



NEWS RELEASE

# MNTN Agency-Led Accounts Grow 4x in 2025 as Demand for Performance TV Surges

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MNTN Verified Agency partners are powering the next wave of brand growth on Connected TV

NEW YORK--(BUSINESS WIRE)-- MNTN (NYSE: MNTN), the technology platform that brings performance marketing to Connected TV, today announced that agency-led accounts on its platform have quadrupled in the past year, marking a key milestone in its mission to continue to democratize TV advertising.

As more brands turn to Connected TV for measurable business outcomes, MNTN's agency ecosystem has become a powerful driver of platform growth, expanding access to Performance TV for a new generation of advertisers.

Designed to spotlight agencies driving measurable results with Performance TV, MNTN's Approved Agency Network recognizes top partners for their expertise on the platform - rewarding them with exclusive tools, early product access, and growth incentives. In the past year alone, agency-led accounts on MNTN have grown nearly 4x, reflecting the increasing role agencies play in expanding access to high-impact TV advertising.

"This program gives agencies the same tools, visibility, and rewards that has fueled MNTN's own growth—while giving their clients a trusted path into Performance TV," said Matt Rickard, VP of Agency Partnerships at MNTN. "As more agencies come on board, we're seeing everything accelerate: more brands launching, more campaigns going live, and a stronger, more diverse performance ecosystem taking shape on platform."

## Partner Program Benefits Include:

- Verified Performance Partner: Agencies earn official recognition as trusted experts on the MNTN Performance

TV platform, gaining increased visibility across the MNTN ecosystem.

- Rewards for Media Spend: Agencies unlock credits they can redeem toward creative services, media or cash back, scaling as they grow with MNTN.
- Early Product Access: Partners receive early access to beta tools and features.
- MNTN U Certification: Teams receive official training and certification to master Performance TV.

“Successful partner programs are built on consistent education and enablement, meaningful offer creation, and lifting each other’s brands through comarketing,” said Justin Buckley, Partner at ATTN Agency, one of MNTN’s 45 verified agencies. “Our partnership with MNTN has delivered this trifecta in spades. Since the beginning, MNTN has committed to upskilling our team, giving us what we need to drive value to new and existing clients, and giving our agency visibility to their audience.”

To learn more or apply to become a verified partner, visit [mntn.com/partners](https://mntn.com/partners).

## About MNTN

MNTN (NYSE: MNTN) is the Hardest Working Software in Television™, 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 was named one of Fast Company’s Most Innovative Companies and Next Big Things in Tech and was recently featured on the cover of INC’s Best in Business Issue.

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