

OVERVIEW

Client

Municipality tourism

Campaign Length

Five months

Geography

15 major cities

Total Investment

\$75,000

Objectives

Prospecting and awareness

Product Used

MNTN CTV

RESULTS

1.4M+

Households
reached

20k+

Verified website
visits

2.5M+

TV commercials
aired

2.9M+

Multi-touch impressions

STRATEGY AND SOLUTIONS

- To build awareness, MNTN CTV was chosen to put ads on full-episode streaming TV shows across smart TVs, streaming devices, and gaming consoles. By leveraging partner data segments, we targeted key audiences.
- We leveraged cross-device measurement and a Google Analytics 4 connection during the five-month campaign to connect ad viewership and website traffic.