



Year in Review: How Creative-as-a-Subscription™ Powers Performance.

Learn how outdoor retailer Rumpl streamlined their creative process and switched up their audience strategy with great success.

What happens when you combine your media buy with creative production? You get MNTN Creative-as-a-Subscription™ (CaaS). We figured the best way to illustrate the process—and the very real results—is through a real-life example of how Rumpl, a CaaS customer, supercharged their creative process and maximized their performance.

Setting the Scene: What is Creative-as-a-Subscription?

CaaS combines your media buy and creative production for better performance. Brands commit to a quarterly spend and receive multiple creative variations to test, optimize and iterate. This leads to compounded returns over time, since the more you test, the more you know.



Advertisers Who Use CaaS See:

3.23x

More Creative Variations

49%

Higher Conversion Rates

35%

Higher Paid Social
Conversion Rates



Rumpl, a premium outdoor retailer that utilizes new material technologies to modernize the everyday blanket, has not only seen success on Connected TV with CaaS, but a positive ‘halo effect’ on their other marketing channels.



“[Creative-as-Subscription] has allowed us to make the best ads possible. We’ve been able to use those assets on our other channels, including Meta and our website, to really drive a cohesive consumer journey. Ultimately, CaaS has allowed us to save money and put it back into finding quality consumers—which is more than you can ask for.”

ASHLEE ANDERSON, DIRECTOR OF MARKETING, RUMPL



The Start of a Cozy Partnership

Rumpl’s CaaS package provided them with an ongoing supply of original TV creative. They were partnered with an expert to guide them through the process, including conceptualizing and building out their Connected TV creative assets—in addition to assets that could be used to create their MNTN Multi-touch companion creative for a full 360 campaign.



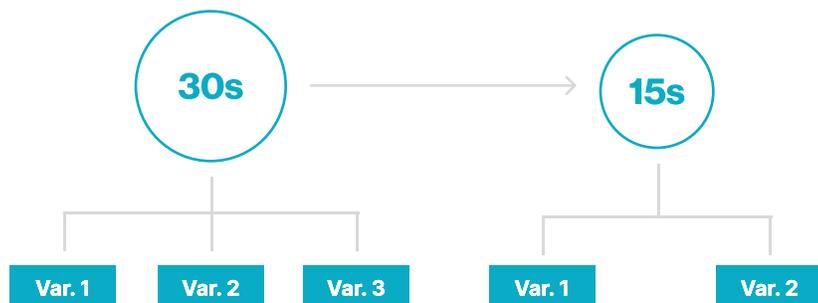
WHAT’S MNTN MULTI-TOUCH?

It extends your campaign beyond Connected TV across other channels and devices to drive more performance.

Rumpl's CaaS Production Package

Production Type **Net-New** | Timeline **4 Weeks** | Delivery **Every Quarter**

CONCEPT 1

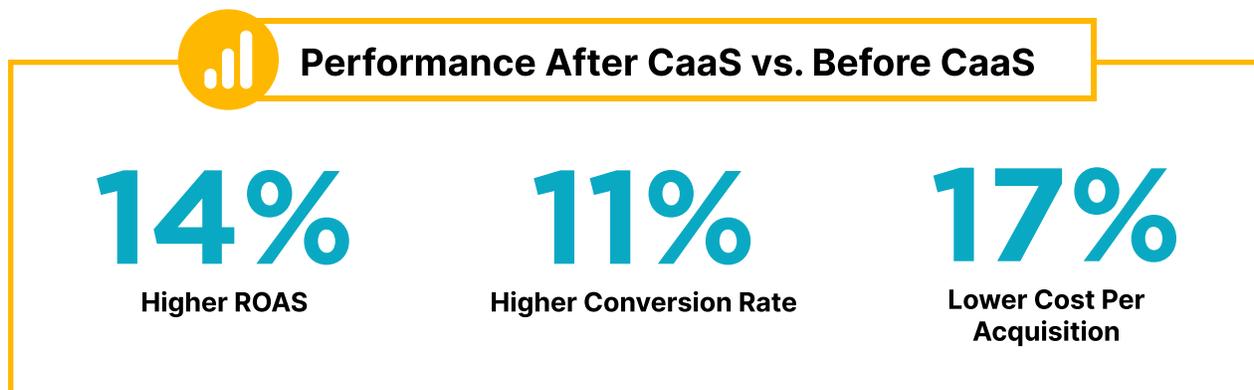


Variation = Alternate end card or shot order

- 5 TV Ad Variations
- 5 Sets of static assets for MNTN Multi-Touch ads
- 3 Talent
- 1 Location x 2 Settings
- 1 Round of Pre-Production Revision
- 3 Rounds of Revisions

- ✓ Concepting
- ✓ Visual Scripts
- ✓ Voiceover
- ✓ Music

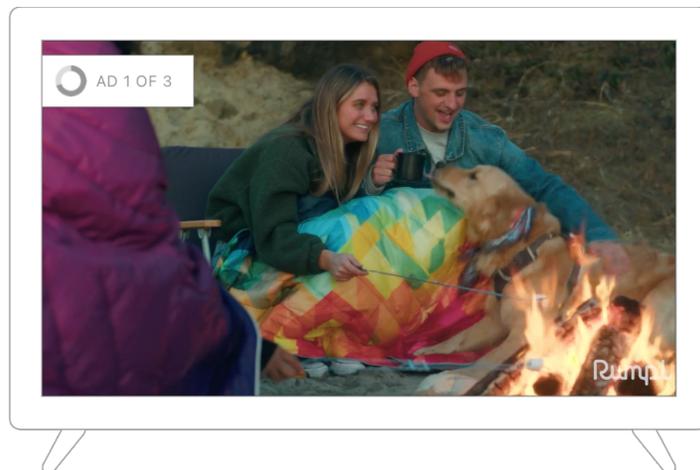
Implementing CaaS drove solid performance across their Connected TV campaign metrics from launch versus pre-CaaS:



