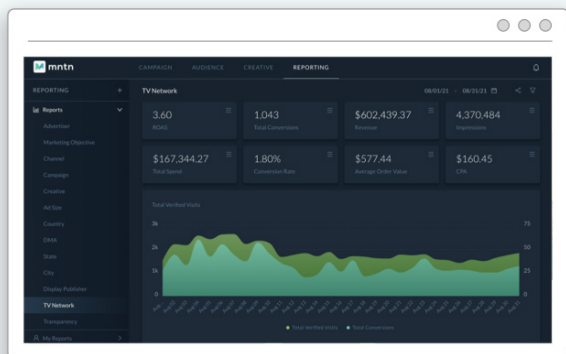


The MNTN Advantage.

MNTN's self-serve platform offers the tools necessary to make CTV a more agile, efficient, and effective performance marketing channel.

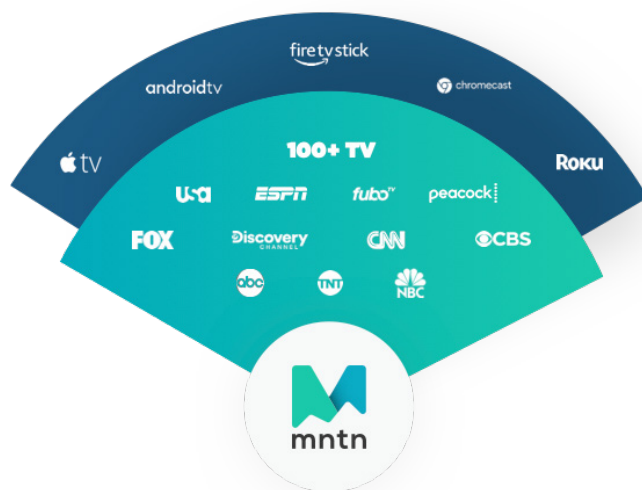


Transacts on Business Outcomes

- Transact and continually optimize your performance campaigns to deliver KPIs that matter—CPA and ROAS.

Premium CTV Inventory at Scale

- Serve ads exclusively on Connected TV devices across 100+ top tier, non-skippable, brand safe TV networks and streaming providers.



Audience Buying



Across 120m+ HH

- Target over 80K customizable audiences to drive performance based on campaign objectives—all without any data fees:



Prospect new customers



Re-target existing customers

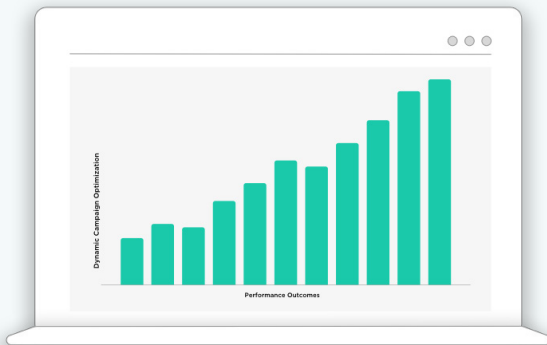
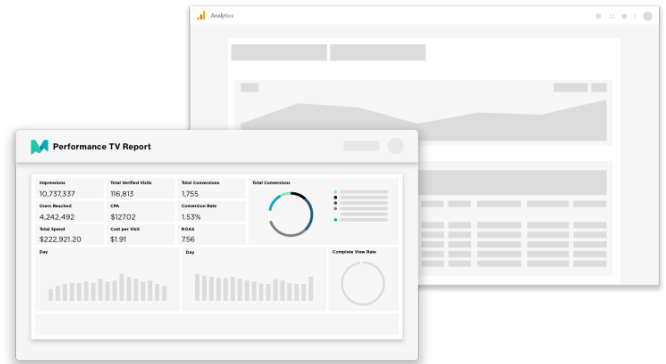


Upload CRM data

- Leverage MNTN's proprietary ID agnostic identity graph to scale performance across the largest TV-based audience pool in the industry.

De-Duplicated Measurement in Real Time

- Our patent pending attribution model is tailor-made for tracking Connected TV campaign performance—giving you deterministic attribution, with visits de-duped across other marketing efforts.
- Measure real-time performance with fully-customizable reporting and integrations into third party measurement platforms including Google Analytics, and Adobe Analytics.



Automate Optimizations to Drive Conversions

- MNTN's AI utilizes real-time attribution data to inform thousands of decisions per day, continuously improving performance based on campaign objective.
- Earn more value for your investment than what's possible to achieve with manual attribution and optimization.

Creative-as-a-Subscription™

- Complement your existing creative strategy with a continuous supply of Connected TV creative—all at no additional cost.
- CaaS™ opens the door for more testing, faster learning, and better results.

mntn
Creative-as-a-Subscription™

