



Your Performance TV Guide to Holiday 2024.

Despite worries of economic uncertainty, strong retail sales and a growing appetite for streaming have set the stage for a competitive and tech-driven 2024 holiday season. So while consumers may be more budget-conscious, Connected TV is emerging as a brand safe channel for reaching engaged audiences with targeted advertising. Here's how to do it.

Table of Contents.

| | |
|----------------------------|----|
| Let's Talk Trends | 3 |
| Campaign Best Practices | 6 |
| Campaign and Budget Pacing | 10 |
| Creative and Messaging | 13 |

Let's Talk Trends.

TAKEAWAYS FROM 2023

Despite economic headwinds, 2023 retail sales surged to a record-breaking \$964.4 billion — a 3.8% increase over the previous year. The Cyber Five shopping weekend (the five-day stretch between Thanksgiving and Cyber Monday) emerged as a pivotal moment for the season — attracting 200+ million shoppers and generating \$321.41 in average holiday-related spending per consumer.

55% of Thanksgiving weekend purchases were driven by sales and promotions

Source: National Retail Federation

That upward trajectory extended beyond the holidays, with annual retail sales climbing 3.6% to \$5.13 trillion — making it clear that consumers are willing to spend even during tough times, and marketers will need to be ready to meet them with competitive pricing.

WHAT TO EXPECT IN 2024

As we look toward the 2024 holiday season, inflation still remains a concern for lower- and middle-income households, and consumers are expected to be more selective and value-oriented in their spending. However, there are also a number of opportunities that marketers should look out for:

- **Advancements in AI:** New technology will play a pivotal role in driving success during Q4. Over the last year, AI has become a cornerstone of business strategies, helping marketers gain valuable insights from data, optimize their marketing efforts, and enhance customer experiences.



MNTN Matched Advertisers See Success with AI, Too

6x

More Site Traffic

2x

Lower CPA

- **Election Year Media Consumption:** As the 2024 election period approaches, social as an ad channel may become less brand safe. Marketers should consider shifting spend to more secure channels like Connected TV (CTV) to capitalize on the chance to reach a large audience while mitigating risk.



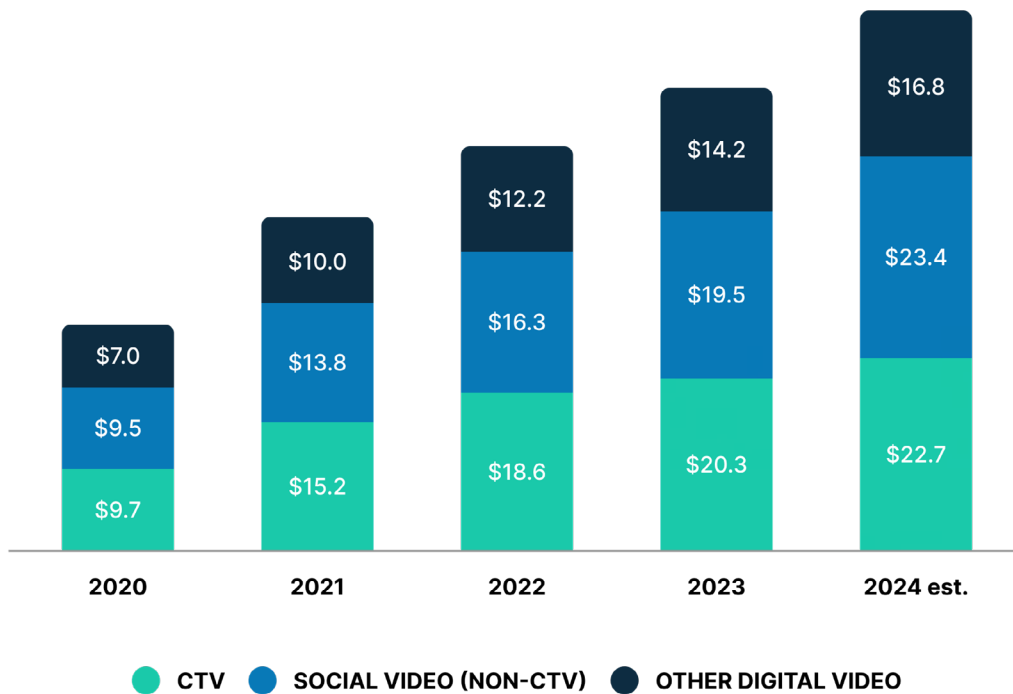
Concerned About High Election CPMs?

