



Your Performance TV Guide to Summer 2022.

What's hotter than summer? An insider's look at the trends, tips and tricks for advertisers to prepare advertisers for a sweltering season, of course. There's a big misconception that summer is a 'slow' season as Summer Fridays and Out-Of-Office calendar invites ensue, but the data tells a different story.

Introduction.

Q4 might be the biggest spending season in the year, but don't put all your eggs in that basket, because summer is actually the second most expensive season of the year. Industry research reveals¹ that consumers spend an average of \$2,229 in the summer, while spending \$2,314 in the winter, \$2,064 in the fall, and \$1,952 in the spring.

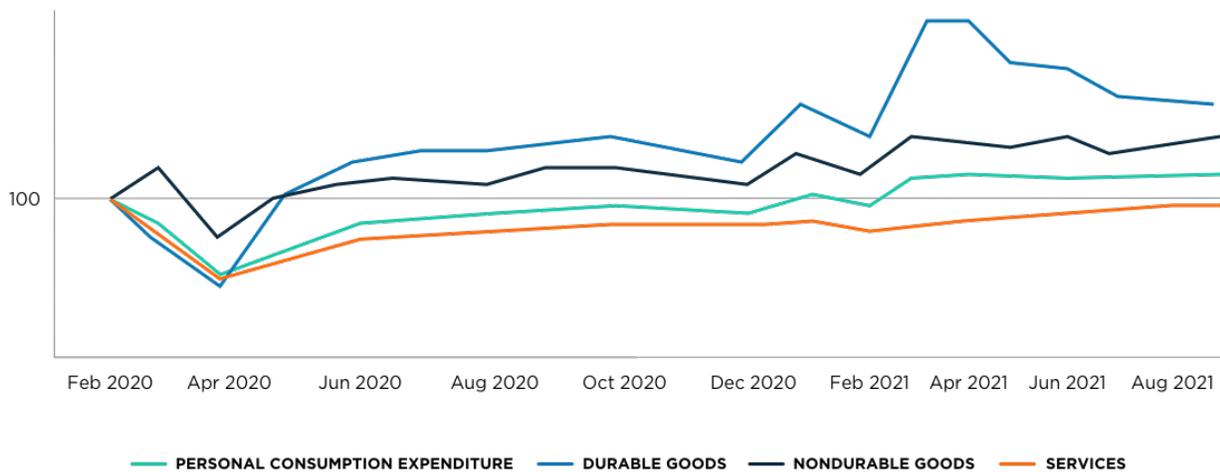
And let's not forget travel. "Summer 2021 will be remembered as the season that Americans finally stopped taking their vacations for granted and eagerly hit the road with a revenge travel budget...the concept of pent up demand is real" said one marketing and communications executive at Allianz Partners USA, one of the world's largest insurance providers. Explore our report as we prepare advertisers with everything they need to know to make it rain (dollars) this summer.

Let's Talk About Last Year's Heatwave (No, We're Not Referring to the Weather).

Overall consumer spending levels were up 2.8% compared in 2021 versus the year prior, and continued to climb through the summer.

Consumer Spending in August was up 2.8% Compared to Prepandemic Levels

Index of real personal consumption expenditure and components (Feb 2020=100)



*Note: The index is created from actual figures (seasonally adjusted annual rate) by rebasing February 2020 values to 100.

