mntn
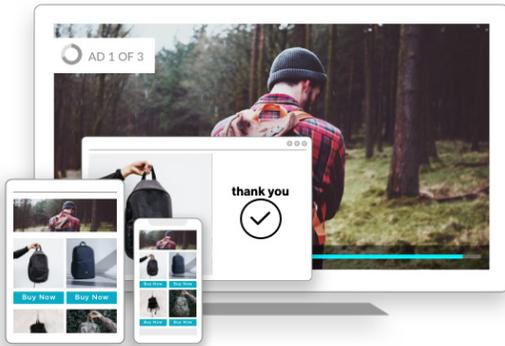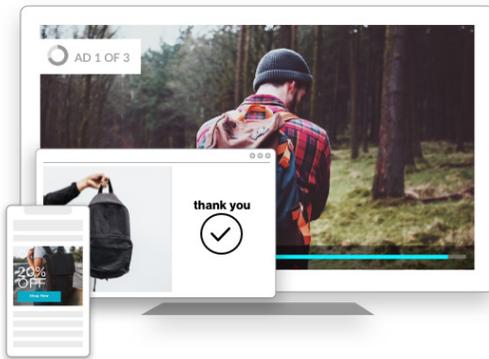
Cross-Device Verified Visits™

We've built a cross-device attribution model that's tailor-made for tracking Connected TV campaign performance—bridging the identification gap between users and every device in their household.

Track Your Customer's Full Conversion Journey

Shoppers can't convert on a television, which means you need to track their journey across every device in the household to ensure your campaign gets proper credit. Cross-Device Verified Visits gives you insight into when viewers see your ad on TV, and whether they visit your site and convert afterward using their desktop, tablet, or phone.

Measure True Performance With Cross-Device Verified Visits

Once your ad is served, Cross-Device Verified Visits tracks the viewers' IP address and device IDs. If those IDs visit your website—in a window of time defined by you—it counts as a visit both in Performance TV's reporting and Google Analytics.
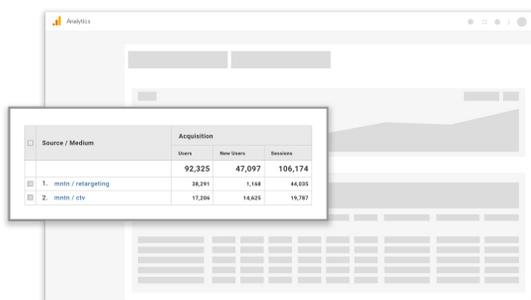
That means once a user completes an ad, it allows you to tie visits, conversions, and other key metrics to your campaign—giving you total insight into direct-response performance.

IMPRESSION

CREDIT

20% OFF
Shop Now

ENGAGE WITH
OTHER PAID
SOURCE

NO CREDIT

Buy Now   Buy Now
Buy Now   Buy Now
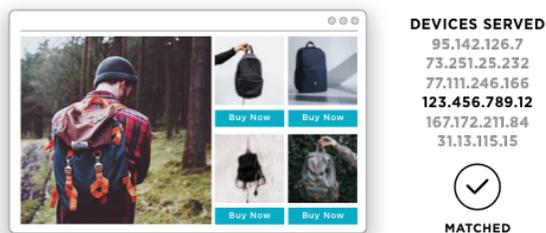
WEBSITE VISIT
OR CONVERSION

We Only Take Credit When It's Due

We've solved the issue of overattribution by ensuring Cross-Device Verified Visits doesn't claim credit from other marketing channels. If a user views a MNTN ad impression, then engages with a different ad from another channel before visiting your site, the MNTN campaign will not take credit.

Source / Medium	Acquisition		
	Users	New Users	Sessions
	92,325	47,097	106,174
1. mntn / retargeting	38,291	1,168	44,035
2. mntn / ctv	17,206	14,625	19,787

Full Google Analytics Integration

It's important to track and verify your performance from non-clickable Connected TV inventory, which is why Cross-Device Verified Visits is fully integrated into Google Analytics. We create a real-time map of all devices within a household that touched your website or campaigns, and send it to Google Analytics to ensure proper attribution using the Google Analytics Measurement Protocol API.

Buy Now   Buy Now
Buy Now   Buy Now

DEVICES SERVED
95.142.126.7
73.251.25.232
77.111.246.166
123.456.789.12
167.172.211.84
31.13.115.15

MATCHED

Leverage User Data to Track Their Journey

Digital privacy concerns are bringing an end to cookies, and have made access to accurate data more important than ever for advertisers. That's why we use multiple paths to establish user identity and provide accurate cross-device measurement. Whether its first party data sourced from our pixel installed on your site, leveraging users' household IP addresses, or a host of other data sources, we ensure you can reliably track your customers' purchasing journey.