating this creative frequently doesn't mean you need to reinvent the wheel each time — you can simply swap out end cards, update voice-overs, or highlight new products.

Premium CTV advertising platforms like MNTN let advertisers unlock these flexible creative capabilities with features like:



Easy Uploading

Upload ads in just a few clicks on a self-serve platform



Quick Creative Management

Easily monitor, optimize, and update ads as needed



Testing

See what creative messaging is resonating with your audience





Performance Pro Tip

Updating creative frequently doesn't mean you need to reinvent the wheel each time — you can simply swap out end cards, update voice-overs, or highlight new products.

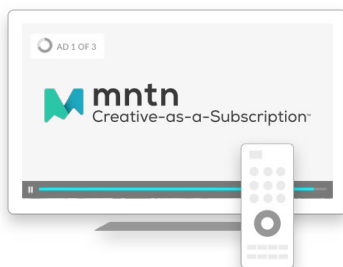
No Ads? No Problem.

If Performance TV sounds like a good idea, but you don't have a TV commercial — you're in luck. 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 commercials every quarter, all year — all at no additional cost beyond what you'll pay in media.

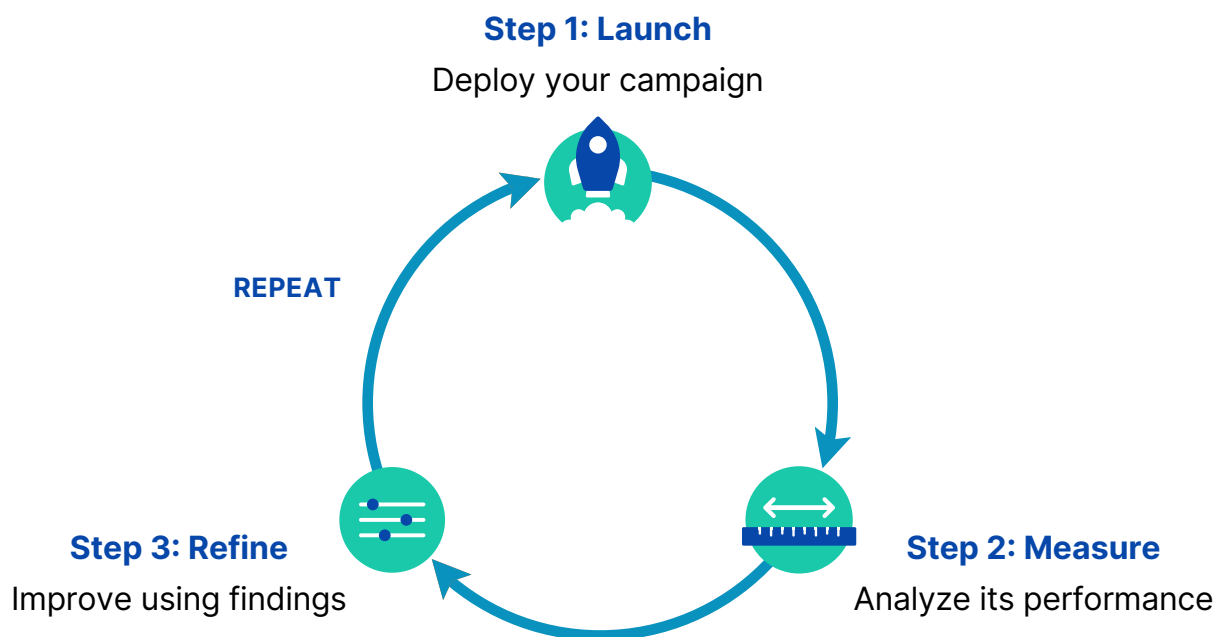


Test, Measure, & Refine.

