

MNTN, a leading performance-driven CTV advertising platform, partnered with Upwave, the Brand Outcomes Measurement Platform, to measure and maximize brand investment.

Through its partnership with Upwave, MNTN measures and optimizes brand performance at scale—driving consistent lift across the funnel over millions of impressions and multiple campaigns.

94% of campaigns had at least one KPI with positive lift.

85% of campaigns had at least one KPI that beat Upwave Norms.

47 Campaigns **38** Brands **922M+** Impressions

+1.7% Aided Awareness

+1.5% Ad Recall

+0.7% Favorability

+1.1% Consideration

OVERVIEW

A leading beauty brand leveraged MNTN's CTV platform to drive awareness and consideration among high-value beauty purchasers. In partnership with Upwave, the campaign delivered real-time Brand Lift measurement across key KPIs—including Awareness, Brand Preference, and Consideration—and outperformed other CTV campaigns, reinforcing MNTN's ability to drive measurable Brand Outcomes.

ELEVATING PERFORMANCE

The beauty brand achieved significant lift for the Overall Audience across the brand funnel.

AWARENESS

6.1%

BRAND PREFERENCE

6.2%

CONSIDERATION

5.8%

PURCHASE INTENT

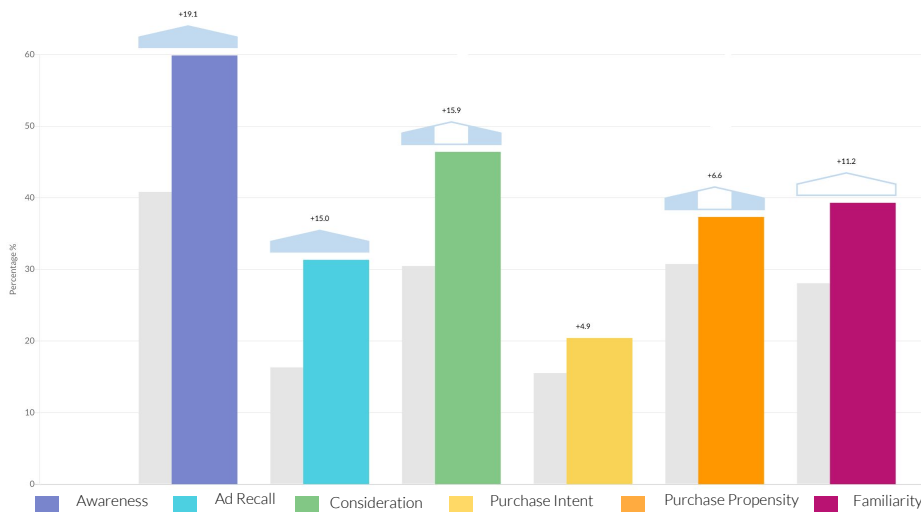
3.5%

FAMILIARITY

6.5%

DRIVING LIFT AMONG KEY AUDIENCES

MNTN drove lift across all KPIs—with particularly strong lift in Awareness, Brand Preference, and Consideration—among a brand-specific target audience of women ages 18–34 who regularly purchase beauty products, from less than once a month to daily.



The campaign also drove increased Consideration among more frequent beauty purchasers, including those who buy products approximately:

- +7.4%** A few times a month
- +11.6%** Once a month
- +8.5%** Once a week

THE IMPACT OF CTV

CTV served as a central component of the campaign. Analysis using Upwave's Tactic Norms (CTV) revealed that performance significantly outpaced other CTV campaigns, reinforcing MNTN's ability to drive Brand Lift.

This MNTN-led campaign delivered:

- 6x** lift in Brand Preference
- 6x** lift in Consideration
- 4x** lift in Purchase Intent

OVERVIEW

A media company partnered with MNTN to drive tune-in and awareness for a new series. Through its partnership with Upwave, campaign brand performance was measured in real-time, revealing positive lift across KPIs among all target audiences. Upwave's insights also identified actionable Brand Optimization opportunities, helping to further maximize Brand Outcomes.

ELEVATING PERFORMANCE

This campaign achieved significant lift for the Overall Audience across the brand funnel.

AWARENESS

3.5%

AD RECALL

6.0%

CONSIDERATION

3.9%

MESSAGE ASSOCIATION

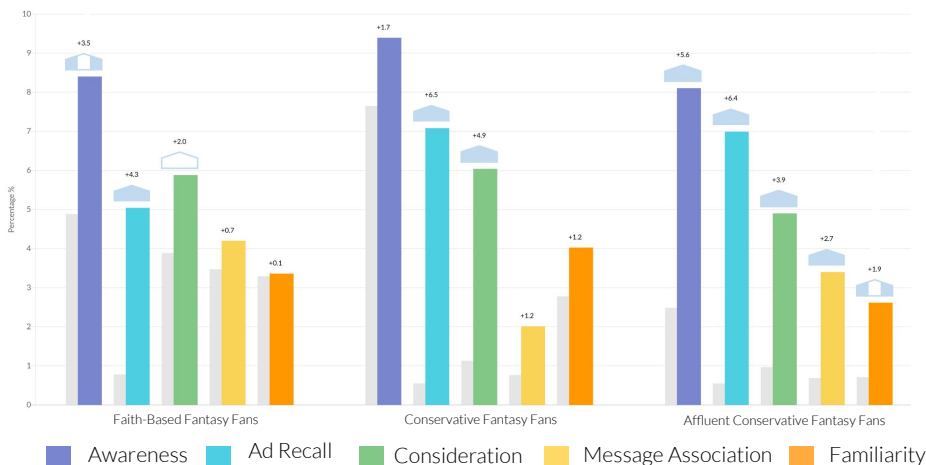
1.9%

FAMILIARITY

1.2%

DRIVING LIFT AMONG KEY AUDIENCES

MNTN drove positive lift across the brand funnel among key audiences. Awareness, Ad Recall, and Consideration performed especially well among Conservative Fantasy Fans and Affluent Conservative Fantasy Fans, demonstrating strong resonance with high-value viewers.



Upwave's Brand Reach analysis also shows that MNTN over-indexed in reaching the campaign's key target audience.

200% more likely to reach people who watch fantasy when streaming, and identify as politically conservative.

BRAND OPTIMIZATION OPPORTUNITY

Upwave identified that certain creative concepts were underperforming, particularly on key brand KPIs such as Consideration. This insight created an opportunity to reallocate spend toward higher-performing concepts, including the "Journey" creative, which consistently overperformed throughout the campaign.