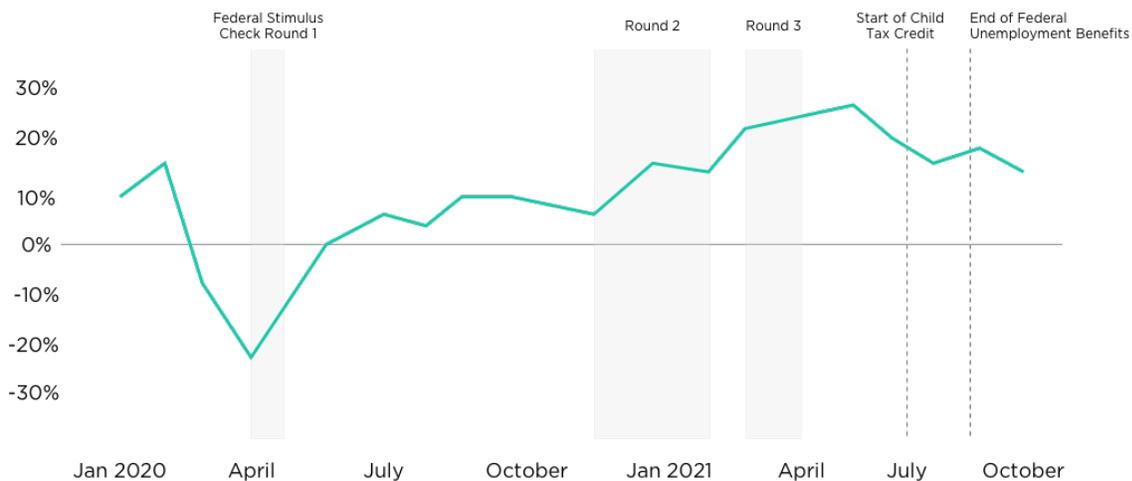
Source: United States Department of Commerce (sourced through Haver Analytics); Deloitte Services LP economic analysis

If we chart the past two years of consumer expenditure³, we can see that the percentage change of expenditure continued to exceed 2019 levels from April 2020—boosted by three rounds of federal stimulus checks, which increased overall spending more than 25% above 2019 levels by the summer. By October, even after the expiration of federal unemployment benefits, spending was still up 15.3% above pre-pandemic levels.



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Consumer Expenditure Percentage Change vs. 2019 Levels



Source: Bloomberg, December 2021

If we drill further down into this data, a separate study from JPMorgan Chase Institute revealed that stimulus checks and unemployment benefits helped to pad out account balances for many Americans, and saw spending increase across the board.

Much has changed this year, with cities and countries reopening, consumers eager to spend and travel more across all income levels⁵—even in light of inflation rearing its ugly head.



Let's Talk About Last Year's Heatwave (No, We're Not Referring to the Weather).

Spending Plans by Income Level

A look at Americans by income level who plan to spend more on dining, entertainment and travel in spring and summer 2022

Dining Out (Restaurants, Bars, Take-Out, etc)



In-Home Entertainment Purchases (Cable, Streaming Subscriptions, etc.)



Outside Entertainment (Movie Tickets, Concerts, Sporting Events, etc.)



Travel



● UNDER \$50,000 ● \$5,000-\$99,999 ● \$100,000+

Source: creditcards.com

We've had a look at the spending forecast on a macro level, but does our own performance data have a similar story to tell? Keep scrolling to find out.

