

Investor Presentation.

August 2025



Disclaimer.

Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. We intend such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended (the “Securities Act”), and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”). All statements other than statements of historical fact contained in this presentation should be considered forward-looking statements, including, but not limited to, statements regarding: the business strategy, plans and objectives of management for future operations; the performance of our products and benefits to customers; our market opportunity and demand; and industry and market trends. Without limiting the foregoing, in some cases, you can identify forward-looking statements by terms such as “aim,” “anticipate,” “believe,” “can,” “continue,” “could,” “estimate,” “expect,” “forecast,” “goal,” “intend,” “may,” “might,” “plan,” “possible,” “potential,” “predict,” “project,” “should,” “target,” “will,” “would” or the negative of these terms or other similar expressions, although not all forward-looking statements contain these words.

Forward-looking statements involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including, but not limited to: reduced growth and expansion of CTV and performance marketing using CTV, including if the adoption of CTV by customers develops more slowly than we expect, as well as the reduced growth and expansion of our PTV platform; our dependence on a limited number of large customers and the inability to attract new customers, expand existing customer usage of our platform or achieve our customers’ return on ad spend and other specific campaign goals; reduced demand for advertising, including factors that affect the level of demand and resulting amount of spend on general and digital advertising, such as economic downturns, geopolitical conflicts, supply chain shortages, interest rate volatility, labor shortages, actual or perceived instability in the banking industry and inflation and any health epidemics or other contagious outbreaks; our results of operations may fluctuate significantly and may not meet our expectations or those of securities analysts and investors; seasonal fluctuations in the demand for digital advertising and our solutions; our short operating history in PTV; inability to manage our growth effectively, and maintain the quality of our platform as we expand; failure of our sales and marketing efforts to yield the results we seek; our product development and innovation may be inefficient or ineffective; our customers' material reduction of the use of our platform; errors, defects, or unintended performance problems with our platform; changes or developments in the laws, regulations and industry requirements related to data privacy, data protection, information security and consumer protection, and failure to comply with such laws, regulations and industry requirements; inability to collect, use, and disclose data, including the use of pixels or other similar technologies; the use of digital advertising is rejected by consumers, through opt-in, opt-out, or ad-blocking technologies or other means that limit the effectiveness of our platform; inability to increase the scale and efficiency of our technology infrastructure to support our growth and transaction volumes; incurrence of cyberattacks or privacy or data breaches resulting in platform outages or disruptions; failure to detect or prevent fraud on our platform, or malware intrusion into the systems or devices of our customers and their audiences; the intensely competitive market that we operate in; inability to maintain our corporate culture as we grow or as we adapt to an entirely remote work environment, including if we fail to attract, retain, and motivate key personnel; inability to identify and integrate future acquisitions and new technologies; our reliance on technological intermediaries to purchase ad inventory on behalf of customers; the impact of any health epidemics contagious outbreaks, the ongoing conflicts in Ukraine, the Middle East and tensions between China and Taiwan, and changes in the macroeconomic conditions on global markets, including inflation and interest rate volatility, the advertising industry and our results of operations, and the response by governments and other third parties; unfavorable or otherwise costly outcomes of lawsuits and claims that arise from the extensive laws and regulations to which we are subject; risks related to taxation matters; risks related to the ownership of our Class A common stock; and other important factors discussed in the section entitled “Risk Factors” in our final prospectus on Form 424(b) filed with the Securities and Exchange Commission (the “SEC”) on May 22, 2025 (the “Prospectus”), as any such factors may be updated from time to time in our other filings with the SEC, including, but not limited to our Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2025, which are accessible on the SEC’s website at www.sec.gov and our Investor Relations page on our website at <https://ir.mountain.com>.

Although we believe that our plans, intentions, expectations, strategies and prospects as reflected in or suggested by those forward-looking statements are reasonable, we can give no assurance that the plans, intentions, expectations or strategies will be attained or achieved. The forward-looking statements in this release are based on information available to us as of the date hereof, and we disclaim any obligation to update any forward-looking statements, except as required by law. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this presentation.

Non-GAAP Financial Measures

We present EBITDA, Adjusted EBITDA and Adjusted EBITDA Margin in this presentation which are financial measures that are not recognized under United States generally accepted accounting principles (“GAAP”). See the appendix for a reconciliation of EBITDA, Adjusted EBITDA and Adjusted EBITDA Margin to the most directly comparable GAAP financial measures.

Market, Industry and other Data

This presentation includes estimates regarding market and industry data. Unless otherwise indicated, information concerning our industry and the markets in which we operate, including our general expectations, market position, market opportunity, and market size, are based on management’s knowledge and experience in the markets in which we operate, together with currently available information obtained from various sources that have not been commissioned by us, including publicly available information, industry reports and other publications, reports from government agencies, surveys, our members and providers, and other contacts in the markets in which we operate. Certain information is based on management estimates, which have been derived from third-party sources, as well as data from our internal research, and is based on certain assumptions that we believe to be reasonable. In presenting this information, we have made certain assumptions that we believe to be reasonable based on such data and other similar sources and on our knowledge of, and our experience to date in, the markets in which we operate. While we believe the market and industry data included in this presentation and upon which the management estimates included herein are in part based are generally reliable, such information is inherently uncertain and imprecise, and you are cautioned not to give undue weight to such data or the management estimates based on such data. Market and industry data are subject to change and may be limited by the availability of raw data, the voluntary nature of the data gathering process and other limitations inherent in any statistical survey of such data. In addition, projections, assumptions, and estimates of the future performance of the markets in which we operate and our future performance are necessarily subject to uncertainty and risk due to a variety of factors, including those described in “Risk Factors,” “Cautionary Note Regarding Forward-Looking Statements,” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” in our Prospectus. These and other factors could cause results to differ materially from those expressed in the estimates made by third parties and by us. Accordingly, you are cautioned not to place undue reliance on such market and industry data or any other such estimates. The content of, or accessibility through, the sources and websites identified herein, except to the extent specifically set forth in this presentation, does not constitute a portion of this presentation and is not incorporated herein, and any websites are an inactive textual reference only. In addition, references to third-party publications and research reports herein are not intended to imply, and should not be construed to imply, a relationship with, or endorsement of us by, the third party producing any such publication or report.

Key Investment Highlights.



- 1 | TV Has Highly Attractive Engagement and Scale Dynamics Relative to Search, Social and Mobile
- 2 | PTV Near-Term Market Opportunity Approaching \$120Bn
- 3 | MNTN is Unlocking Performance Budgets Not Available Yet to Other CTV Platforms
- 4 | Deep Customer Roster of Recognizable Consumer Brands
- 5 | Access to Substantially All Networks, Devices and Streaming Platforms
- 6 | Differentiated Financial Profile with Rule of 40+ Economics
- 7 | Experienced and Visionary Founder-Led Management Team
- 8 | First-Mover and Deep Competitive Advantages

MNTN's Near-Term Market Opportunity Approaching \$120B.

Bottoms-Up Market Potential⁽⁵⁾



\$399B⁽¹⁾

'25-'27 CAGR: 6.8%
Total U.S. Advertising⁽²⁾



\$285B⁽¹⁾

'25-'27 CAGR: 9.7%
U.S. Performance Advertising⁽³⁾



\$84B⁽¹⁾

'25-'27 CAGR: 1.1%
U.S. TV Advertising⁽⁴⁾

Bottoms-Up Market Potential⁽⁵⁾

1.5M.....

U.S. Target Advertisers
(Firm Size 10-500 Employees)

\$8M.....

Avg. Revenue

\$800K.....

Avg. Marketing Budgets
(10% of Revenue)

\$40-80K.....

PTV Allocation
(5-10% of Marketing Budgets)



mntn PTV SAM⁽⁵⁾

\$60-120B

Note:
1. Figures are rounded.
2. Source: Magna Global, December 2024. Note: includes digital, outdoor, cinema, print, radio and television.
3. Source: Magna Global, December 2024. Note: Includes mobile display, mobile video, search and social.
4. Source: eMarketer, May 2024. Note: Includes Linear TV and Connected TV.

5. MNTN SAM calculated based on 2023 estimated number of US firms by firm size 10-500 employees (Statista) with average annual sales of ~\$8M (Zippia); assumes marketing budgets at 10% of sales (Gartner); according to management estimates PTV allocation of 5-10%.

MNTN Introduced Performance Software to the CTV Channel.

97%⁽²⁾

of our customers never
advertised on TV before



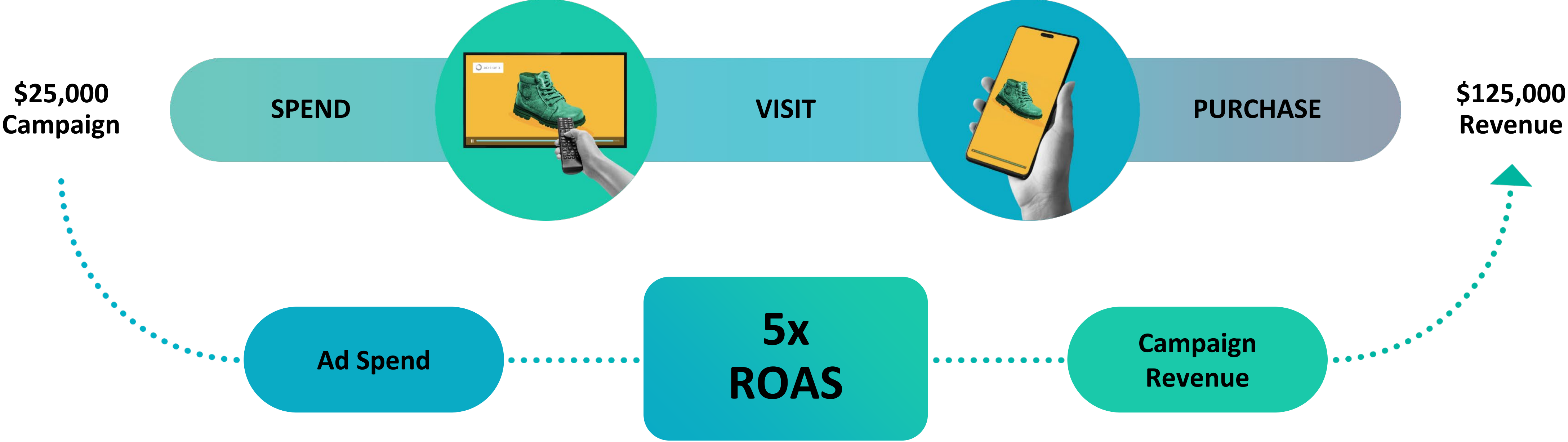
85% Increase in Active Customers⁽¹⁾



Software is Self-Service for
All Customers

Note:
1. For the quarter ended June 30, 2025, compared to the quarter ended June 30, 2024.
2. Customers that launched from January 1, 2025, through June 30, 2025