Increases in CPMs across the open marketplace could range from 15-50%. But by working with MNTN — one of the largest TV buyers in the U.S. — you can capitalize on our pre-negotiated preferred rates to unlock favorable pricing during a time when everyone is glued to their screens.

- **The CTV Opportunity:** As consumers increasingly embrace streaming, advertisers are recognizing the power of Connected TV to help them reach targeted audiences with engaging video ad content — especially during critical shopping periods like the holiday season. Last year, we saw CTV ad spend surpass a whopping \$20 billion for the first time. And in 2024, that upward trend will continue at a rate 32% faster than total media, thanks to a 12% surge in ad spend.



U.S. Annual Digital Video Ad Spend by Type (dollars in billions)



Source: IAB Report 2024

Want to dive even deeper into these trends? Our MNTN Research Q4 report will provide you with detailed insights and first party data that can help strengthen your Connected TV strategy. Click the link below to access the full report.

[More Insights Here](#)



Campaign Best Practices.

What does a full-funnel approach look like? And what's the best way of getting in front of savvy shoppers this holiday season? Let's cover the foundations, from selecting the right campaign goals and audiences (including those you haven't heard of) to creative and messaging and much more. With MNTN Performance TV, you can build high-performance TV audiences with complete control and unrivaled transparency.

And now, with [MNTN Matched](#), we've made it even easier to identify the high performing audiences who are most likely to love your brand and convert during any holiday season.

Here's how we suggest setting up your campaigns with MNTN Matched in the mix:

- 01 Prospecting:** With this campaign type, you'll be focusing on generating new site visitors and converting them into customers. Today, MNTN offers a variety of effective tools to reach them:
 - a. MNTN Matched Keywords (Beta):** Our system analyzes your website and mobile app to create a keyword profile of your ideal customer, which you can then edit by adding and removing keywords (just like with paid search). AI will then build you an audience of customers who are most likely to visit your site and convert after seeing your TV commercial, organizing them by their intent level. Your budget will automatically be allocated to your highest intent audiences first.
 - b. Interest Segments:** MNTN continues to offer integrated segments from LiveRamp that you can use to build CTV audiences. While we recommend that most brands rely on MNTN Matched to maximize



their performance, some select brands may opt to add interest segments as “OR” statements to expand their total audience size.

- 02 Retargeting:** Recapture the value of online window-shoppers and past buyers by targeting website visitors whose online behaviors indicate their willingness to purchase now (or again). Segment your site visitors based on time spent on site, number of page views, site visit frequency, cart abandoners, average order value, and recent conversions.
- 03 CRM:** Our platform makes it easy to touch base with loyal customers who already have a high intent to purchase. Simply upload your customer data via our [CRM database](#), and our technology matches it to consumers in over 99% of U.S. households using proper privacy standards.
- 04** Layer steps one, two, and three together to maximize your efforts and drive conversions at the top, middle, and bottom of the funnel.
- 05** Want to see how each of your audiences are performing? Check out [Audience Segment Reporting](#) — now enhanced with keywords for beta users — to help optimize your targeting strategy.



