# mntn

# "Going Big" on TV Isn't What You Think It Is

Your small business can make a huge splash on streaming TV, even on the most expensive day in advertising (oh, and football) — all without the huge price tag. And we can prove it.

**Missoula, Montana**
Small business capital of America

# The Game

The big screen isn't just for big brands. With MNTN Performance TV, any small business can get their ad on top streaming channels and reach new customers — all for as little as $2,000.

And since working with MNTN helps grow small businesses into even bigger ones, we decided to prove it by putting it to the test. And what better place to do that than the small business capital of America: Missoula, Montana.

There we teamed up to go big with Noteworthy Paper & Press. A local stationery store who, by the way, are absolutely fantastic.

Spending equal amounts of money, we ran their TV ad in two locations:

## The Big Game

- ✓ The biggest TV advertising event of the year with 115+ million people watching

- ✓ Mega-brands putting out their best ads, with a few local ad spots mixed in

- ✓ Generates massive buzz for any brand running an ad during the game

**VS**

## MNTN Performance TV

- ✓ Geo-targets viewers locally and audiences in 120+ million households nationwide

- ✓ Ads run on ESPN, Peacock, Bravo, and 150+ other premium streaming networks

- ✓ Shows the results generated by your ad, like website visits, revenue, and more

# The Final Score

When we said "go big" earlier, what came to mind? Lots of cash, right? Guess again. Check out what Noteworthy Paper & Press got out of a traditional Big Game local ad buy, versus what they got with a MNTN campaign for the same price.

| | The Big Game (one time local TV buy) | 🏆 MNTN Performance TV |
|---|---|---|
| 💲 **Budget** | $10K | $10K |
| ⚙️ **Campaign Setup** | Work with local TV network ad sellers over the phone | Self-serve and easy, just like a paid search or social media campaign |
| 👥 **Audience** | 30,000 viewers who live in Missoula, Montana | Missoula, *plus* households that recently purchased greeting cards, have interests in arts & crafts, or frequently shop at Etsy, all paired with top markets like Los Angeles, Philadelphia, Chicago, etc. |
| 👁 **Number of Ads** | 30,000? We think? No specific metrics available | 410,816 airings reaching 260K+ households |
| 📊 **Visit Rate** | Impossible to tell, really | 16% lift in website visits |
| 🏅 **Attribution** | ? | Verified Visits |
| 👁 **Cost Per View** | Unclear | $0.02 |

> We never thought we'd be a brand who could advertise on national TV, and MNTN has changed that for us. We were able to reach new customers with a really memorable TV ad, and bring more paper lovers to our website.

Amy, Co-Owner
Noteworthy Paper & Press

# TV Ads Ain't What They Used to Be. (Good.)

MNTN makes TV advertising easy and affordable for small businesses. We deliver results you can actually count — and count on — to grow your business.

Need more reasons to get started with MNTN? We thought you'd never ask.

## 01 Make TV As Easy As Search and Social

If you've launched ads on search or social media, you can launch ads on streaming TV. Our easy-to-use platform works 24/7 to deliver your ads to the viewers most likely to check you out.

## 02 Track Results in MNTN and Google Analytics

Your ad dollars (and your peace of mind) are precious. That's why MNTN tracks the results your ad pulls in, from website visitors to revenue, and lets you see a detailed, real-time performance report in our platform, in Google Analytics, or both.

## 03 Run Ads Alongside Your Favorite Shows

Our deals with 150+ top-tier streaming networks like Peacock, ESPN, Bravo, and more mean your ads stream with the best of the best in TV land. The next time you settle in to watch your favorite shows, you may see your ad. So will your next customer.

## 04 Stay Local, Act National

With an ecommerce portal, your business is giving "local" a whole new meaning. MNTN helps you find those customers, whether they're in your own backyard or not, by letting you geo-target from a pool of 120+ million households.

## 05 Boost Results For Email, Search, and Social

Advertisers who add MNTN see:

22% higher conversion rate for paid search

9% higher conversion rate for paid social

37% higher conversion rate for email marketing

mntn