



QUICK HIT GUIDE

# Bring Creative and Media Together to Unlock CTV's Performance Potential.

...and why everyone is talking about CaaS™

It's out with the old, and in with the new—creative, that is. The rise of Connected TV (CTV) has not only elevated the need for fresh TV creative, it's opened the door to a range of brands who have never advertised on television. Marketers need to figure out a way to streamline production, and that calls for a new way of approaching creative. Not only are the stakes higher, but the need for consistent, performance-optimized creative calls for innovation across the board.

**89%**

Say Creative Work is Important to Meeting Business Objectives\*

**31%**

of Creative Teams are Measuring Return on Investment\*

**77%**

of Creative Teams' Top Challenge is Speed\*

While it makes sense to rethink creative production, media spend should be taken into consideration as well since both work hand-in-hand. So we asked the question: Instead of splitting up budgets between creative and media, why not merge the two? This way, brands can instead prioritize efficiency and performance by dedicating all of their spend to generating ROI.

\*Source: Lytho



## What Creative Innovation Looks Like

MNTN's CaaS addresses these emerging industry pain points by redefining the way you produce and deploy CTV creative content. The idea is simple: get a steady stream of fresh creative quarterly, at no additional cost beyond what you'll pay in media. You can A/B test, discover what's working and spend more budget on driving results.

## The Current State of Creative

Typically, advertisers treat media and creative budgets separately, limiting the amount of creative that can be produced.

## The Future (Ideal) State of Creative, With CaaS

With CaaS, you can create exponentially more creative assets for your campaigns with the same budget, since creative production is baked into your media buy.



### CURRENT STATE

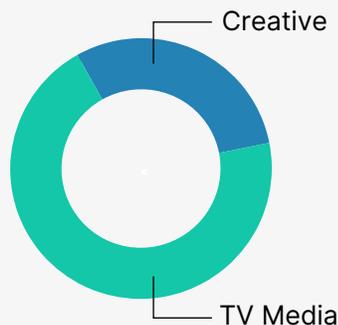
**\$4.5M**

Media Budget

**\$1.5M**

Creative Budget

Produced:



### IDEAL STATE

**\$6M**

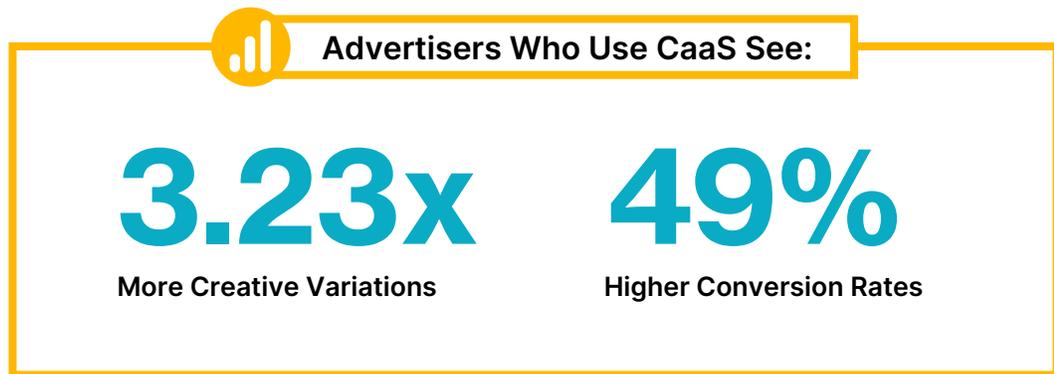
Media Budget

Produced:



## More Creative. More Variety. Better Performance.

The effects aren't theoretical. Analysis of the advertisers who didn't use CaaS in Q4 2021, but did in Q4 2022, found a significant increase in both their messaging capability and performance.



The flexibility and innovation brought by a model like CaaS introduces elements that help advertisers activate more CTV creative variations and increase their campaign conversion rates. All without devoting countless hours and costs towards new video production.

You get more...