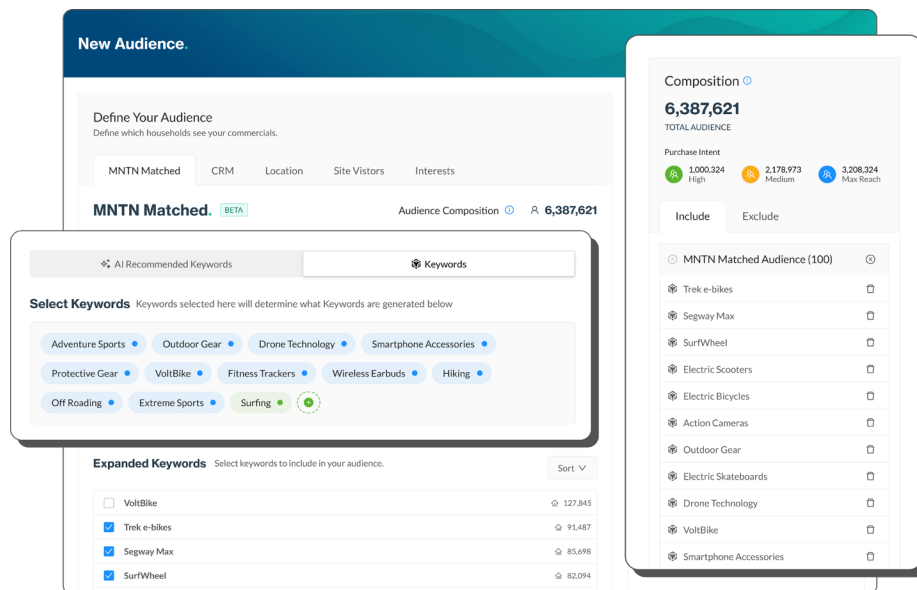


Prospecting Audience Strategies

With MNTN Matched, it's never been easier to build an audience that delivers maximum performance in Q4. Here's how MNTN Matched works, along with some tips and tricks you can use to get the most out of your campaigns:

MNTN MATCHED KEYWORD-BASED AUDIENCES (BETA)

01 Start with your AI profile, then refine it: MNTN's AI automatically analyzes your website and app to understand your brand, then uses that information to create a keyword profile of your ideal customer. You can then add and remove audience keywords to refine that profile however you see fit. In Q4, consider adding seasonal keywords (e.g. "Men's Winter Fashion" for a male-skewing fashion brand) to define what your customer wants most over the holiday season.



02 Add households based on their predicted behavior: Once you've defined your customer profile, our AI will identify the top products and services your customers are likely to buy. Check (or uncheck) these products and services to add (or remove) households likely to purchase them to your audience. (Your site visitors from the past 30 days will be automatically excluded.)



03 Set the right budget with zero guesswork: Once you've set your total audience, our AI uniquely scores each household and organizes them into three buckets:

- a. High Intent Audiences:** Most likely to visit your site and convert today. You can target 100% of this audience and maintain the same ROAS and CPA.
- b. Medium Intent Audiences:** Likely to visit your site and convert, either today or in the near future.
- c. Maximum Reach Audiences:** These consumers are helpful to include to increase brand awareness.

With our Audience Budget Planner, you'll see exactly how much you can spend against each audience, and your campaign will always target your highest-intent audiences first.

04 Enjoy the Performance: We found that MNTN Matched audiences deliver 6x more site traffic, double the ROAS, and half the CPA compared to traditional TV audiences.

05 Monitor Keyword Performance: You'll get real-time reporting down to the keyword level, and you can use these insights to inform keyword-level optimizations, in MNTN and across your other marketing channels.



Pro Tip: For almost all advertisers, we suggest sticking exclusively with your MNTN Matched audience to get the best performance possible from your CTV campaigns. But on rare occasions — namely for niche industries and highly localized campaigns — you may find that your total audience size could use a boost. In that case, we recommend adding your most relevant integrated interest segments as “OR” statements.



Campaign and Budget Pacing.

Now for the nuts and bolts of your campaign. Here, we'll cover setting up goals, timing, and budget pacing.

GOALS

It's not uncommon for brands to have multiple goals for their campaigns—in fact we recommend it. Split up your goals according to your prospecting or retargeting campaigns.

Prospecting

This depends on the following:

- **Cost Per Visit**, if your focus is driving engaged new users to your website.
- **ROAS/CPA**, if conversions or revenue is a focus
- **Cost Per Completed View (CPCV)**, if you want to focus on reaching a larger audience and creating more brand awareness.