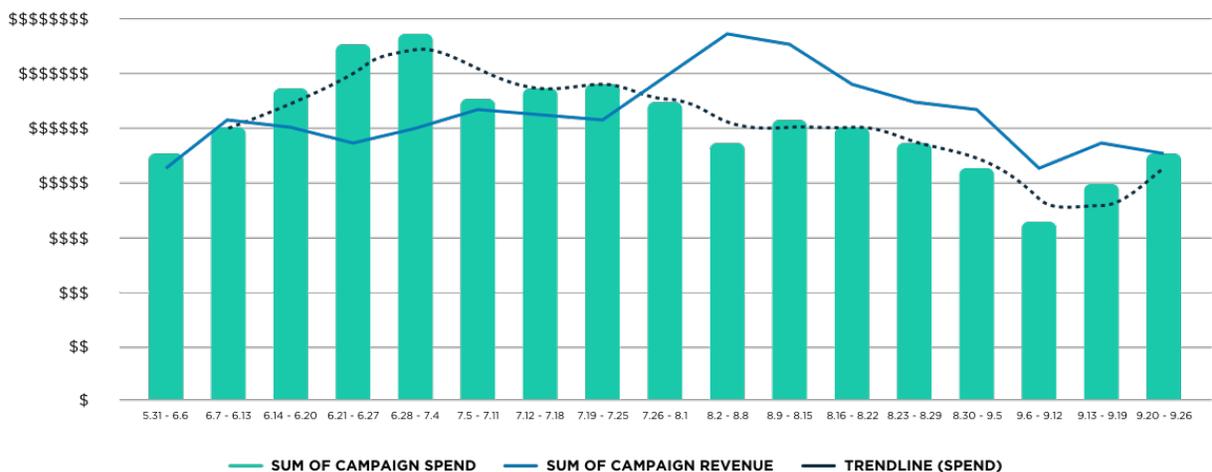


There's No Such Thing As Summertime Sadness With MNTN Performance TV.

Spend Soared Early On

Most shopping holidays throughout the year happen to be last-minute, as shoppers wait until the eleventh hour to snap up bargains...this was not so much the case during the summer season. Advertisers were quick to fire up their campaigns early, prioritizing spend in the first two weeks of summer leading up to the Fourth of July holiday weekend. They then gradually reduced this spend through the remainder of the season.

Revenue vs. Spend



Source: MNTN Performance TV data, comparing ad spend and total ad revenue generated by advertisers included in the measured summer verticals.

Comparatively, we saw a delayed effect on revenue, which peaked by 40% at the beginning of August as consumers who deliberated their purchases earlier in the season, finally converted across big-ticket categories like home and garden (more on that below). Had advertisers maintained a high level of ad spend throughout instead of distributing the spend in the first few weeks, we would have expected to see revenue levels high through the summer.

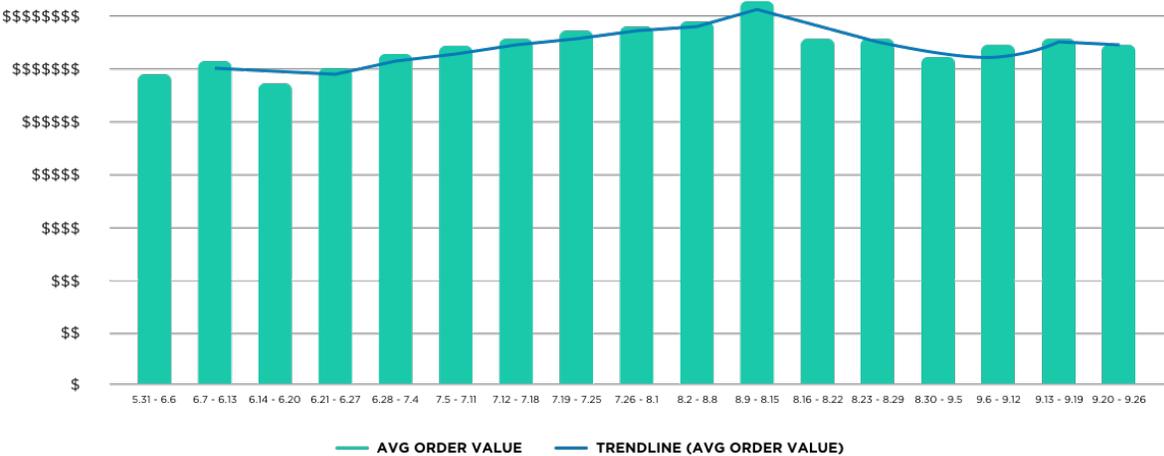


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August 2021: An Advertiser's Moneymaker

Revenue wasn't only the highest in August, so too was the average order value, which increased by 28% from the first week of summer to mid-August and from that point maintained a level for the remainder of the season *despite* ad spend dipping by as much as 32% during the same time frame.

Average Order Value vs. Total Ad Spend



Source: MNTN Performance TV data, comparing average order value generated by advertisers included in the measured summer verticals.



