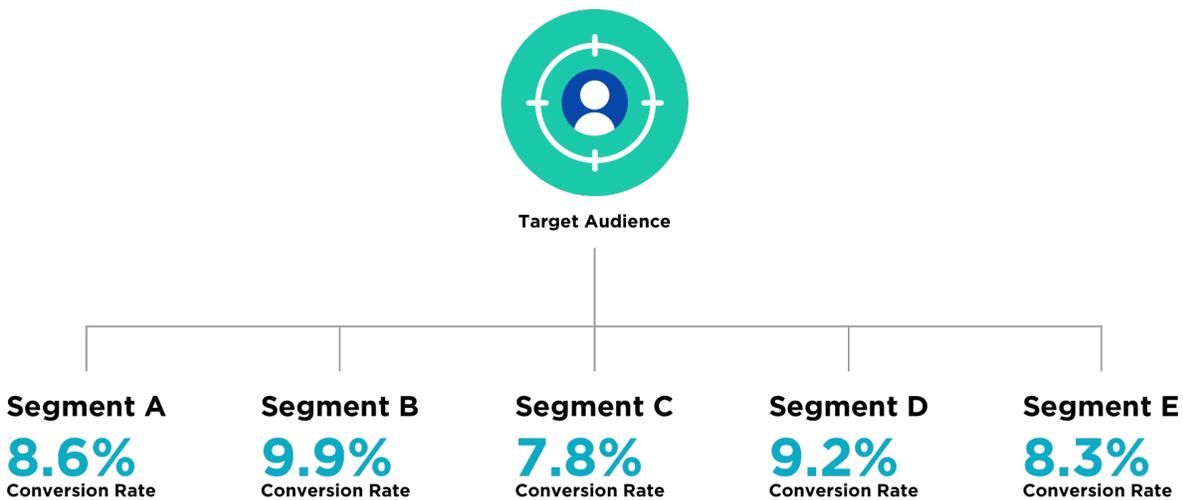**mntn**

Audience Segment Reporting.

With Audience Segment Reporting, marketers can compare the performance tied to each of their audience's individual interests, behaviors, intents, and nuanced attributes—informing more effective ways to test, learn, and optimize Performance TV campaigns.

Target Audience

Segment A	Segment B	Segment C	Segment D	Segment E
8.6%	**9.9%**	**7.8%**	**9.2%**	**8.3%**
Conversion Rate	Conversion Rate	Conversion Rate	Conversion Rate	Conversion Rate

More Granular Insights for Better Performance

Unparalleled CTV Audience Testing

Target over 80K+ unique 3P segments + CRM lists to extend testing with more optionality than any other CTV platform.

Apply Learnings Across Channels

Leverage detail and transparency that goes beyond what's available on paid social to inform your cross-channel targeting strategies.

Learn Without Limits

Test an unlimited number of audience segments without fees and learn more effectively than you would with DSPs.

Inform Optimizations

Use segment-level data to optimize your audiences and drive better performance.

Activation Best Practices.

Get the most value out of granular audience insights.

Keep Your Goals in Mind

While we recommend removing segments that are furthest from achieving your goals, we do not recommend removing any segments that are achieving or exceeding your goals—even if they are the lowest performers.

Arming your audience with a variety segments increases the available scale of your activations and provides our automated optimization engine with more optionality to drive performance.

Compare Differentiated Segments

When analyzing performance, it's important to focus your comparisons on segments that are unlikely to have significant overlap and/or collect data in differentiated ways. This methodology will provide the clearest direction to guide effective optimizations.

Here are two examples of less-impactful comparisons, along with options that provide more concrete learnings:

Whole Foods Shoppers vs Organic Foods Shoppers → Whole Foods Shoppers vs Trader Joe's Foods

Past Dog Food Purchasers (Alliant) vs Past Dog Food Purchasers (Scanbury) → Past Dog Food Purchasers vs In-Market for Dog Food Based on Search History

Consider "Or" Statements

When creating an audience using "And" statements between segments, you'll only be targeting the overlapping users who fit into both of these audience pools.

While "And" statements are a powerful targeting tool, it's important to note that they remove the ability to compare outcomes you would have generated from each individual segment.

If your goal is to test a multitude of segments and identify top performers, then we recommend leveraging as many "Or" statements as possible when building out your audiences.

Final Notes:

- **Audience Segment Reporting requires a Prospecting campaign**
- **On average, we recommend running your campaign for at least 30 days to gain signficant data to make informed decisions**

Ready to get started?

Ask your MNTN representative for details on how MNTN can help your business grow with Audience Segment Reporting for Performance TV.