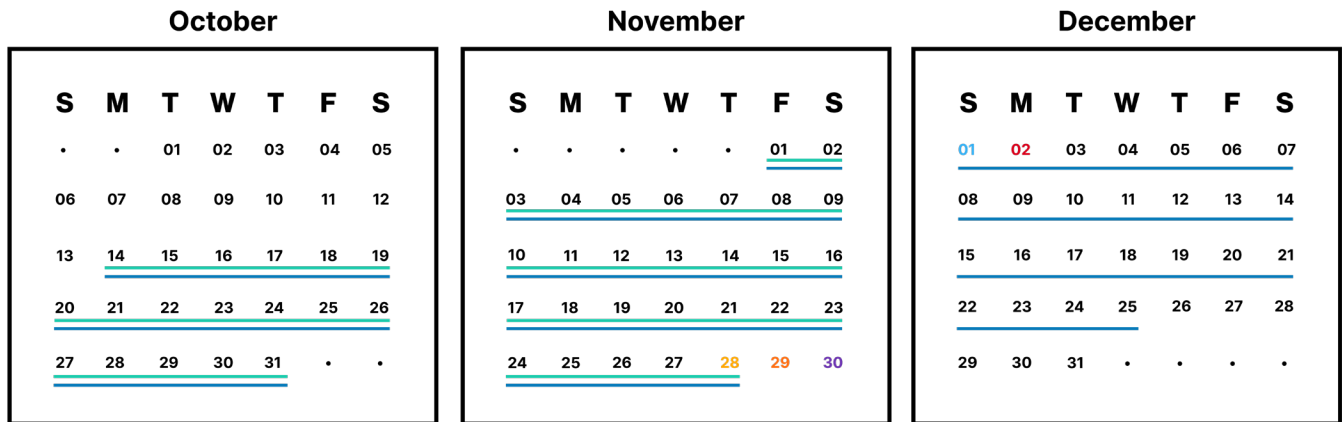
Retargeting

- **Return On Ad Spend (ROAS)** or **Cost Per Acquisition (CPA)**

BUDGET AND TIMING

Like your goals, you'll also want to split up your budget between your prospecting and retargeting efforts. Use the calendar below as a guide on when to time your campaigns.



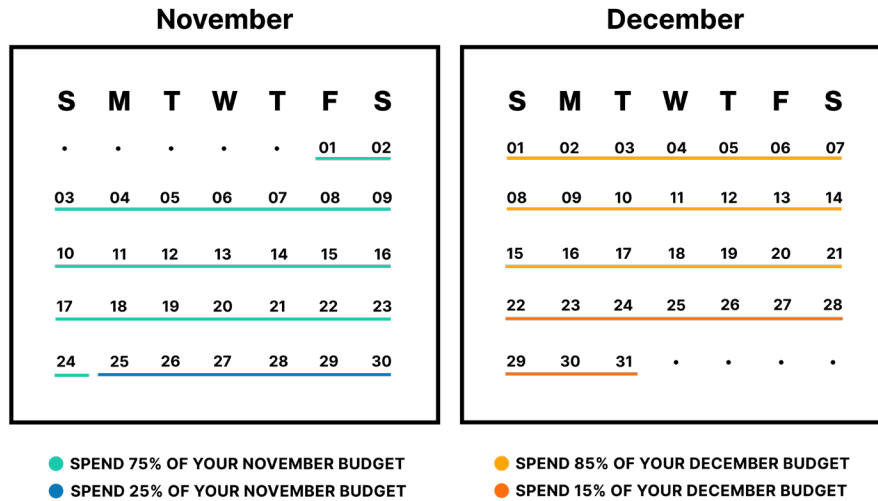


● PROSPECTING
 ● RETARGETING
 ● THANKSGIVING
 ● BLACK FRIDAY
 ● SMALL BUSINESS SATURDAY
 ● CYBER SUNDAY
 ● CYBER MONDAY

- To maximize performance, start with an evergreen lead-in to your holiday campaign launch. This helps widen your audience pool early on so that once you hit “launch” on your holiday campaigns, they’ll already have you in their consideration set. Leading ecommerce retailer [Rumpl](#) adopted this approach, which increased their ROAS by 15% and their revenue by 39%.
- Set aside 60-90% of your budget for your prospecting campaigns, and start them 3-6 weeks out from Black Friday — so, as early as October — to allow time for setup, testing, campaign optimization, and to generate a large site visitor pool. The remaining 10-40% of your overall budget can go toward your retargeting efforts, which should be launched at the same time as your prospecting campaigns.
- Consider shifting some of your prospecting budget to retargeting starting at the end of November through December. Keep these on all the way through December, and swap in seasonal creative throughout the month.



- We've provided budget pacing recommendations below as you head into the crucial holiday weeks:



- Don't let those insights go to waste during Q4 as we head into the new year (otherwise known as Q5). Gift card holders are ready to spend, and in-store foot traffic can return as recipients look to exchange or even upgrade underwhelming gifts from distant cousins. We always say the best approach is an evergreen approach, so keep your campaigns on to ensure you're capitalizing on those learnings for seasons and years to come.



Creative and Messaging.

Did you know that viewers retain 95% of a message when they watch it on video? Not to mention ad completion rates on Connected TV remain high at 98%. Here are some creative best practices to guide you for Q4 (and all year round).

START YOUR CREATIVE TESTING BEFORE Q4

Build in time to test your evergreen creative in advance against different audience segments to figure out which message, tone, format, calls to action (CTAs) and creative elements are resonating:

- **September:** Test overall sentiment for 30 days, using a recommended minimum of three creative ad sets.
- **October:** Refine your A/B testing further — this time only change **one** variable across an identical creative ad set to get a read on what's performing better.
- **November:** Apply your learnings from September and October to your holiday creative.