There's No Such Thing As Summertime Sadness With MNTN Performance TV.

Is Home the New 'Great Outdoors'?

Home and garden advertisers eclipsed all other categories over the summer season, and when we looked at the types of advertisers winning the revenue war, home improvement companies stood out among the rest, indicating that consumers used the season as an opportunity to spruce up their home with some major home improvement projects. Additionally, this category garnered almost an 11x ROAS, putting it among the top five summer-friendly verticals measured across ROAS.

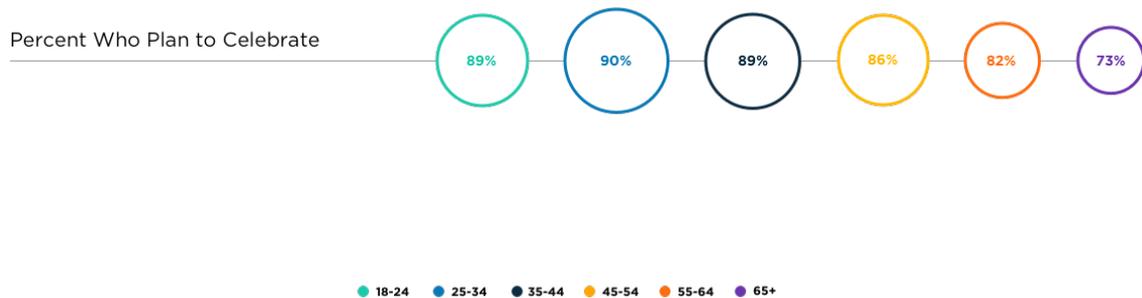
Top 5 Return on Ad Spend by Vertical



Your Summer Shopper Profile.

Everyone is a summer shopper, but a good place to set the scene and learn more about who is shopping, when and for what, is to observe the trends during Fourth of July⁵, one of the main shopping holidays of the year. The National Retail Federation revealed that 84% of the US population celebrated Fourth of July last year, with the majority of those celebrating belonging to younger age groups between 18 to 44 years old.

Age Group Split of Consumers Who Celebrated Fourth of July 2021



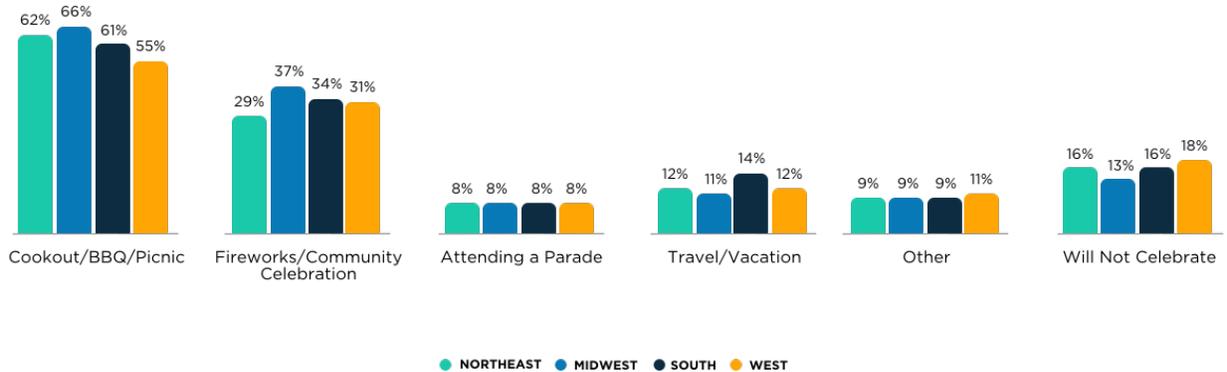
Source: NRF's Annual 2021 Independence Spending Survey, conducted by Prosper Insights & Analytics

Across the board, consumers were celebrating with food, entertainment, and travel, which is representative of this year's expected consumer spending patterns over the summer.



