



NEWS RELEASE

MNTN and Klaviyo Integrate Performance TV with CRM

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The new integration gives Klaviyo's high-growth customers a seamless way to reach audiences on MNTN Performance TV and re-engage them across email and SMS

NEW YORK--(BUSINESS WIRE)-- **MNTN** (NYSE: MNTN), the technology platform bringing performance marketing to Connected TV, and **Klaviyo** (NYSE: KVYO), the autonomous B2C CRM, today announced a new integration that brings MNTN Performance TV into email and text marketing workflows.

The two-way native integration enables marketers to use Klaviyo audiences on MNTN Performance TV and also use the TV ad exposure to trigger automated email and SMS journeys in Klaviyo. Brands can activate their highest-value Klaviyo audiences—including repeat buyers, cart abandoners, and lapsed customers—on MNTN Performance TV. After a customer is exposed to a Performance TV ad, marketers can automatically trigger personalized email and text message flows in Klaviyo, creating a seamless experience across channels.

The integration builds on a substantial customer overlap between MNTN and Klaviyo, reflecting growing demand to unify television with the rest of the marketing stack.

For years, marketers have used email, text messaging, and digital channels to reach, engage, and convert customers. Television, despite its scale and effectiveness, has largely remained disconnected from those workflows because it has historically been too complex to measure and manage. The new MNTN and Klaviyo integration changes that by making Performance TV an integrated part of the customer's marketing journey.

“TV has always been great at starting conversations. It just wasn't invited to the follow-up,” said Mark Douglas, CEO of MNTN. “Integrations like this unlock the credibility and scale that TV can deliver for brands of any size. Performance TV can now be a part of the customer journey from first impression through conversion and beyond.”

“Marketing automation shouldn't stop short of TV,” said Eddie O'Brien, SVP, Global Partnerships and Alliances, Klaviyo. “Brands already rely on Klaviyo to build lasting customer relationships. By bringing Performance TV into those same workflows, marketers can reach their most valuable audiences on the biggest screen in the home and continue the conversation across all of the biggest channels.”

Integration Highlights:

- Bring Performance TV into the customer journey. Engage the same first-party audiences across Connected TV, email, and SMS from a single customer data source.
- Turn TV into an automation trigger. Automatically launch personalized Klaviyo email and SMS flows after a customer is exposed to a TV ad.
- Activate first-party audiences. Reach repeat purchasers, cart abandoners, lapsed customers, and other Klaviyo segments without rebuilding audiences in another platform.
- Keep audiences automatically in sync. Eliminate manual exports with daily audience updates and ensure campaigns always target the latest customer data.

Klaviyo is one of MNTN's largest technology partners, with a significant shared customer base and strong adoption among retail and e-commerce brands. The MNTN-Klaviyo integration is available today for advertisers with an active Klaviyo account and at least one audience list or segment.

Learn more at <https://mountain.com/integration/klaviyo/>.

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.

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