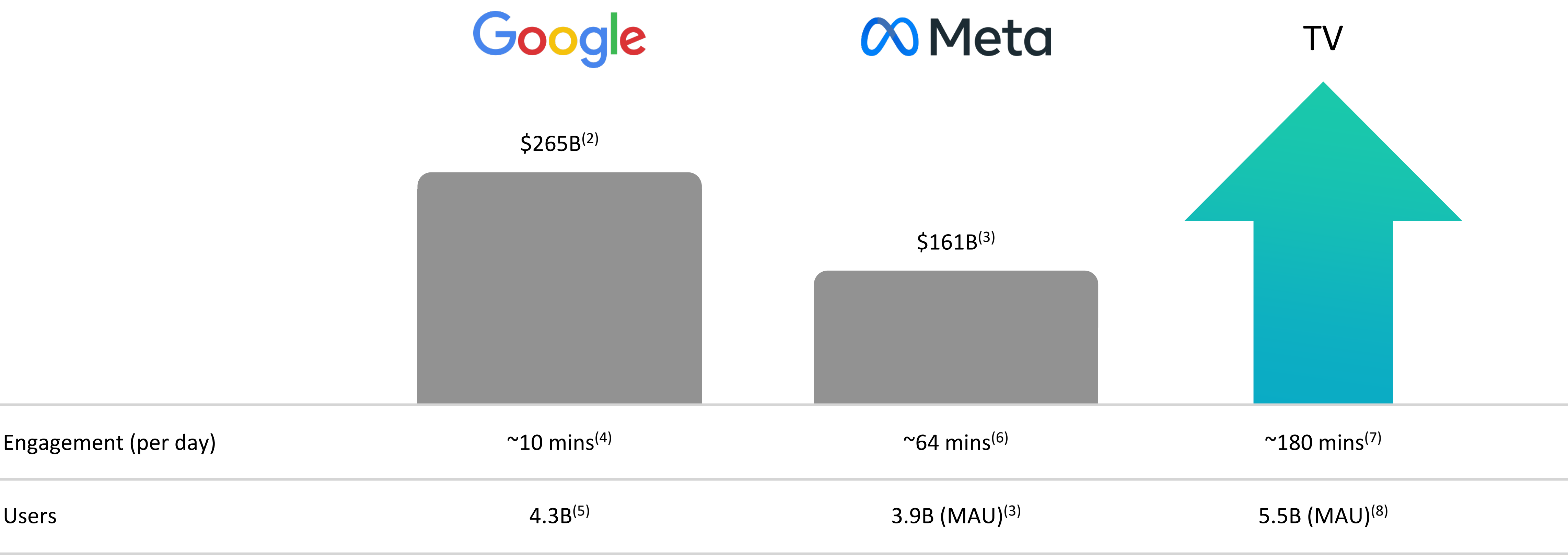
Return on Ad Spend is a Primary Focus of Millions of Performance Advertisers.



Advertisers will continue to spend against their ROAS target

Note:
Information on this slide is presented for illustrative purposes only. There can be no assurance that these illustrative results will result or be achieved, and actual results may vary materially from these illustrative results.

TV has Greater Engagement and Scale than Search and Social but is Undermonetized.⁽¹⁾



Note:

1. Based on MNTN estimates.

2. Google advertising revenue Form 10-K for the annual period ended December 31, 2024.

3. Meta advertising revenue Form 10-K for the annual period ended December 31, 2024.

4. SimilarWeb, Google.com Engagement Overview (Feb 2024). Note: 10 minutes calculated assuming 11 minutes per visit, ~81B visits per month and ~3.01B unique visitors for Feb 2024.

5. New Vision, Google Statistics 2023- Users, Revenue And Growth (Jan 2024).

6. Oberlo, Average Time Spent on Social in 2023 Note: Sum of time spent on Facebook (30.9 minutes) and Instagram (33.1 minutes) platforms per day.

7. Insider Intelligence, eMarketer US Time Spent With Media Forecast 2024 eMarketer (March 2024).

8. Statista, Number of TV viewers globally from 2019 to 2028, by generation (November 2023).

MNTN Unlocks Performance Budgets Not Available to Other CTV Platforms.



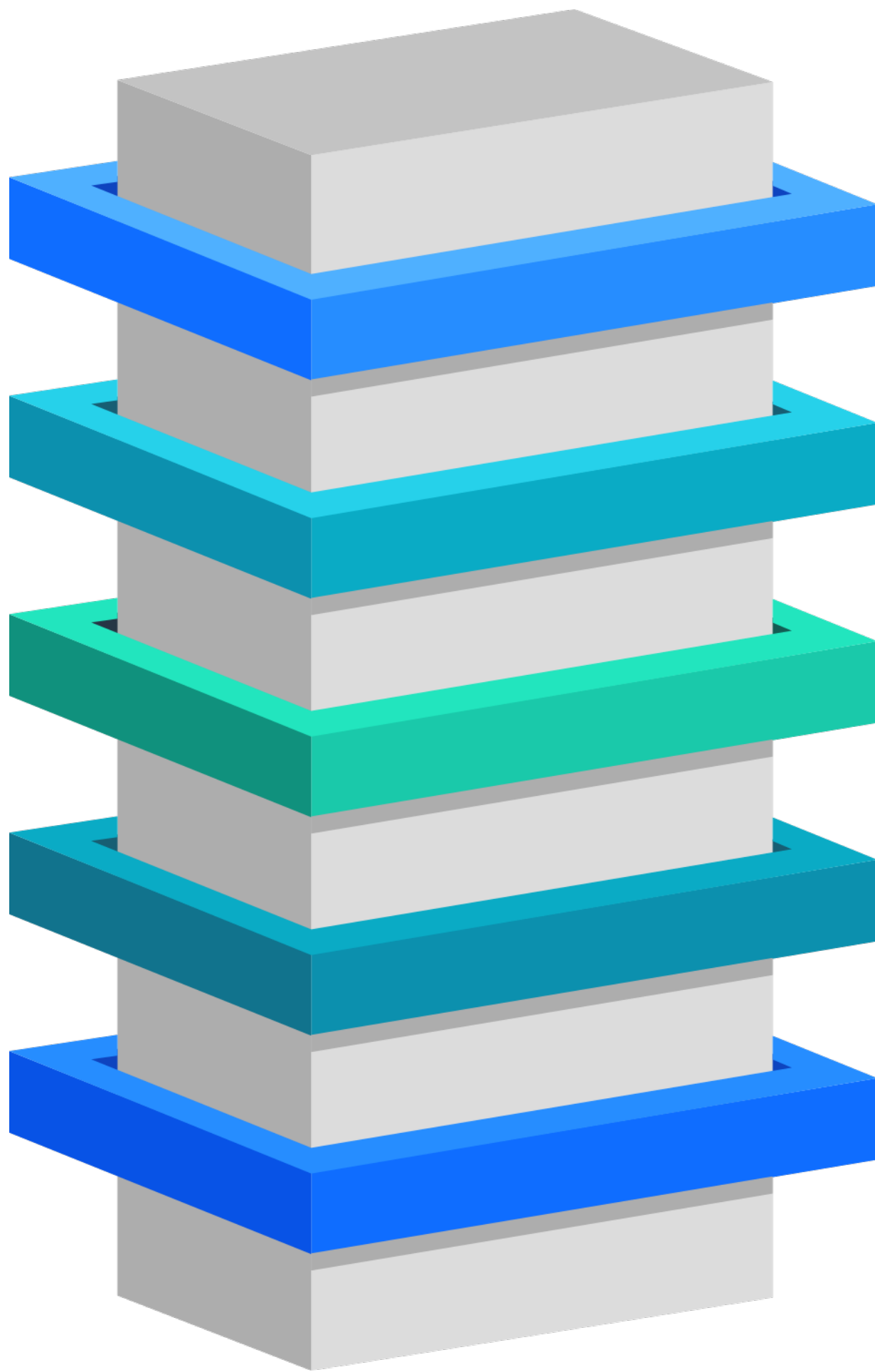
Direct to Marketer with Full-Stack Automation



Old Agency Driven World

Campaign Type	Performance / ROAS	Brand / Reach
Customers	Millions of Performance Marketers	Limited Brand Marketers
Attribution	 mntn Automation, Data, Measurement, Self-Serve Platform, MNTN Matched™	Agency Black Box
Campaign Optimization		
Targeting		
Programmatic Bidding (DSP)		3rd Party DSPs
TV Networks	            	

Our Proprietary Tech Stack Enables Advertisers to Launch Performance TV Campaigns for the First Time.



Self-Serve

Goal & Budget Planning

- Set goals and control budgets



Match Audiences

Next Gen Targeting - Matching Consumers With Brands

- Advanced graphs, keywords and intent-based audiences



Creative

TV-Quality Commercials in a Fraction of the Time and Budget

- QuickFrame AI and QuickFrame Marketplace



Measurement & Attribution

Transparent Reporting Down to Order ID

- Conversion performance and incrementality
- Campaign performance attributed to user actions
- 3rd party and 1st party data, including CRM data



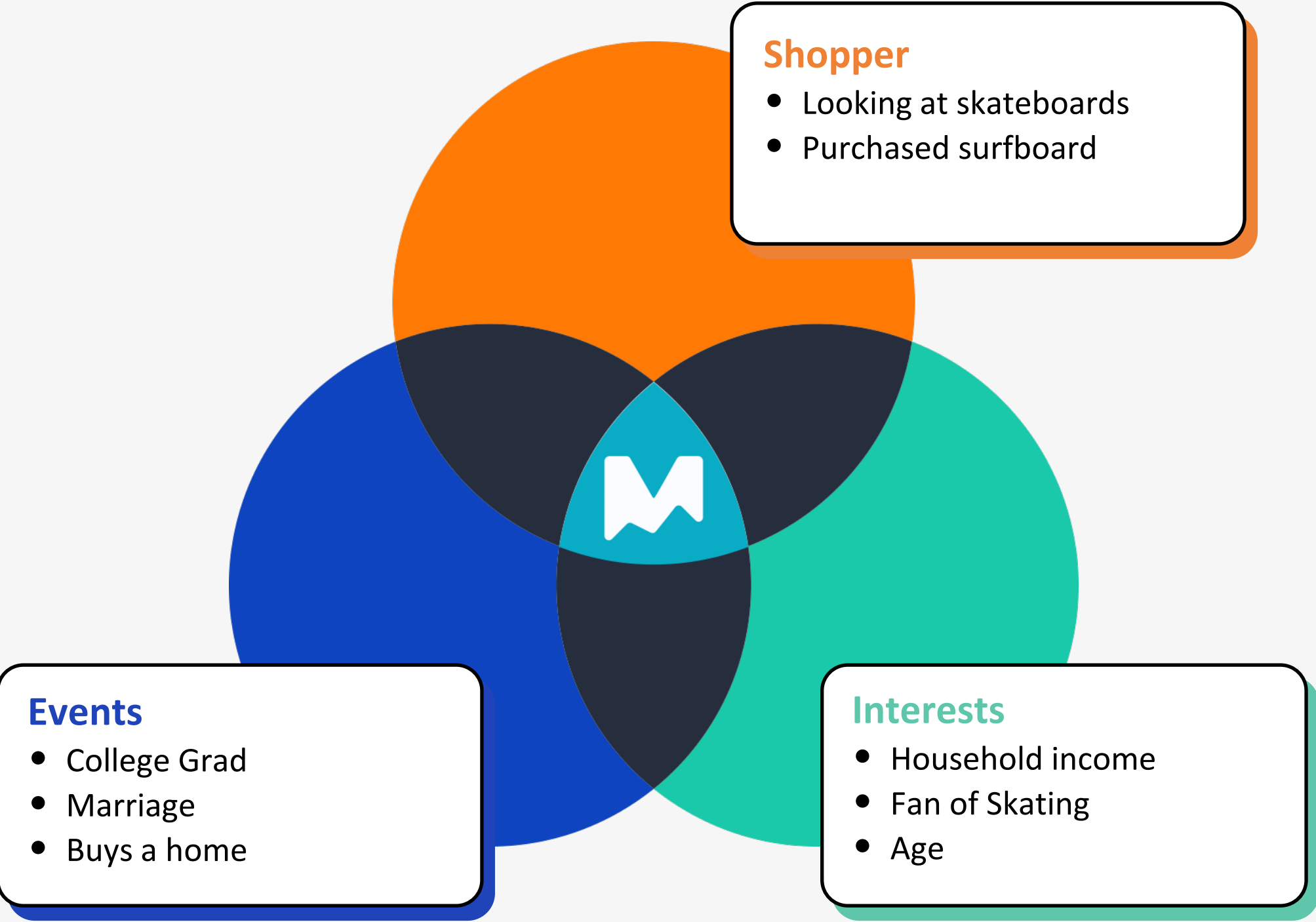
Automated Optimization

Real Time Performance Optimization

- Automated pricing, placement and pacing

MNTN Matched™ Connecting Marketers with CTV Audiences.