Traditional TV measurement has always been hard to define, and CTV measurement can be a mixed bag depending on which ad solutions you work with. 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 that shows exactly how your ads perform**
- **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**
- **MNTN Matched keyword reporting shows you which keywords succeed, letting you apply those learnings to other channels like search**

But our measurement capabilities don't stop there. Advertisers on MNTN Performance TV use best-in-class technology not found anywhere else to launch, measure, and refine their ads — just like they do on social campaigns.



Third Party Integrations

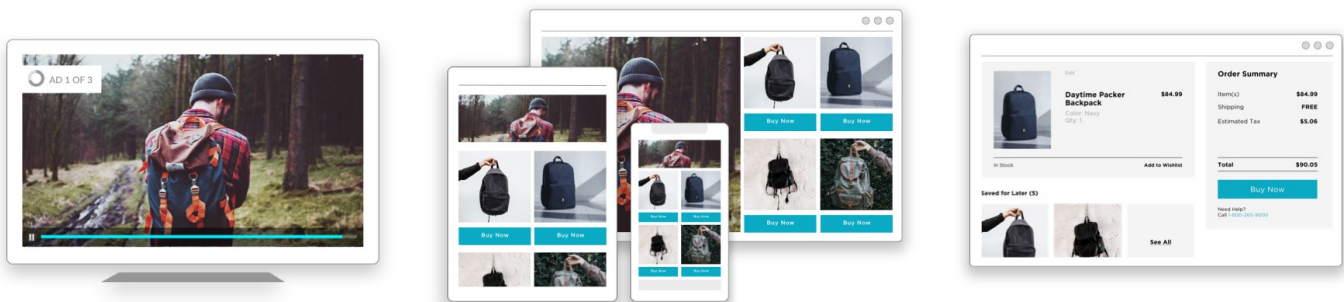
It's a best practice to integrate a 3rd-party analytics platform into your reporting schema. It allows you to compare campaign performance alongside the rest of your digital channels, giving you a holistic view of your campaign's performance in relation to the rest of your digital marketing plan.

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.

Cross-device Attribution

CTV advertising is cross-device by nature. An ad is served on a television, then a shopper converts on a phone or desktop. You need a reliable way of measuring that journey.

Performance TV uses Verified Visits, which is our proprietary technology that tracks the cross-device journey by measuring any user visits to your site from a household device following the guaranteed in-view display of your CTV ad, in a window of time defined by you.



01.

User completes an ad on a household device.

02.

User visits advertiser's site on any household device within the Verified Visit window.

03.

User converts within the conversion window.





Performance Pro Tip

Your Verified Visit conversion window is customizable, so you should sync it with your sales cycle. A general rule of thumb is: if you have a more expensive product, the sales cycle is longer. If your offering is less expensive, a shorter conversion window is appropriate

A/B Testing

A/B testing ensures your campaign will be using the best possible ad creative for driving performance. Performance TV has built-in A/B testing, allowing you to simply upload, test, and pick a winner. The higher performing creative will automatically be applied to your campaign.

When testing two creatives against one another, there are some best practices to follow.

- **Limit the differences between the two versions to a single variable, like a CTA, voice over, or special offer. This will tell you exactly what variable prompted the difference in performance.**
- **Avoid changing too many variables because you'll lose the ability to see which exact difference mattered. You'll muddy the waters and limit what you'll learn**



Performance Pro Tip

A/B testing not only finds what creative performs best, it can unlock new and surprising opportunities that may not be obvious. When MNTN A/B tested two ads with our Chief Creative Officer, Ryan Reynolds, we found that the ad with just his voice performed better than the one showing his face. Much to his chagrin.



Start Unlocking CTV's True Performance Marketing Potential.

Don't limit yourself to just branding and awareness campaigns on Connected TV. Performance TV unlocks performance marketing ad strategies that maximize the channel's potential through a combination of purpose-built targeting and measurement.

Ready to dive in?

[Create your account here](#) and explore what you can do with MNTN Performance TV.

Looking for more information?

Schedule a live demo with a MNTN expert.

[Request Demo](#)