Quarter 1: The Journey Begins

Prior to signing up for CaaS, Rumpl had one active Connected TV campaign running, targeting winter enthusiasts and outdoor travelers. After signing up for CaaS in January, and with the support of MNTN's Customer Success and QuickFrame by MNTN Creator Network, they created their first creative output of four creative variations (two 15" second and two 30" second videos).

This creative was updated to reflect an evergreen approach with four creative variations that would appeal to the broader context of being able to use a Rumpi blanket anywhere and anytime.



They also diversified their audience strategy to appeal to a wider pool who were in-market for their blankets.

The new CTV creative was launched across two of these audience segments to gauge performance, with the newly introduced segment outperforming the original audience.



Home and Garden Enthusiasts



Home Decorating



Outdoor Living



BBQ and Grilling



Yard and Patio



Home and Patio Outperforms Winter and Outdoor Audience

47%

Lower Cost Per Acquisition

2x

Higher ROAS

36%

Higher Conversion Rate

Quarter 2: Leaning Into Memorial Day

For Memorial Day, Rumpl repurposed their initial Q1 CaaS creative deliverable with an updated end card tile and voiceover with a “25% off” call-to-action to prompt purchase. These were launched in the weekend leading up to Memorial Day and targeted existing outdoor and home and patio audiences layered with seasonal audience segments. This resulted in an immediate increase in conversions, and then another increase on Memorial Day weekend—all while cost per acquisition declined.



Memorial Day Campaign Performance

98.5%

Completion Rate

4.2x

ROAS

9.82%

Conversion Rate

Quarter 3: Collaborations and Creative

Rumpl launched a collaboration with workwear company Carhartt. This time, the brand diverted away from their usual audience segments to test the efficacy of new audience segments and differentiate themselves in their product category.

Q3 AUDIENCE SEGMENTS



Millennials



Manufacturing, industrial machinery and engineering employees



Gen Z



Arts and craft enthusiasts

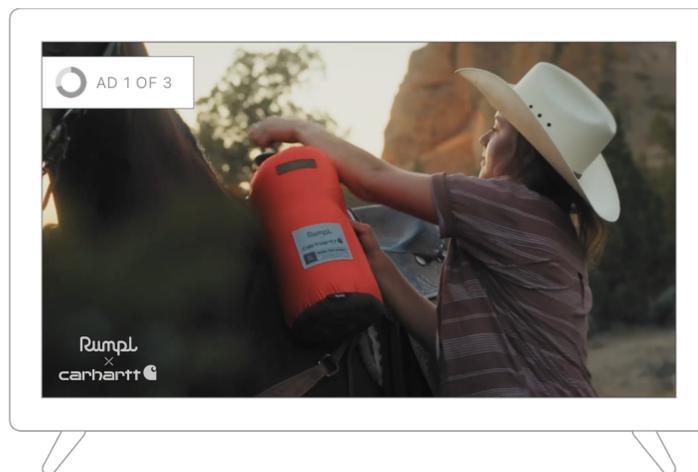


Fashionistas



Outdoor Enthusiasts with an interest in hunting and fishing

A new quarterly creative output was produced with a four-week timeline, with CaaS providing all concepting and pre-production planning support from start to finish including sourcing talent, location scouting, voiceover and music. The end result was variations on 15- and 30-second ads that Rumpl could test for their Carhartt campaign.



The creative variations they received in Q3 of their CaaS journey unlocked multiple benefits:

- Explore new partnerships and co-branded opportunities
- Relieve potential creative fatigue with new high-quality TV creative
- Branch into new audience targeting and testing
- Insights to apply to their holiday campaign strategy

Quarter 4: Happy Holidays

Like many brands, the holiday season is one of Rumpl's biggest revenue drivers of the year. Unlike previous years, when they were limited to using one creative for their promotional needs, CaaS supplied multiple creative variants to test and unlock performance with varying promotional messages including:

- **Last Chance for Guaranteed Christmas Shipping**
- **Save 25% off everything**
- **Save 25% off and Gift With Purchase**
- **Give the Gift of Coziness This Holiday Season**
- **Add Adventure to Your Wishlist. 25% Off Almost Everything**

They structured their campaign between prospecting and retargeting efforts, first starting with prospecting ads to outdoor enthusiasts. They ramped up activity in the lead up to the holidays through A/B testing retargeting campaigns with different creative variations.



These retargeted visitors who had visited the site within the last 30 days, with 1-50 page views.

Comparing the holiday period pre-CaaS versus post-CaaS showed a significant improvement in performance.



Holiday Pre- versus Post-CaaS

23%

Increase in ROAS

22%

Decrease in Cost Per Acquisition

27%

Increase in Conversion Rate

Start Your Own Creative-as-a-Subscription Journey

Discover how CaaS can save your brand time, money and energy— with the added bonus of ongoing performance-optimized creative to fuel your Connected TV campaigns.



[Learn more](#)