NEWS RELEASE

MNTN Brings Tealium First-Party Data Into MNTN Matched™ to Advance AI-Powered TV Targeting

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Tealium Customer Intelligence gives MNTN's AI another powerful signal to identify households most likely to convert.

NEW YORK--(BUSINESS WIRE)-- MNTN (NYSE: MNTN), the technology platform bringing performance marketing to Connected TV, and Tealium, a leading customer data platform (CDP), announced a native integration that pulls Tealium audiences directly into MNTN Performance TV campaigns.

Advertisers can now combine their first-party Tealium audiences with MNTN Matched™, MNTN's proprietary AI-powered targeting technology that identifies households most likely to convert. On average, MNTN Matched™ has driven 6x more site visits and 3x more revenue than traditional TV targeting.

Together, the integration gives MNTN's AI a more complete view of a brand's customers. Tealium audiences refresh in real time, giving MNTN campaigns a current view of a brand's customers and prospects. As customers move in and out of Tealium segments, the system automatically adjusts who they target or exclude on TV, helping MNTN's AI work from the latest customer signals while focusing acquisition spend on net-new audiences.

"AI is only as powerful as the signals you give it," said Mark Douglas, CEO of MNTN. "Tealium gives ours another really good one. The smarter the inputs, the better the output. In our case, that means better-performing TV."

"With the new MNTN Audience integration, Tealium is enabling joint customers to transform their first-party data into more timely, relevant actions across connected TV," said Ted Purcell, Chief Customer Officer at Tealium. "By

connecting Tealium audiences directly with MNTN, teams can now activate audience segments with greater precision, reduce manual uploads, and improve campaign performance and customer engagement across the entire journey."

Tealium and MNTN's CTV capabilities are especially critical now because marketers need to turn governed first-party data into timely, measurable activation, as CTV investment and privacy expectations continue to rise.

Integration Highlights:

- Give MNTN's AI another powerful signal. Combine Tealium first-party audiences with MNTN Matched to help identify high-intent households most likely to convert.
- Keep TV audiences current. Tealium audiences update in real time on the MNTN platform, eliminating manual exports and list uploads.
- Focus acquisition spend on new customers. Automatically exclude existing customers from prospecting campaigns as audience membership changes.
- Combine first-party data with MNTN targeting. Use Tealium audiences alongside MNTN audiences, including MNTN Matched™, in the same campaign.
- Protect customer information during audience matching. Tealium can hash email addresses and phone numbers before sending them to MNTN, "allowing the platforms to share and match audiences securely.
- Coordinate audiences across marketing channels. Use the same Tealium-defined customer groups across TV, search, social, and email.

The integration is available now to MNTN advertisers with an active Tealium account and at least one audience segment.

Learn more at **https://mountain.com/integration/tealium/**.

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. For more information, please visit **mntn.com**.

About Tealium

Tealium delivers trusted data for AI at enterprise scale with its leading customer data orchestration platform. As the

foundational data layer, Tealium delivers a hybrid customer data platform (CDP) built for both composable architectures and real-time activation, including intelligent data streaming, a context engine, enterprise tag management, and a robust API Hub. Its turnkey integration ecosystem connects seamlessly with leading data clouds and technology providers, including more than 1,300 prebuilt integrations and a growing AI Partner Ecosystem. By delivering real-time, contextual, enriched, and consented data, Tealium helps enterprises accelerate AI performance, improve operational efficiency, and power customer experiences in the moments that matter. More than 850 global businesses trust Tealium to deliver their customer data strategies. For more information, visit **www.tealium.com**.

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MNTN
press@mountain.com

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