Matching Based on Multiple Signals



~130M Households⁽¹⁾



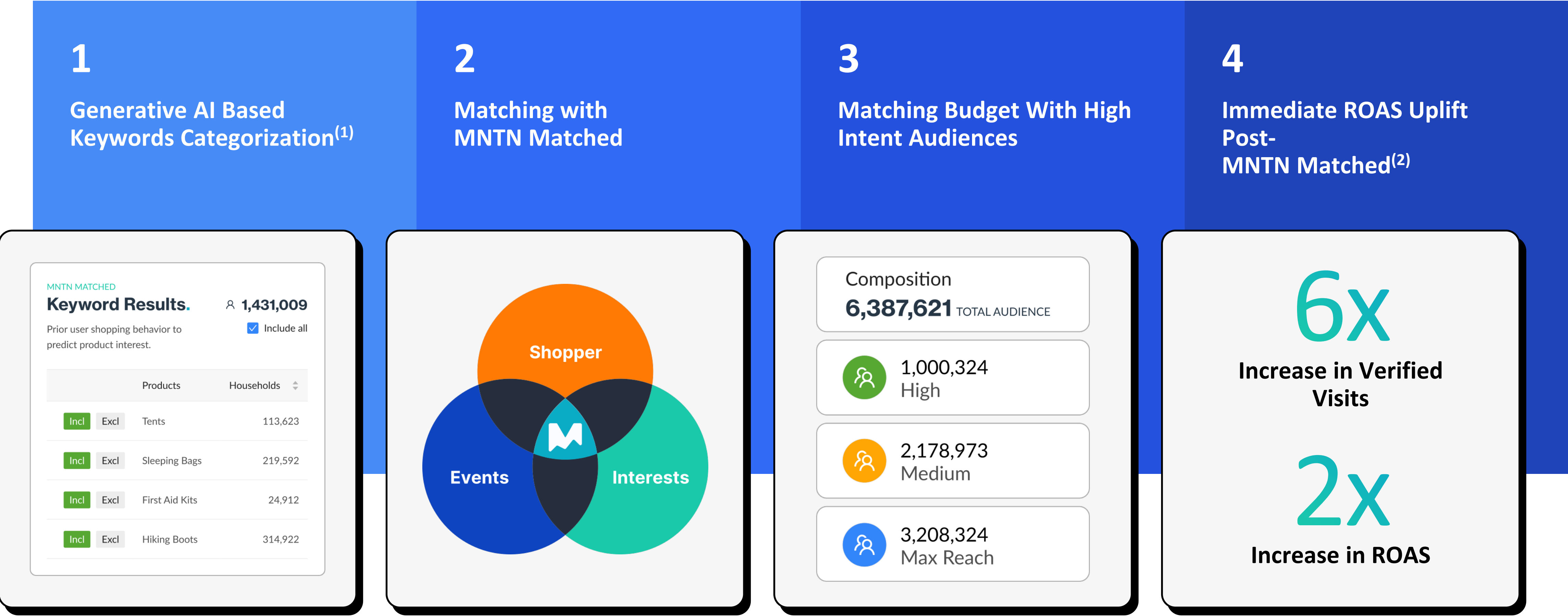
Categorizing consumers based on signals and propensity to buy



Building a predictive model of what a consumer wants to buy next

Note:
1. Addressable households refers to the estimated number of unique households we have reached by serving a TV ad through December 2024.

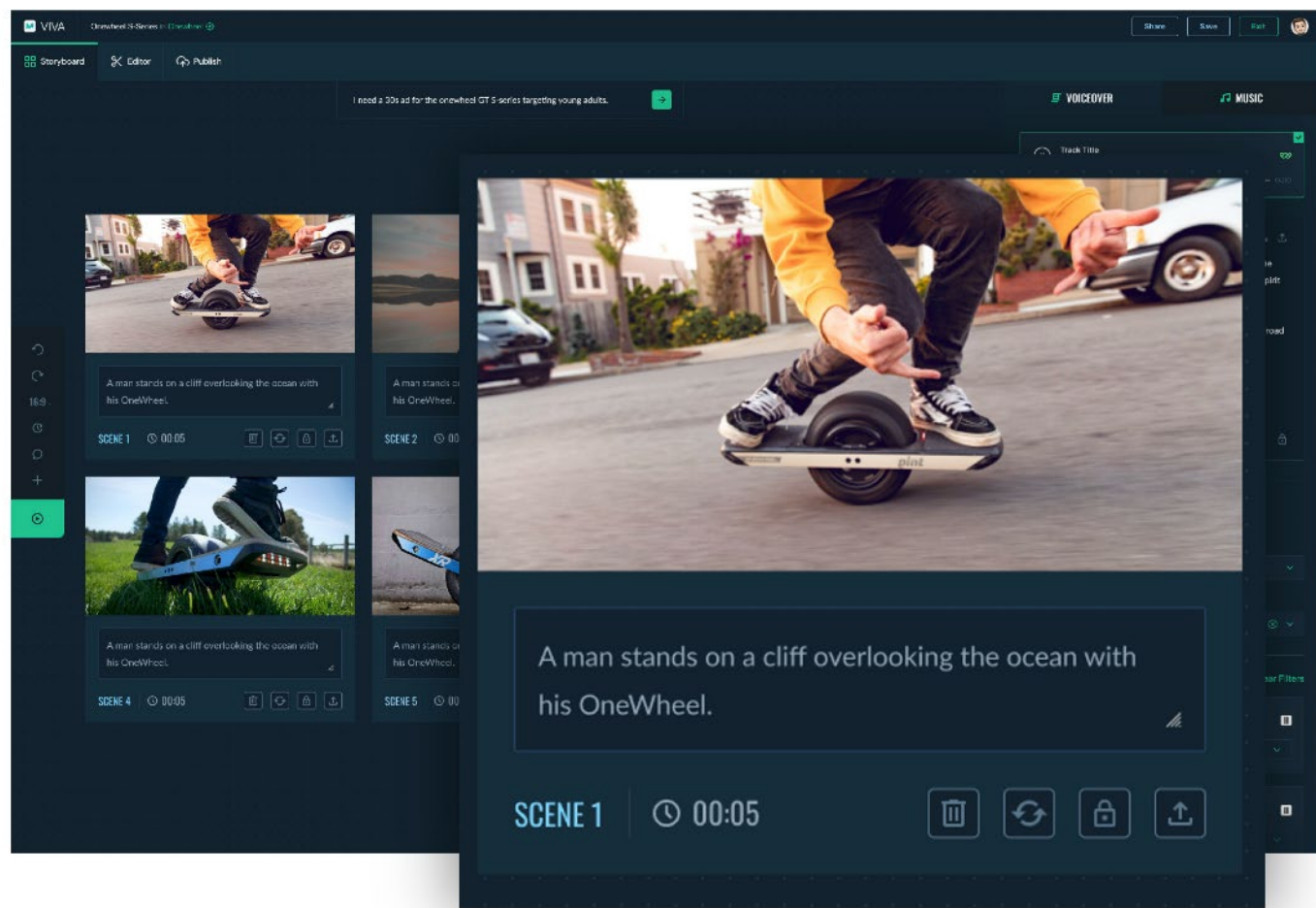
AI Drives MNTN Matched™ Which Simplifies Marketer Workflows.



Note:
1. Graphics presented for illustrative purposes only.
2. Across 7-day average. Data as of April 2024.

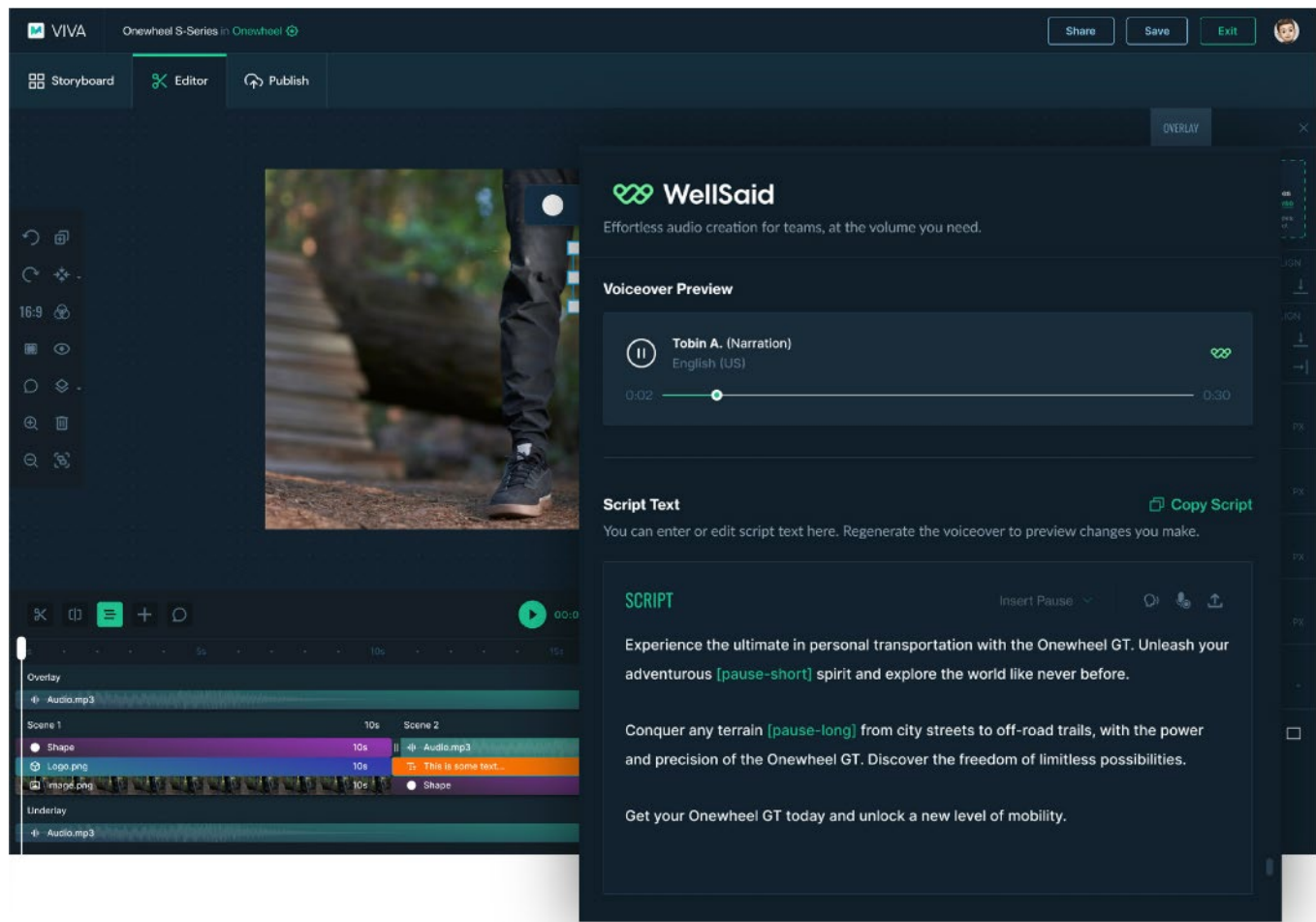
AI Drives MNTN Matched™ Which Simplifies Marketer Workflows.

