NEWS RELEASE

MNTN Expands Attribution with AppsFlyer, Using Mobile In-App Actions to Drive Better Performance TV Results

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New integration connects TV ad exposure to app installs, purchases, sign-ups and other in-app actions, giving advertisers more data to drive better performance.

NEW YORK--(BUSINESS WIRE)-- MNTN (NYSE: MNTN), the technology platform bringing performance marketing to Connected TV, today announced an expanded integration with AppsFlyer, the Modern Marketing Cloud, that gives marketers a clearer view of how their Performance TV campaigns drive app installs and in-app actions. For mobile app marketers, that closes one of TV's biggest measurement gaps: connecting an ad someone sees on the biggest screen in the house to what they do next on the smallest.

The integration connects MNTN Performance TV directly to AppsFlyer, allowing TV impressions to flow into AppsFlyer while in-app events flow back into MNTN. Marketers can measure the actions that matter to their business - from app installs and purchases to sign-ups and custom conversion events.

In-app events can also be used by MNTN to optimize campaigns toward stronger performance, connecting TV exposure, measurement and optimization in one loop.

For mobile-first advertisers across every category, including gaming, retail, restaurants, fintech and subscription apps, the integration makes it easier to treat Connected TV like any other performance channel - measuring what consumers do after seeing an ad and optimizing toward the outcomes that matter.

CTV to Mobile Attribution Capabilities Include:

- Full-funnel measurement: Connect TV exposure to app installs, purchases, sign-ups and other in-app events.
- Performance optimization: Feed in-app conversion signals back into MNTN to optimize campaigns toward business outcomes.
- Unified visibility: See MNTN Performance TV exposures in AppsFlyer and AppsFlyer in-app results in MNTN.

"TV has historically been a difficult channel for mobile marketers to connect to real business outcomes — you know the screen is big, loud and influential so you run the campaign hoping it shows up somewhere in your app metrics," said Alex Yip, Director of Product Strategy for AppsFlyer. "MNTN was built to bring performance rigor to CTV, so pairing that with AppsFlyer is a natural fit: MNTN exposure data flows into AppsFlyer, installs, purchases and sign-ups flow back, and that performance data feeds MNTN's own optimization. It's a meaningful step toward managing Performance TV with the same rigor mobile marketers expect from every other channel in their stack."

MNTN continues to bring new categories of advertisers to television, including a growing number of mobile marketers.

The integration is available to MNTN advertisers with an AppsFlyer account and an iOS or Android app. Get started today at **MNTN.com**

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 **https://mntn.com/**.

About AppsFlyer

AppsFlyer is the Modern Marketing Cloud that helps businesses transform complex data into clarity and growth. For more than a decade the global leader in mobile attribution, AppsFlyer today empowers over 15,000 businesses worldwide to break down silos across omnichannel measurement, deep linking, data collaboration, and autonomous AI workflows, giving brands the foundation to make smarter decisions, faster. To learn more, visit **www.appsflyer.com**.

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