Your Summer Shopper Profile.

2021: How Will You Celebrate?



Source: NRF's Annual 2021 Father's Day Spending Survey, Conducted by Prosper Insights & Analytics

Another finding we unearthed was the focus on family during the summer⁶—reflected in consumer shopping searches on ecommerce sites like Amazon. For example, unit sales for beach toys on Amazon were up almost 40% over the past few months.

Additionally, a global trend report released by American Express⁷ revealed that 58% of Americans are more interested in multi-generational family trips than ever before, and over 60% of Millennials and Gen Zers want to book a once-in-a-lifetime vacation this year.



Campspot.

Campspot, an online travel booking platform helping travelers experience more of the great outdoors with more than 130,000 campsites (and counting) in the country, partnered with MNTN to grow their brand awareness during the peak summer camping season. Last year they faced some challenges, such as rising gas prices and COVID, which took away some of the travel volume, and wanted to explore a new performance channel..

They tapped into MNTN’s integrated audience targeting feature to reach outdoor enthusiasts, travelers, campers and hikers for both prospecting and retargeting ads on Connected TV, outperforming their ROAS goals over two-fold.

The Results

225% ↑

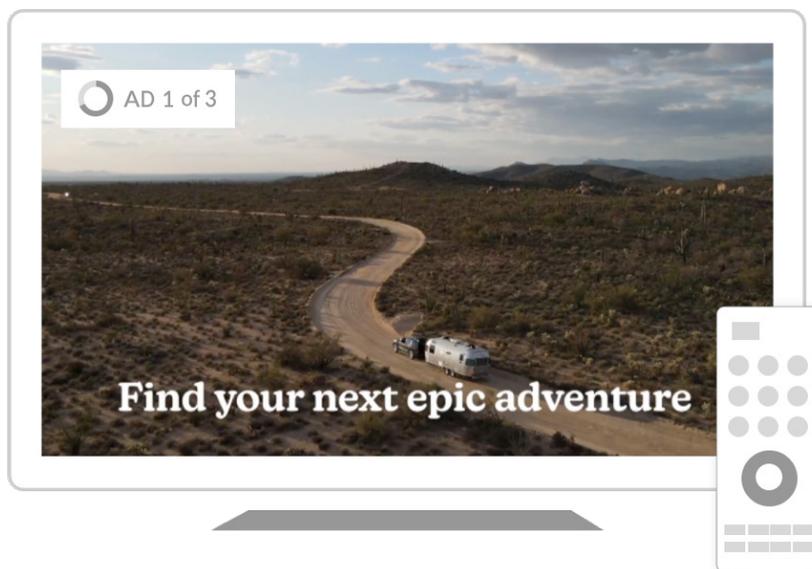
ROAS

13% ↑

MoM Conversion Rate

30% ↓

Cost Per Acquisition



How to Craft the Perfect Summer Campaign.

We get it, you're itching to send out your out-of-office calendar invites, but before you do so, make sure your campaign is set up for success before you tap out. Thankfully, MNTN Performance TV keeps your campaigns running and optimized so you can go about your summer vacations without having to worry about a thing.

Timing & Budget

Not every advertiser has a limitless budget to go all-in through the entire summer, which means you may need to prioritize specific moments throughout the season to heavy-up on the spend. We suggest honing your campaign activity around Fourth of July and Labor Day Weekend, and using the timeline below to portion your retargeting and prospecting budgets:



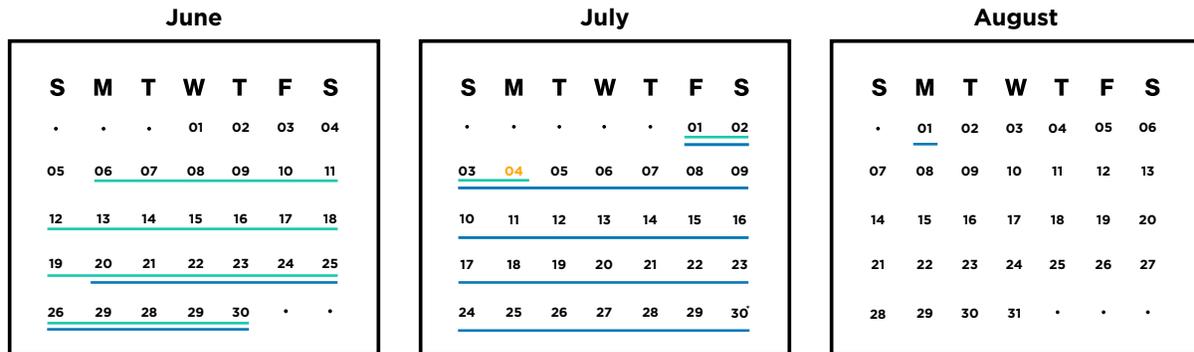
Start your prospecting campaign 3-6 weeks out to generate a large site visitor pool. We recommend weighting 60%-90% of your budget on upper-funnel campaigns to start, to widen your audience pool.



Set aside 10%-40% of your budget for lower-funnel campaign efforts, like retargeting, to re-engage your audiences. We recommend launching one to two to weeks out and keep these on at least a month afterward.

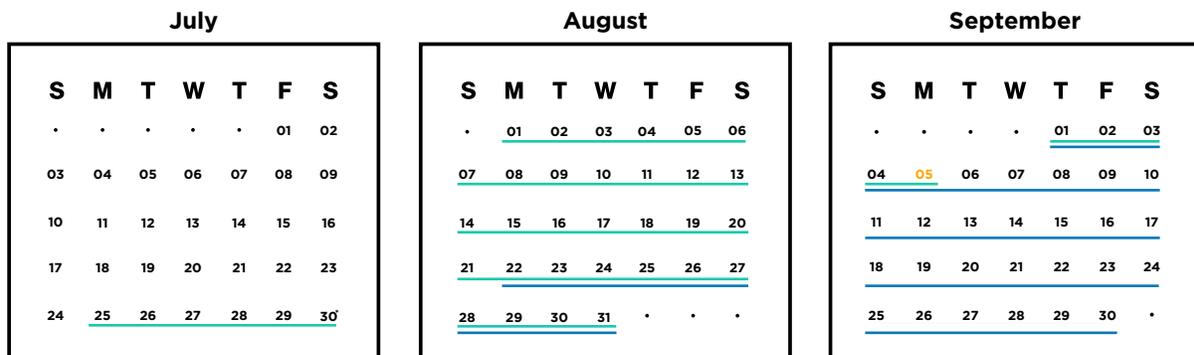


How to Craft the Perfect Summer Campaign.



● PROSPECTING ● RETARGETING ● INDEPENDENCE DAY

*Note: 31 days in July.



● PROSPECTING ● RETARGETING ● LABOR DAY

*Note: 31 days in July.

Prospecting and Retargeting



The goal of prospecting is to show your ads to audiences who are most likely to engage with your brand and become your next customers—attention, interest, desire and action (in that order). As we mentioned earlier, your prospecting campaign should represent on average 80% of your total budget to give you an adequate sample size and allow you to test, innovate, and improve campaigns over time.



How to Craft the Perfect Summer Campaign.



The goal of retargeting is to reengage previous customers, and transform those ‘almost converted’ customers into actual leads. While a smaller budget is typically allocated to retargeting, you’re also generally targeting a more narrowed, specific audience.



Never mix your prospecting and retargeting audiences. If you do, you’ll never be able to tell which audience was responsible for your results.



Analyze your past summer performance data, honing in on peak shopping holidays like Memorial Day (which isn’t officially summer but might as well be), Fourth of July and Labor Day Weekend. Analyze which audiences converted, what products were they interested in, and when did they last convert?