STORYBOARD



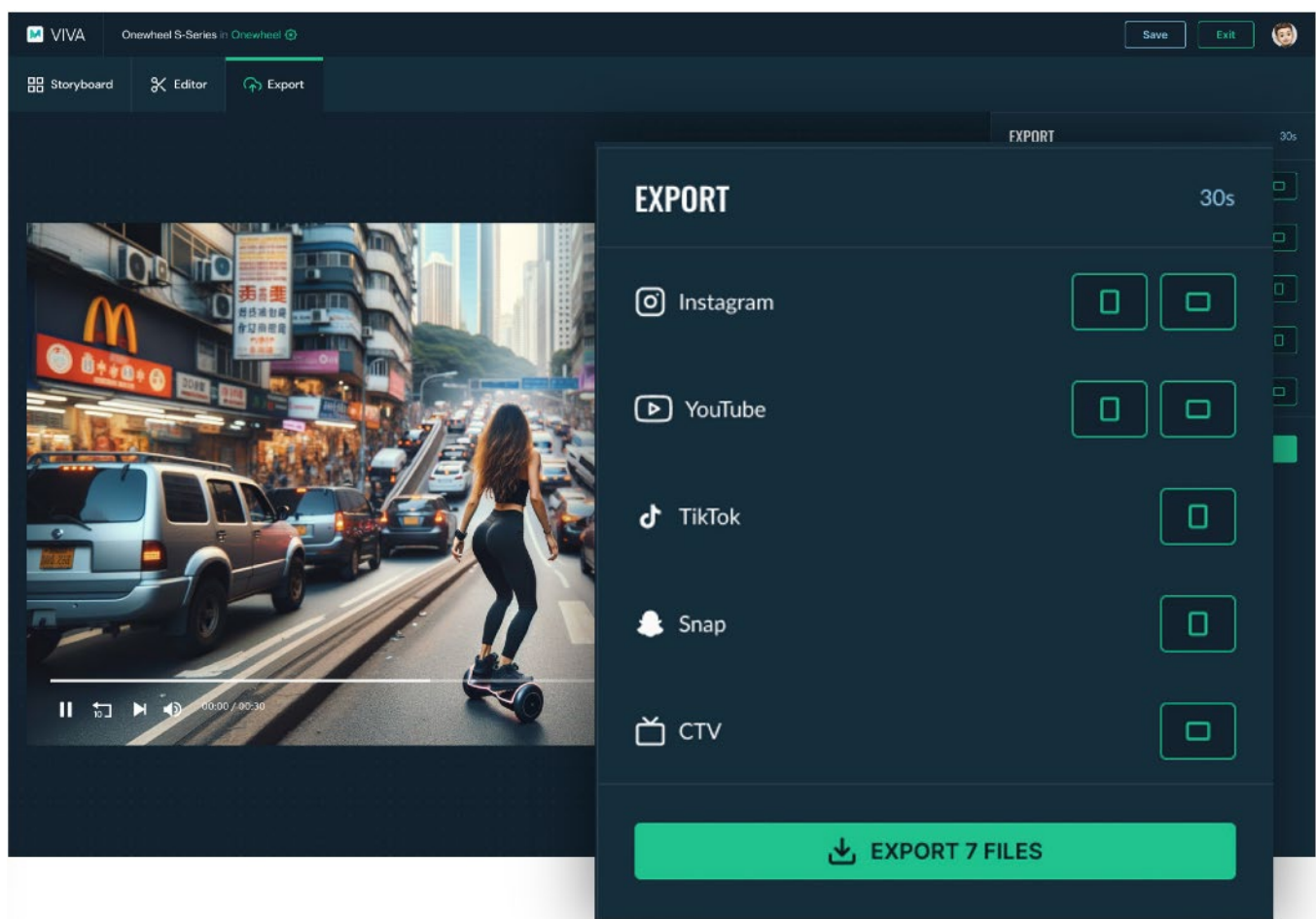
Storyboarding is as easy as providing text prompts for both video and voiceover

EDITOR



Provides selection of natural AI voices – 207 total voices⁽¹⁾ and 131 unique voices

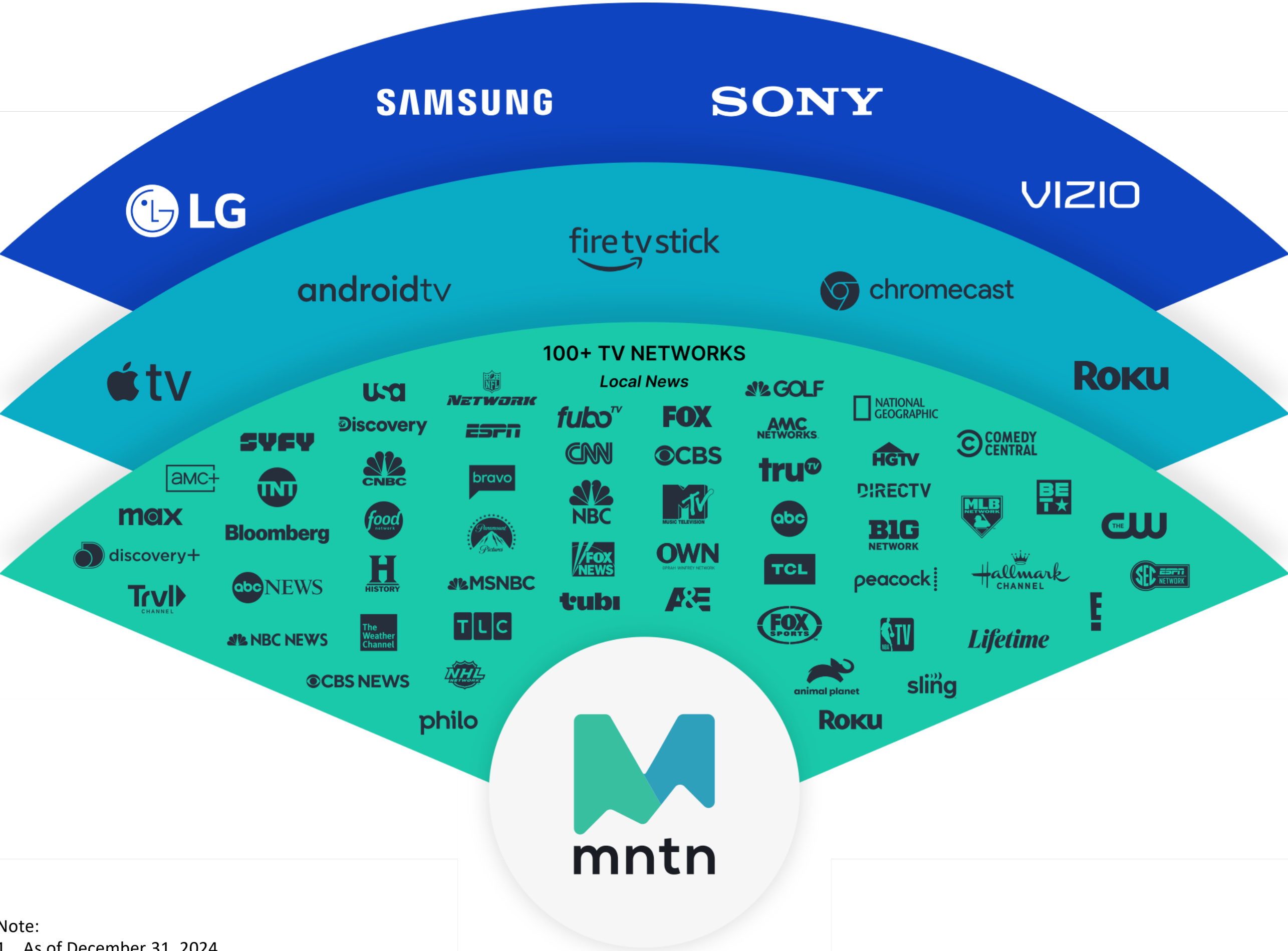
PUBLISH



Instantly publish to MNTN CTV, as well as other major digital platforms

Note: Graphics presented for illustrative purposes only.
1. Total voices includes voice variations from Eleven Labs (as of April 2024) and Wellsaid (as of August 2024).

Access to Substantially All Networks, Devices, and Platforms.



Key Benefits

Premium Inventory

Incremental Budgets

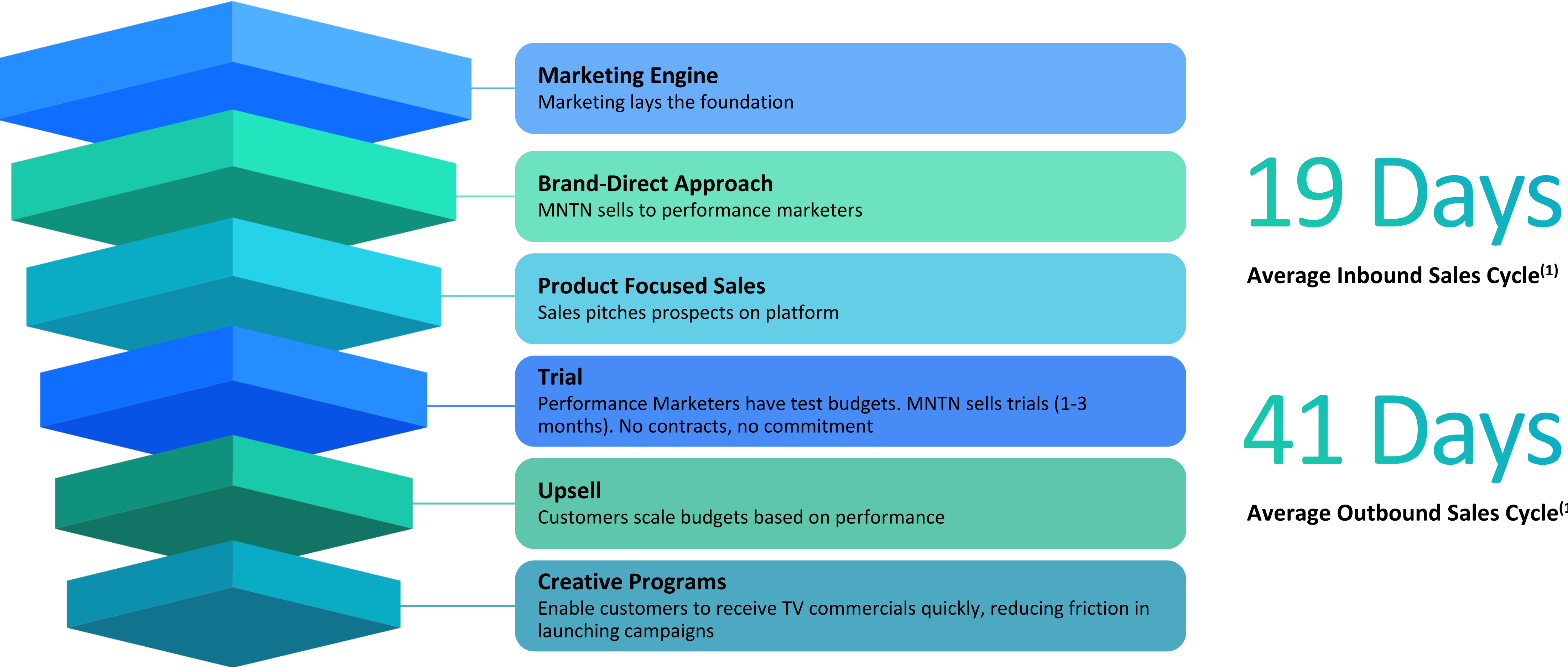
Preferential Pricing

Strategically Aligned with Networks

TV Advertising Enables Marketers to Reache an Estimated 99% of US TV Households⁽¹⁾

