



NEWS RELEASE

# MNTN and Northbeam Give Marketers a Trusted Way to Verify CTV Performance and Acquire New Consumers

2025-12-03

New Integration enables MNTN campaign data to flow directly into Northbeam, helping marketers track, model, and prove how Performance TV drives results - with beta partners seeing 90% net new site visits.

NEW YORK--(BUSINESS WIRE)-- MNTN (NYSE: MNTN), the technology platform that brings performance marketing to Connected TV, today announced a new integration with Northbeam, a leading marketing measurement platform. Marketers can now see how their MNTN Performance TV campaigns perform in relation to other media channels in Northbeam, making it easier to measure CTV's impact on their business.

The integration pipes MNTN performance data directly into Northbeam, enabling customers to track CTV's contribution to conversions, new customer acquisition, and the performance of other media, all in one third party platform. Marketers can now leverage Northbeam's trusted multi-touch attribution (MTA), and marketing mix modeling (MMM) to understand how CTV influences results and make more confident, data-driven investment decisions.

During the integration's beta period, Northbeam's reporting showed that MNTN's campaigns consistently drove efficient, incremental growth. Over a 30-day window, Northbeam analyzed 32 MNTN advertisers and found that Performance TV delivered:

~1.8x marketing efficiency ratio (MER), generating meaningful revenue for every dollar invested



~90% net-new site visits, proving MNTN brought entirely new audiences into the funnel

Timex Group, a global leader in watchmaking and a mutual customer of Northbeam and MNTN, is one of the advertisers who saw notable success through early access to the integration. “MNTN’s integration with Northbeam has unlocked our ability to see the true revenue impact of our CTV program in relation to our other tactics,” said Daniel Gallagher, Director of Performance Marketing at Timex Group. “Our confidence in the data has increased greatly with the use of deterministic view metrics and given us deeper insights into what is working best for us while creating tangible impact.”

The timing of the integration’s launch coincides with one of the fastest periods of growth in CTV ad spending. According to eMarketer, U.S. advertisers are expected to spend more than \$33 billion on CTV in 2025, and Nielsen estimates 56% of marketers report plans to increase OTT/CTV investment next year. With more CTV budgets tied to performance, measurement matters more than ever. Northbeam brings proven scale, tracking \$25 billion in ad spend and 2.1 trillion impressions to date.

“Performance marketers need trusted sources of truth that connect CTV with their broader marketing strategy,” said MNTN CEO Mark Douglas. “Our integration with Northbeam delivers that clarity, helping customers understand exactly how TV drives performance using several industry-standard methodologies. That, in turn, gives them the confidence to invest where it matters most.”

By integrating with a trusted measurement solution that is already heavily relied on, MNTN makes it simple to include CTV in existing measurement frameworks.

“Northbeam’s mission has always been to empower customers with accurate, actionable data,” said Northbeam CEO Austin Harrison. “Together with MNTN, we’re bringing that same level of precision to Performance TV, helping marketers optimize spend, forecast results, and achieve profitable growth.”

## 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. Press Contact: [press@mountain.com](mailto:press@mountain.com)

## About Northbeam

Northbeam is the leading provider of deterministic, first-party marketing attribution. Northbeam empowers marketers to make smarter, data-driven decisions that drive profitable growth.

Northbeam was founded in 2019 by serial entrepreneur Austin Harrison and AI researcher Dan Huang, a Stanford graduate who completed his honors thesis in artificial intelligence and subsequently spent years building technology from the ground up for an e-commerce brand. The company is backed by Silversmith Capital Partners and Lorimer Ventures. For more information, visit [Northbeam.io](https://northbeam.io) or follow Northbeam on LinkedIn, Facebook, Instagram, and X/Twitter.

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