Audiences

If the section above left you with more questions than answers, don’t worry—we’ve got you. Below are a few [audience segments](#) that you can apply to your prospecting campaigns this summer. We understand every brand and business is unique, so if you don’t find what you’re looking for here, you’ll have over 80,000+ to choose via our Oracle Data Cloud integration.



How to Craft the Perfect Summer Campaign.

01 Summer Shoppers

Cast a wide net and get ready to reel in some big fish with these summer shopping segments that capture everything about the season (yes, including grilling). Search term: 'Summer'

ShareThis > Seasonal > Summer Fun

ShareThis > Seasonal > Summer > Shoppers

AmeribaseDigital > Seasonal Shoppers > Summer

02 Fourth of July

Summer isn't summer without one of the biggest celebrations of the year. Wave your flag high with these 'greatest hits' of Independence Day audiences. Search term: 'Fourth of July', 'Independence Day'

Gravy Analytics > Lifestyle > Fourth of July Weekend Celebrator

Zipline > US Data > AmeriLINK Consumer Buying Behavior > Seasonal Audiences >

Independence Day / 4th of July

ALC > Shoppers > Seasonal - Independence Day Shoppers

03 Labor Day Weekend

Bid farewell to summer before PSL (Pumpkin Spice Latte) season encroaches, with more entertaining, partying and of course, shopping. Search term: 'Labor Day'

Experian > Retail Shoppers: Purchase Based > Seasonal > Summer Sales Event Shoppers:
High Spenders: Labor Day Shoppers

PlacelQ > Holidays and Seasonal > Labor Day

Audiences by Oracle > Seasonal and Holiday > Summer > Labor Day Party Shoppers



How to Craft the Perfect Summer Campaign.

04 Top Performing Verticals

Our data revealed that certain categories are more 'summer friendly' than others, like home and garden, travel and entertaining. Search terms: 'Home Improvement', 'Summer travel', 'Entertaining'

Datalogix > DLX Seasonal > Summer Seasonal > Summer Home Improvements

Audiences by Oracle > Travel and Tourism > Travelers > Personas > Seasonal Travelers > Summer Travelers

Past Purchases > Retail > Home & Garden > Outdoors > Outdoor Entertaining



How to Craft the Perfect Summer Campaign.

Make Your Creative Work Overtime

A famous actor once said that “The comfort zone is the great enemy to creativity”, but there are some key elements that are required in every high-performing Connected TV ad campaign. Make sure your creative includes all of the following elements, of which you can build your narrative around:

- 01** A clear call-to-action. This applies both in your voiceover and copy.
- 02** Your company or brand’s URL.
- 03** Storytelling should remain consistent—so should your ad creative. Stick to similar messaging and color scheme across channels, especially as you’re utilizing MNTN’s Audience Extension feature.
- 04** Set up several iterations of creative and messaging to test, for example one for Fourth of July, another for Labor Day Weekend, and a seasonal evergreen version to last you through the season. Remove the barriers to producing creative with MNTN’s [Creative-as-a-Subscription™](#) and [QuickFrame by MNTN’s](#) global network of creators for your ongoing creative needs, which you can test, iterate and experiment with throughout the year.



MNTN Performance TV is Anything But a Fair-Weather Friend.

Learn why advertisers are utilizing MNTN to level up their marketing strategy for summer and beyond.

Explore more

[Visit mountain.com](https://mountain.com)

Sources:

¹A Study of Seasonal Expenses: Do We Spend More During the Summer?, Lendedu

²Americans Are Expected to Spend Even More on Summer Vacations Than They Did in 2019, According to a New Study, Travel+Leisure

³How COVID Supercharged the American Consumer, Bloomberg

⁴Spending Plans by Income Level, Fortune

⁵Independence Day Data Center, National Retail Federation

⁶To Travel or Not to Travel: Spring and Summer Shopping Trends, JungleScout

⁷2022 Global Travel Trends Report, American Express