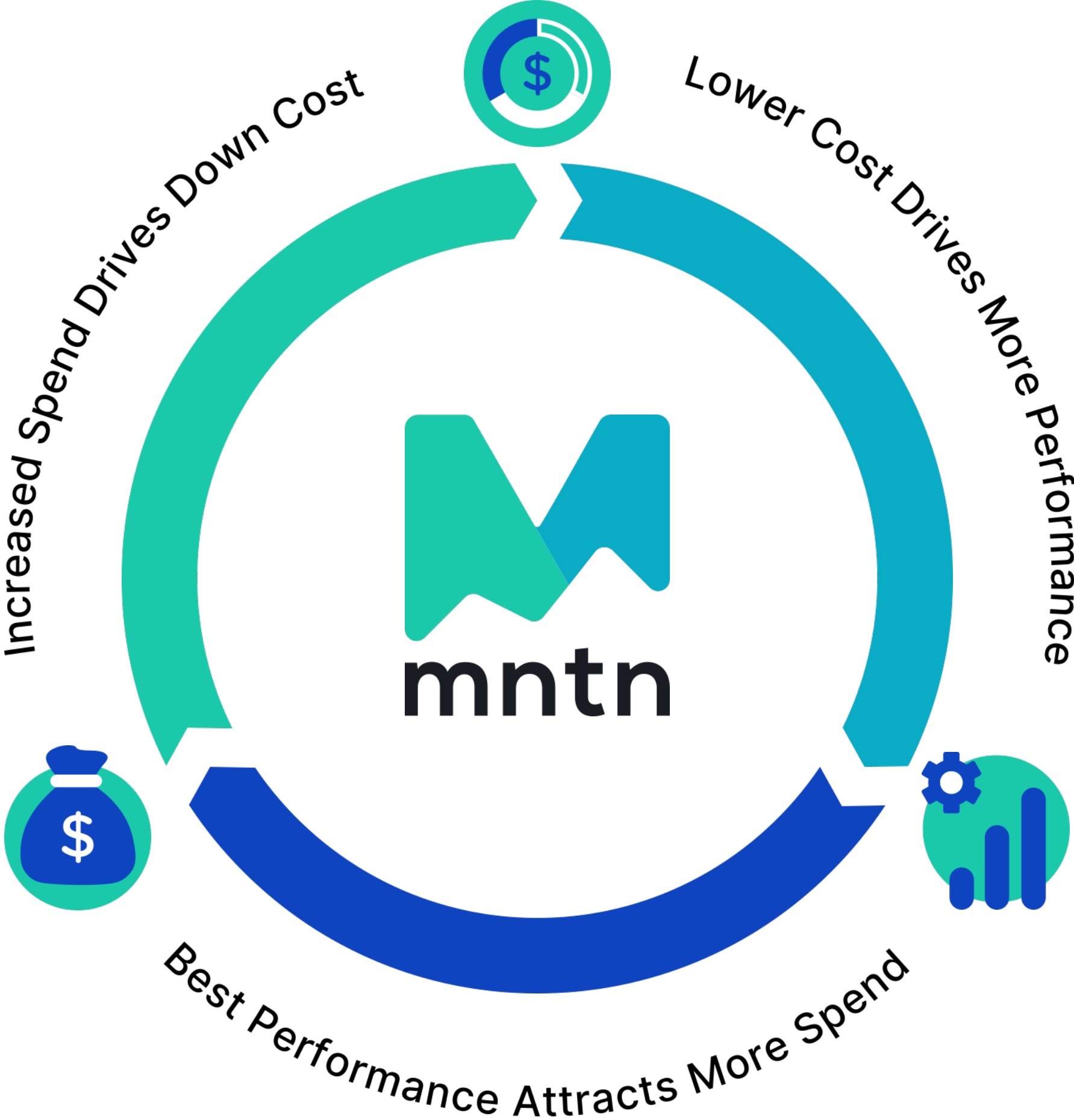
Note:
1. As of December 31, 2024.

MNTN Has Built the Only Successful Sales Channel for Performance Advertising on TV.



Note:
1. Monthly average, 2024 full year.

MNTN's First Mover & Competitive Advantage.



Note:
1. Average, 2024 full year.



Tech:

Brand-Direct, Self-Serve PTV Platform with Advanced AI



Matching:

MNTN Matched™ Offers Next-Gen Targeting



Attribution:

Across 400M+ Devices through 1st Party and 3rd Party Data



Creative:

QuickFrame and Generative AI Tools



Pricing:

Highly competitive ROAS vs. other Platforms



Sales Motion:

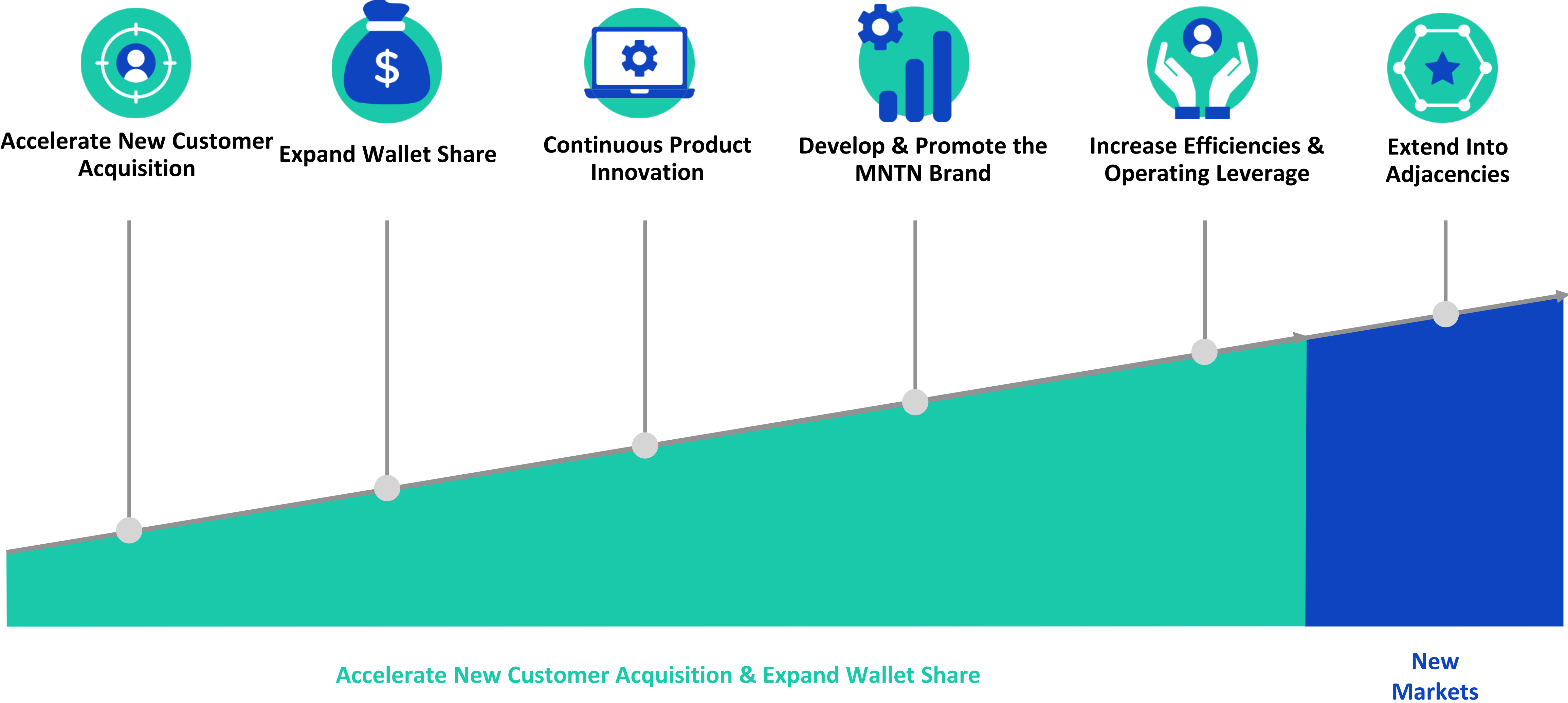
19 Day Inbound Sales Cycle⁽¹⁾



Marketing:

5.0B Earned Media Views in 2024

Multiple Levers to Drive Future Growth.



Leading Senior Management Team.



Mark Douglas
Chief Executive Officer



Patrick Pohlen
Chief Financial Officer



Chris Innes
Chief Operating Officer



Ryan Reynolds
Chief Creative Officer



George Dewey
Chief Brand Officer



Ali Haeri
SVP of Marketing



Richard Girges
Chief Technology Officer



Marvin Soghaier
Chief Product Officer



Anna McMurphy
Chief People Officer

Key Financial Highlights.