**BUDGET TO DRIVE REVENUE**



**CREATIVE DESIGNED FOR KPI'S**



**MESSAGING TAILORED TO YOUR AUDIENCES**



**OPPORTUNITIES TO A/B TEST**

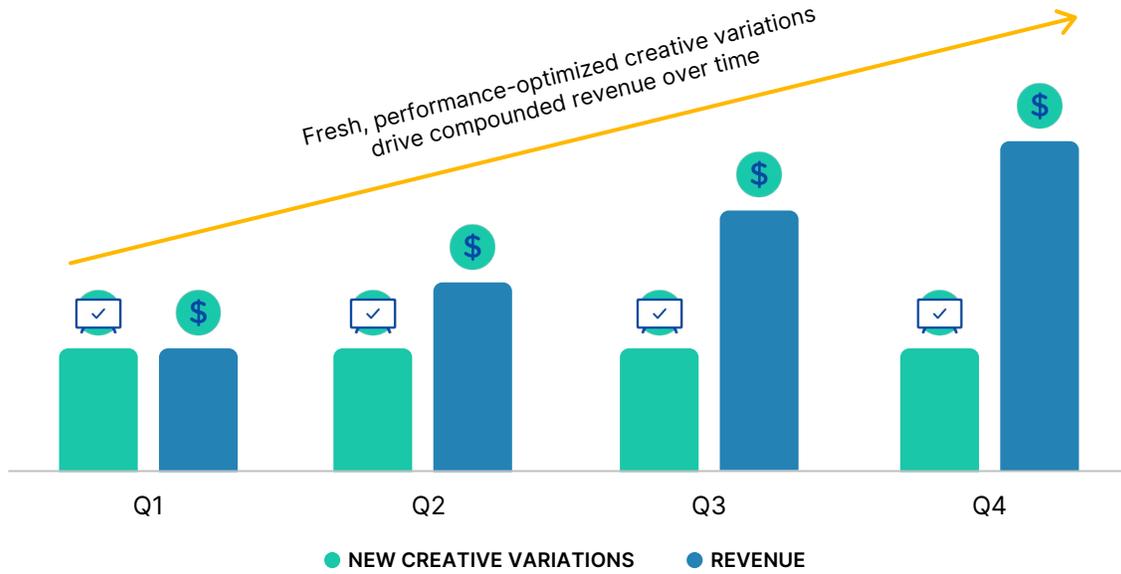


**OPPORTUNITIES FOR SEASONALITY**



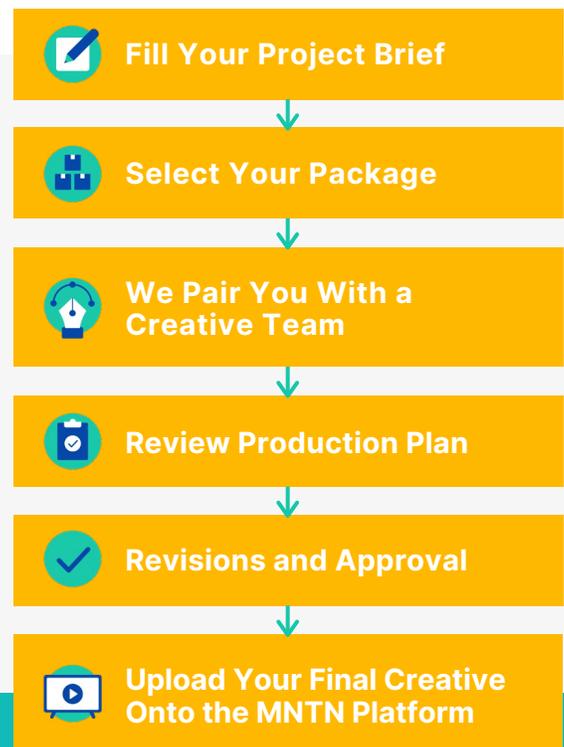
## The Compounding Effect

When spend is put purely into media, and paired with fresh creative assets on a quarterly basis, it allows for better, compounding returns. More creative variation, along with regular refreshes, provides a foundation to A/B test and optimize campaigns throughout the year. As targeting and messaging are iterated upon, it unlocks better performance.



## What Does the CaaS Process Look Like?

We'll connect you with a creative team who will handle the creative process end-to-end including concepting, sourcing talent, pre- and post-production and more. Here's how it works:



Let's Get Started

[Learn more](#)