Could your creative speak to audiences you're not currently targeting? An under-leveraged category, perhaps? Or even a new persona altogether? Knowledge is power: try testing 1-3 new audience segments ahead of the holidays.



HOLIDAY CREATIVE THAT CONVERTS

Reap the ROI from your creative testing efforts by including these elements in your Connected TV campaign.



Always have a clear call to action (CTA). This applies both in your voiceover and on-screen copy.



Bring the magic of the holidays into your ad, whether that be through visual elements, voiceover, or messaging. If all else fails, money (or savings?) talks. Use holiday promo codes to inspire action.



Create several iterations of your ad creative to A/B test throughout and continually refresh your campaign. Test different product groups, featuring different talent in your creative, and even switch up your copy and CTA.



Keep your creative consistent across ad channels — it's good for brand recall.



Include a URL so viewers know where they can find out more (and where to hit “add to cart,” of course).





Clear call-to-action. Our client Fiji Airways rotated their airfare deals throughout the entire ad for impact.



Prominent URL or watermark placed on the ad creative.

WHAT'S ON SHOPPERS' MINDS THIS Q4?

Factor in shifts in consumer behavior that may impact your messaging and creative.

- **Price Sensitivity:** When McDonald's Q2 earnings slumped for the first time since 2020, it demonstrated to advertisers that customers are willing to walk away when price is a major factor in their purchasing decisions. Consider messaging that highlights value (e.g. "Save X when you subscribe today," or "Don't miss out on savings with X% off your first order").



- **Cautious Optimism:** Inflation cooling means shoppers are overall more confident about their personal finances. But this doesn't mean they're necessarily spending more — they're spending smarter. Convey tones of empowerment and empathy in your messaging that acknowledges this (e.g. "Life has gotten expensive lately").
- **The "Lipstick Effect":** "Little treat culture" is in full effect during tough economic times. If your brand is at a premium price point, leverage "treat yourself / treat the ones you love" or "You deserve this" messaging in your creative to play up long-term value and the "girl math" online trends.

MORE CREATIVE? NO PROBLEM

Keeping creative production consistent throughout the year is a challenge for many brands — compounded with tightening budgets and lean teams, it can all add up to the perfect storm.

77% of creative teams cite speed as one of the biggest roadblocks in creative production

Source: Lytho



But with so many creative options out there, where do you start? Every advertiser has different creative needs, which is why [MNTN's Creative Credits](#) program offers a menu of video creative services to choose from in exchange for a minimum media commitment. The result: it has never been easier or more affordable to get your brand on TV, at no additional cost beyond your media investment. Here's a sample of creative services on offer:

SAMPLE 1

**CTV Commercial Remix —
New Concept (30" Video)**

- 1 concept — :30 seconds
- 1 VO Artist
- Motion GFX
- Concepting
- \$500 of Stock Video
- Scripting
- Music Sourcing
- 1 Round Pre Production
- 3 Rounds Post Production

Total Credits = 8

SAMPLE 2

Live Action Spot

23 credits

- 1 concept — :30 seconds
- 3 Talent + 1 VO Artist
- 1 Location
- Concepting
- Scripting
- Music Sourcing

5 credits

- 5 Cut-Downs

4 credits

- 2 Additional VO Variations

7 credits

- Premium Location & Props

Total Credits = 39



Advertisers can use MNTN Creative Credits to see a wide range of benefits, including campaign performance, flexibility, and streamlining their creative processes:



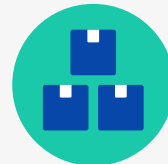
Creatively test and refresh
often to find what resonates
with your audience



Get even more flexibility
to be nimble and responsive
to your creative needs



Avoid creative fatigue by
getting a fresh stream of
content on a regular basis



Bundle media and creative and
put more investment toward
working media — at no extra cost

Conquer Q4 With MNTN Performance TV.

Prepare for the biggest season of the year with the biggest screen in the house: Connected TV. Learn why savvy marketers are changing the channel to CTV.

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

References:

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[National Retail Federation, Thanksgiving Holiday Weekend Sees Record Number of Shoppers](#)

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[IAB, 2024 Digital Video Ad Spend & Strategy Report](#)

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[WARC, 2024 Consumer Trends Report: Featuring additional regional analysis from North America](#)