Strong Customer and Revenue Growth

Consistent revenue growth from the acquisition of new and retention of existing customers



Gross Margin Expansion

Gross margin expansion through increasing efficiencies



Operating Leverage

Efficiencies in sales and marketing driving increased profitability

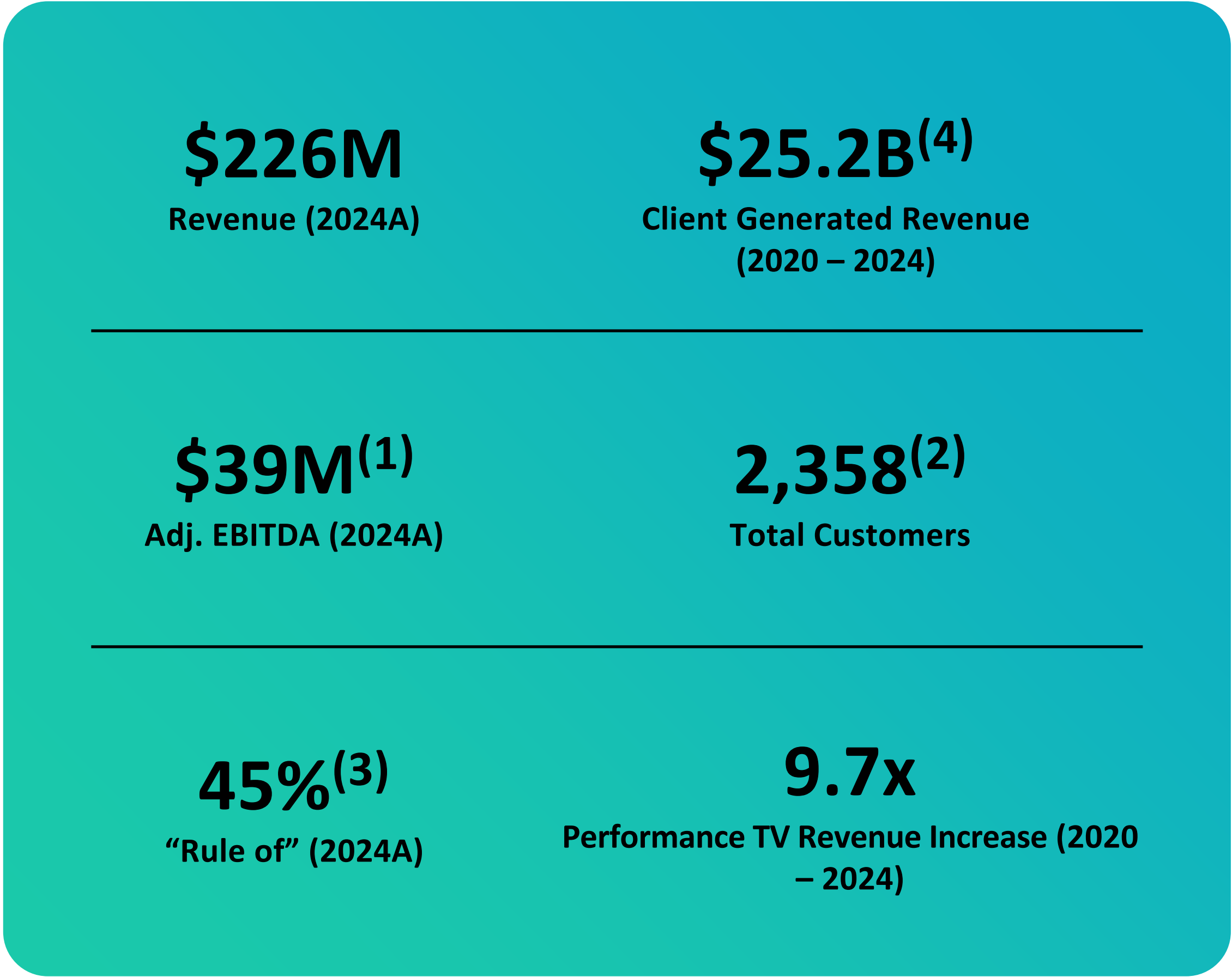


Long-Term Focus

Investing in opportunities that aim to expand market share and product offerings

MNTN COMPANY SNAPSHOT

We believe we created the SMB advertising market for streaming television.



Note:
1. See Appendix for a reconciliation with the most directly comparable GAAP figure.
2. Based on number of customers who have spent on MNTN platform in LTM 2024.
3. Reflects Revenue Growth + Adjusted EBITDA Margin. See Appendix for a reconciliation of Adjusted EBITDA Margin with the most directly comparable GAAP figure.
4. According to management estimates.

Q2 2025 Highlights.

Q2 '25A

YoY

\$68.5M

Total Revenue

35%

Performance TV Growth

25%

Total Growth



76.9%

Gross Margin

+700 BPs

YoY Margin Expansion



\$48.8M

Operating Expenses

21%

YoY % Increase



\$14.5M⁽¹⁾

Adj. EBITDA

92%

YoY % Increase

~21%

Margin



Strong revenue growth
driven by 85% increase in
Performance TV customers

Operating leverage
enhanced by expanding top of funnel
and continued investment in product
innovation –
supporting both customer
and revenue growth

Positive Adjusted EBITDA
for 21 out of the last 25 quarters

Note:

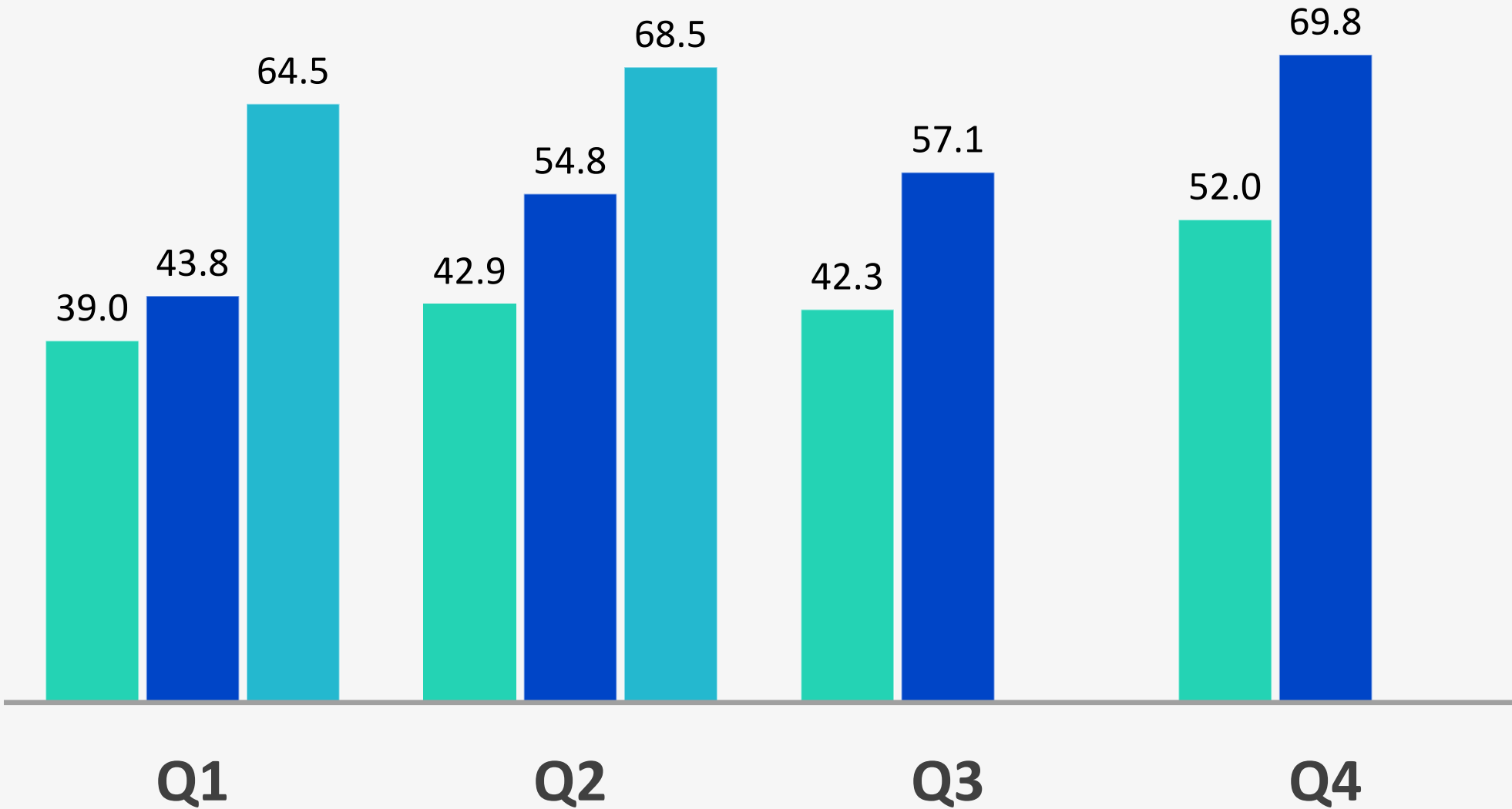
1. See Appendix for a reconciliation with the most directly comparable GAAP figure.

Strong Revenue Growth.

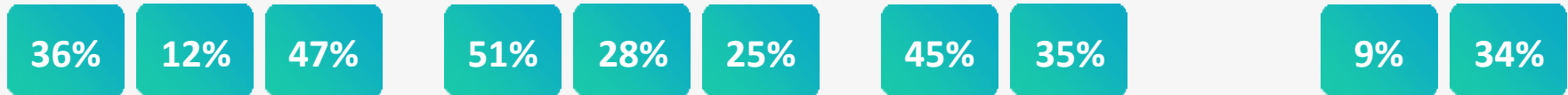
Quarterly Total Revenue

US\$ in Millions

2023 2024 2025

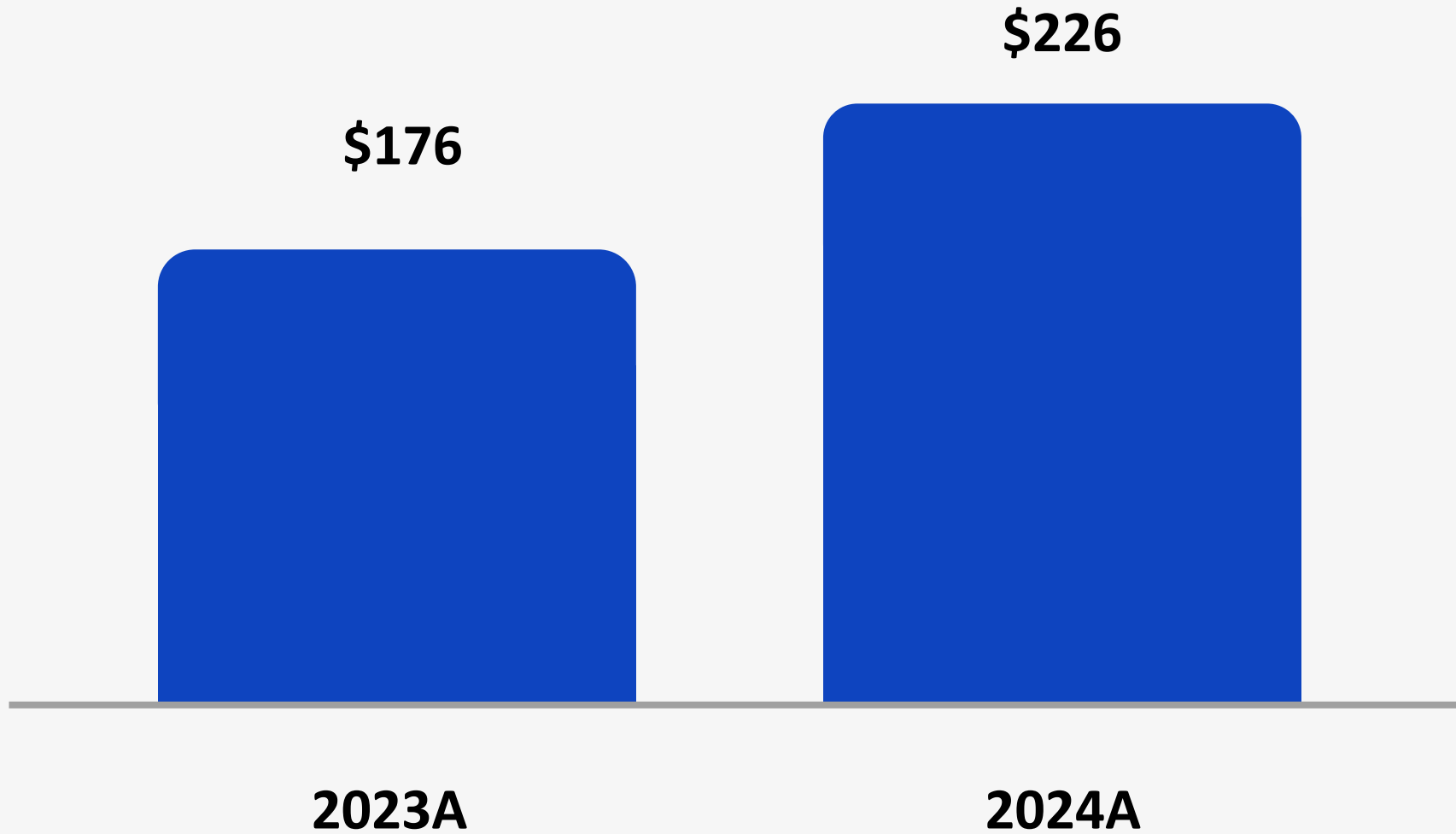


YoY Growth

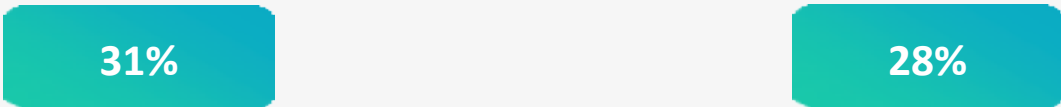


Full-Year Total Revenue

US\$ in Millions



YoY Growth

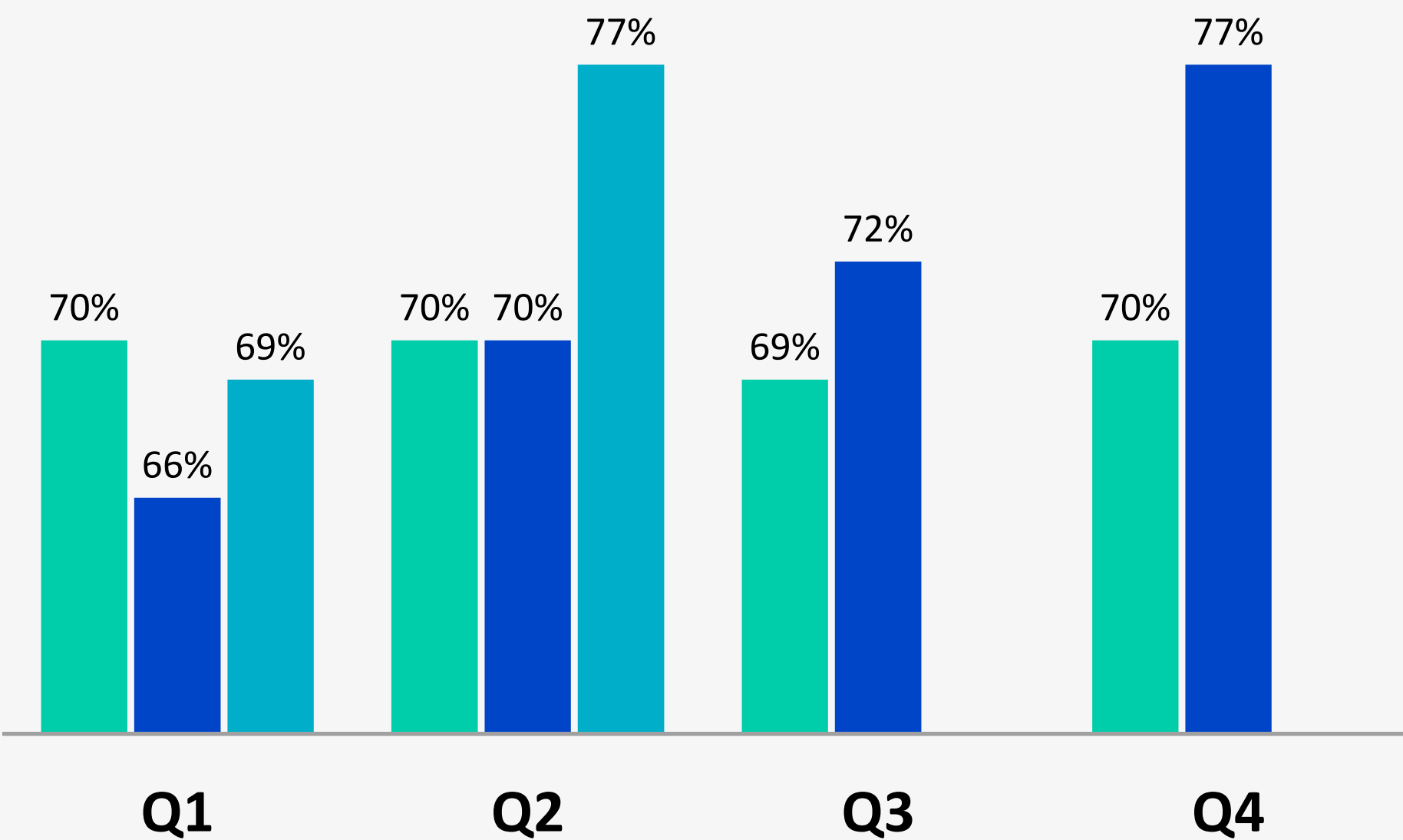


Strong Margin Expansion.

Gross Margin Profit

US\$ in Millions

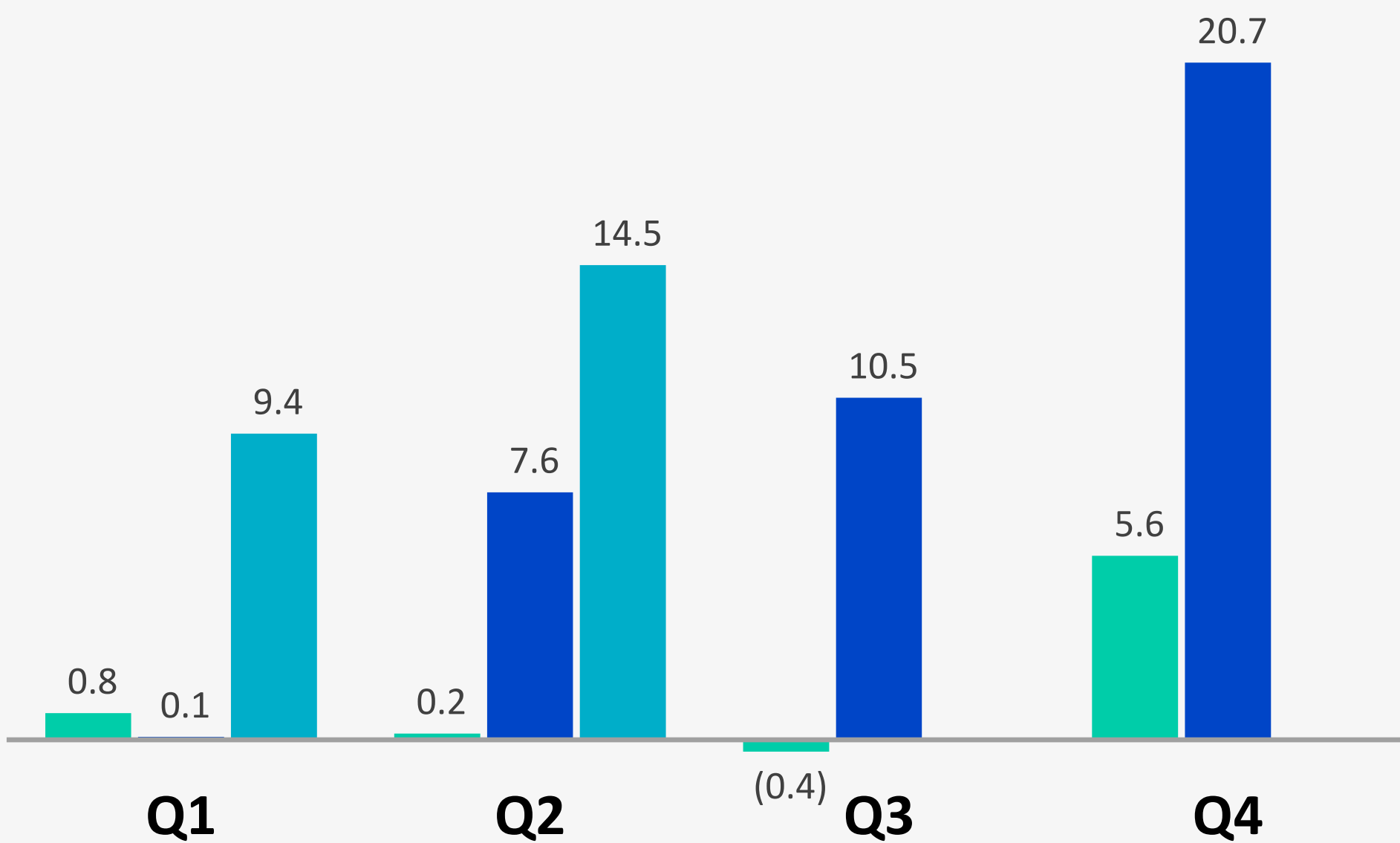
2023 2024 2025



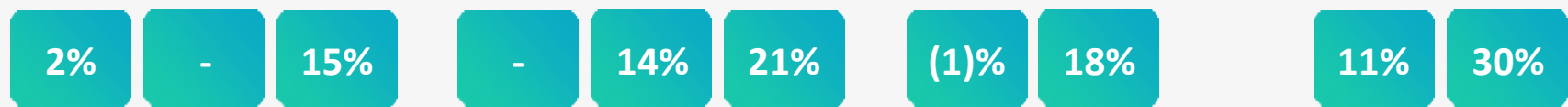
Adjusted EBITDA⁽¹⁾

US\$ in Millions

2023 2024 2025



Margin⁽¹⁾



Note:
1. See Appendix for a reconciliation with the most directly comparable GAAP figure.

Q2 2025 GAAP Financial Information.

MNTN, INC.
CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS
Three and Six Months Ended June 30, 2025 and 2024
(In thousands, except per share amounts)
(Unaudited)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2025	2024	2025	2024
Revenue	\$ 68,460	\$ 54,821	\$ 132,972	\$ 98,632
Cost of revenues	15,899	16,678	35,734	31,690
Gross profit	52,561	38,143	97,238	66,942
Operating expenses:				
Technology and development	10,732	7,797	20,340	15,603
Sales and marketing	24,318	19,095	45,982	36,381
General and administrative	13,137	12,871	33,608	25,533
Amortization of acquired intangibles	658	657	1,316	1,315
Total operating expenses	48,845	40,420	101,246	78,832
Operating income (loss)	3,716	(2,277)	(4,008)	(11,890)
Other (expense) income:				
Interest income (expense), net	708	(1,769)	(447)	(4,712)
Other expense, net	(28,666)	(5,106)	(45,207)	(8,238)
Total other (expense) income	(27,958)	(6,875)	(45,654)	(12,950)
Loss before income tax provision	(24,242)	(9,152)	(49,662)	(24,840)
Income tax expense (benefit)	1,986	122	(2,323)	133
Net loss	\$ (26,228)	\$ (9,274)	\$ (47,339)	\$ (24,973)
Net loss attributable to common stockholders	\$ (26,228)	\$ (9,274)	\$ (47,339)	\$ (24,973)
Earnings per share:				
Basic and Diluted	\$ (0.65)	\$ (0.69)	\$ (1.71)	\$ (1.86)
Weighted average shares outstanding:				
Basic and Diluted	40,120,402	13,479,500	27,663,863	13,450,577

Q2 2025 Adjusted EBITDA Reconciliation.

MNTN, INC.				
RECONCILIATION OF NET LOSS TO ADJUSTED EBITDA				
(In thousands)				
(unaudited)				
	Three Months Ended June 30,		Six Months Ended June 30,	
	2025	2024	2025	2024
Net loss	\$ (26,228)	\$ (9,274)	\$ (47,339)	\$ (24,973)
Interest (income) expense, net	(708)	1,769	447	4,712
Income tax expense (benefit)	1,986	122	(2,323)	133
Depreciation and amortization expense	2,658	1,916	4,802	3,775
EBITDA	(22,292)	(5,467)	(44,413)	(16,353)
Stock-based compensation expense	7,624	7,828	21,684	15,631
Fair value adjustments	2,229	5,097	18,764	8,223
Acquisition costs	514	108	1,341	150
Legal settlements	—	—	60	—
Loss on debt extinguishment	26,436	—	26,436	—
Adjusted EBITDA	\$ 14,511	\$ 7,566	\$ 23,872	\$ 7,651

Appendix.

2024 Adjusted EBITDA Reconciliation.

(\$000s)	FY 2024
Net Loss	(32,877)
Interest Expense (net)	6,920
Income Tax Expense (benefit)	5,786
Depreciation and Amortization Expense	8,345
Stock-Based Compensation Expense ⁽¹⁾	31,199
Fair Value Adjustments ⁽²⁾	18,574
Acquisition Costs ⁽³⁾	542
Legal Settlement ⁽⁴⁾	314
Adjusted EBITDA	38,803
Revenue	225,571
Net Loss Margin ⁽⁵⁾	(15%)
Adjusted EBITDA Margin ⁽⁶⁾	17%

Note:

- 1. Represents non-cash expenses related to equity-based compensation programs which vary from period to period depending on various factors including timing, number and the valuation of awards.
- 2. Represents the change in fair value of our embedded derivative liabilities, warrant liabilities, and contingent liabilities
- 3. Represents transaction costs, including professional fees, incurred in connection with the acquisition of QuickFrame.
- 4. Represents certain legal settlements related to non-recurring legal proceedings recognized during the respective period.

- 5. Net profit (loss) margin is defined as net profit (loss) divided by revenue.
- 6. Adjusted EBITDA margin is defined as adjusted EBITDA divided by revenue.

Quarterly Adjusted EBITDA Reconciliation.

(000s)	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025
Net loss	(12,859)	(15,745)	(14,647)	(10,027)	(15,699)	(9,274)	(3,884)	(4,020)	(21,111)	(26,228)
Interest Expense (net)	1,942	2,495	2,767	2,874	2,943	1,769	1,085	1,123	1,155	(708)
Income Tax Expense (benefit)	25	-	(6)	558	11	122	58	5,595	(4,309)	1,986
Depreciation and Amortization Expense	4,322	4,387	4,340	4,298	1,859	1,916	1,997	2,573	2,144	2,658
Stock-Based Compensation Expense ⁽¹⁾	9,046	9,434	7,701	8,635	7,803	7,828	7,739	7,829	14,060	7,624
Fair Value Adjustments ⁽²⁾	(1,780)	(418)	(529)	(644)	3,126	5,097	3,111	7,240	16,535	2,229
Loss on Extinguishment of Debt ⁽³⁾	-	-	-	-	-	-	-	-	-	26,436
Acquisition Costs ⁽⁴⁾	126	39	9	(68)	42	108	153	239	827	514
Legal Settlement ⁽⁵⁾	(7)	-	-	-	-	-	195	119	60	-
Adjusted EBITDA	815	192	(365)	5,626	85	7,566	10,454	20,698	9,361	14,511
Revenue	38,976	42,944	42,343	52,039	43,811	54,821	57,127	69,812	64,512	68,460
Net Loss Margin ⁽⁶⁾	(33%)	(37%)	(35%)	(19%)	(36%)	(17%)	(7%)	(6%)	(33%)	(38%)
Adjusted EBITDA Margin ⁽⁷⁾	2%	0%	(1%)	11%	0%	14%	18%	30%	15%	21%

Note:

1. Represents non-cash expenses related to equity-based compensation programs which vary from period to period depending on various factors including timing, number and the valuation of awards.
2. Represents the change in fair value of our embedded derivative liabilities, warrant liabilities, contingent liabilities, and convertible debt.
3. Represents the loss on the extinguishment of the convertible debt that was amended on April 1, 2025, and ultimately settled upon the initial public offering on May 23, 2025.

4. Represents legal costs associated with prior acquisitions, transaction costs, including professional fees.
5. Represents certain legal settlements related to non-recurring legal proceedings recognized during the respective period
6. Net profit (loss) margin is defined as net profit (loss) divided by revenue.
7. Adjusted EBITDA margin is defined as adjusted EBITDA divided by revenue.

Build with Ferguson Drove Incremental Revenue Growth with MNTN.

Build with Ferguson, a leading home improvement retailer, was eager for a new channel that could help generate incremental revenue — not only for its own brand, but for its partner brands as well. With effective campaigns that stretched across the entire sales funnel, MNTN Performance TV allowed Ferguson to reach valuable new customers and drive more sales.



\$3.6B

MNTN Generated Advertiser Revenue



MNTN was an invaluable resource that enabled us to get the right message to the right consumer – all at the right time. MNTN’s data-driven targeting was seamless to activate and allowed us to quickly scale and optimize, ultimately driving incremental revenue across the entire customer journey.

Shawn Clark
Director of Performance Marketing, Build with Ferguson



Build with Ferguson was an early adopter of CTV advertising, and worked with MNTN to generate incremental revenue — resulting in \$3.6B total revenue driven by MNTN campaigns.



Ferguson’s goal was to accelerate its revenue, as well as for its partner brands via co-op campaigns.



Ferguson launched Performance TV prospecting and retargeting to reach new audiences earlier in their buying journey, and re-engage existing website visitors.



Automated media buying and targeting audiences using MNTN’s fully integrated audience builder ensured Build with Ferguson’s budgets returned strong performance.



CTV ads were served on top-tier streaming networks, pairing Build with Ferguson’s brand with prestigious content to deliver a premium ad experience.

ThirdLove Tied Positive ROAS to Full Funnel Efforts with MNTN.

ThirdLove, a leading American women’s essentials company, was searching for a way to replenish their upper funnel while still maintaining a profitable return on investment. ThirdLove previously tested other TV and streaming ad solutions, but had not found what it was looking for. MNTN Performance TV delivered on ThirdLove’s campaign goals.



\$12.2M

MNTN Generated Advertiser Revenue⁽¹⁾



With MNTN, we’ve found CTV can deliver positive returns across the entire sales funnel. The addition of lower-funnel retargeting campaigns to our upper-funnel efforts has compounded our results and bolstered our revenue during key sales periods.

Amy Carr

Chief Marketing and Digital Officer at ThirdLove



CTV ads were served on top-tier streaming networks, pairing ThirdLove’s brand with prestigious content to deliver a premium ad experience.



MNTN Performance TV delivered on ThirdLove’s campaign goals, driving new users to their brand while simultaneously generating a positive ROAS.



Due to their initial success, ThirdLove paired lower-funnel retargeting campaigns with their prospecting to drive even higher ROAS.



Automated media buying and targeting audiences using MNTN’s fully integrated audience builder ensured ThirdLove’s budget returned strong performance.



ThirdLove averaged an impressive 7.85x ROAS from January 2023 to December 2024.

Note:
1. From June 2021 to the end of 2024.

Tarte Drove Net-New Business with MNTN Performance TV.

Tarte, a leading cosmetics brand, wanted an effective way to raise brand awareness, while simultaneously generating revenue by tapping into new audiences. MNTN Performance TV’s suite of performance-focused technology, including MNTN Matched, helped them reach high-intent audiences and achieve their goals.





Investing in CTV has allowed Tarte to increase national product awareness while driving topline revenue for our direct-to-consumer business. A channel that can drive awareness and sales simultaneously is extremely rare and highly valued.

Jenna Manula Linares
Vice President, Digital Marketing & Head of TikTok Shop at Tarte Cosmetics

\$33.1M

MNTN Generated Advertiser Revenue⁽¹⁾

13%

Tarte's Total Revenue⁽¹⁾

5.25x

ROAS (2024 Retargeting)

1.46x

ROAS (H1 2024 Prospecting)

Tarte launched Performance TV prospecting and retargeting campaigns to reach new shoppers and generate revenue across the sales funnel.

Automated media buying and targeting audiences using MNTN’s fully integrated audience builder ensured Tarte’s budgets returned strong performance.

CTV ads were served on top-tier streaming networks, pairing Tarte’s brand with premium content to deliver a high quality ad experience.

In the fourth year of their partnership with MNTN, Tarte’s 2024 campaigns still generated impressive growth — driving 69% more Verified Visits and decreasing cost per visit by 34%, when compared to 2023.

Following a notable increase in efficiency in Q1 2024 vs. Q1 2023, Tarte made a 60% year-over-year increase to their Q2 budget vs. the same time period the previous year.

Note:
1. From August 2021 through the end of 2024.

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With MNTN, woom Turned CTV Into Its Growth Engine For The U.S. Market.

woom, a global leader in children’s bikes, was searching for a way to accelerate growth in the U.S. market. When their traditional performance marketing channels, including Google and Meta, reached a plateau, they turned to MNTN Performance TV to boost brand awareness and drive substantial revenue growth.



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.

April Obersteller
Managing Director, woom

\$7.9M	19%	158%	49%
MNTN Generated Advertiser Revenue ⁽¹⁾	woom’s Total US DTC Revenue ⁽¹⁾	Increase in Verified Visits ⁽²⁾	Decrease in Cost per Visit ⁽²⁾



MNTN Performance TV enhanced woom’s footprint in the U.S., introducing their bikes to a new market while generating 19% of their total U.S. DTC revenue in the period from March 2023 to the end of 2024.



Building on the previous year’s success, woom increased their 2024 budget by 32% — resulting in 158% more Verified Visits, and cutting their cost per visit in half.



woom became an early adopter of MNTN Matched, a first-of-its-kind system that offered them a more effective way of building scalable, high-performance TV audiences.



The 2024 busy holiday shopping season was especially strong for woom — they saw their ROAS increase by 66% from November to December, when compared to September through October.

Note:
1. From March 2023 to the end of 2024.
2. 2024 vs. 2023.

