

Intro to **AdTech** & Marketing

Rev NHO



mntn

LEARNING & ENABLEMENT

Agenda

- Advertising & Adtech
- The Adtech Ecosystem
- A Peek into Martech



Advertising & Adtech



Advertising

"Advertising is a business practice where a company pays to place its messaging or branding in a particular location."

-[AMA](#)

We advertise to get people to do something

An **ad campaign** is a sequence or series of advertisements that sell a product or service with the same story, theme, or idea connecting them.



Ad campaign elements

- ❑ **Ad Creative**- at MNTN, a TV Commercial
- ❑ **Audience**- who we want to reach
- ❑ **Budget** - how much \$ to spend on campaign
- ❑ **Objective**- what is the goal?
- ❑ **Strategy**- when, for how long, and which channels?

Adtech

"Advertising technology, also known as adtech, is an overarching term that describes the tools and software advertisers use to reach audiences, and deliver and measure digital advertising campaigns."

-[Amazon Ads](#)



The **AdTech** Ecosystem



Digital advertising channels

- Websites - **Display Advertising**
- Search results- **Search**
- Social media- **Paid Social**
- TV- **Convergent TV (CTV, Linear, etc.)**
- Retail sites like Amazon- **Commerce Media**
- Phone games and apps- **Mobile**
- Youtube and other channels - **Video**
- Podcasts and online radio - **Audio**
- Digital billboards - **Out of Home**
- **And more!**

*What are the biggest channels in
the adtech ecosystem?*



Follow the ad money, honey



US Ad Spending, by Select Media Format/Channel, 2025

billions

Traditional search

\$104.71

Social network

\$102.83

Retail media

\$60.81

TV

\$49.77

Connected TV (CTV)

\$33.48

Radio

\$10.33

Out-of-home (OOH)

\$9.36

Gaming

\$8.60

Digital audio

\$7.55

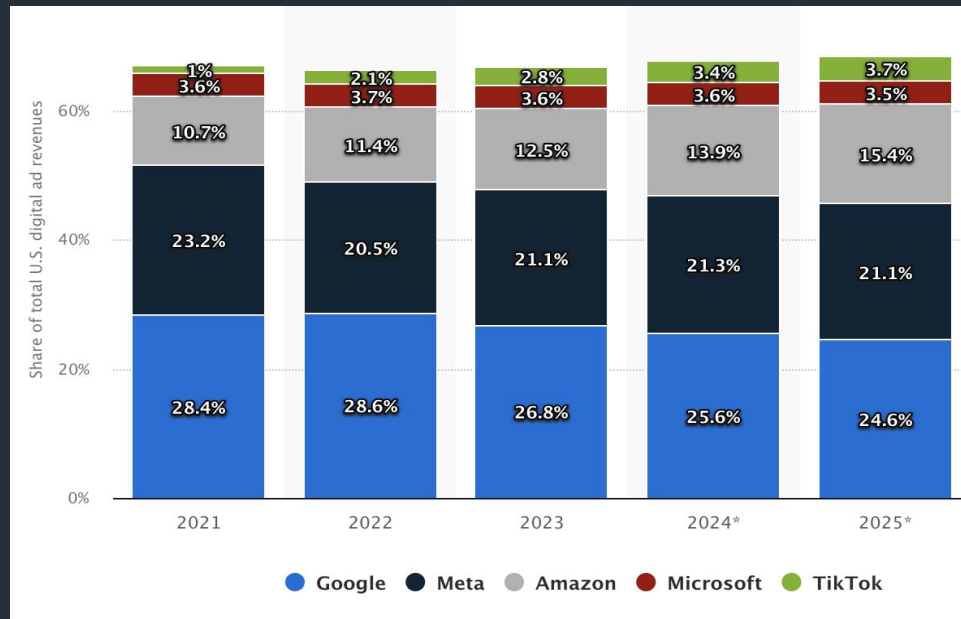
Print

\$5.45

Who are the **big fish**?

5 companies eat 72%+ of total US digital ad revenue:

- The Triopoly {
1. **Google** i.e. Alphabet (Search, YouTube, etc.)
 2. **Meta** (FB, IG, WhatsApp, Threads)
 3. **Amazon** (retail media)
4. **TikTok** i.e. ByteDance
5. **Microsoft** (Bing, Edge, etc.)

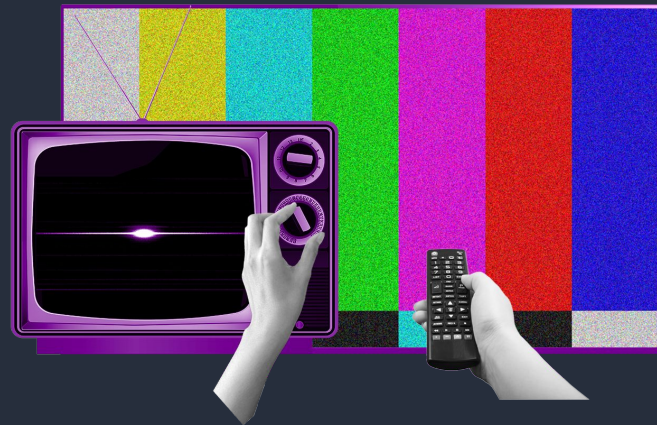


Digging into CTV

Wait, what is CTV again?

"CTV advertising refers to digitally sold ads that appear on TV screens, including ads shown on smart TVs that have their own internal internet capabilities and external devices like Amazon Fire sticks, Blu-ray players, and gaming consoles. CTV ads may also appear on streaming devices and services, as well as traditional TV offshoots like YouTube TV and Hulu with Live TV. CTV does not extend to non-TV devices."

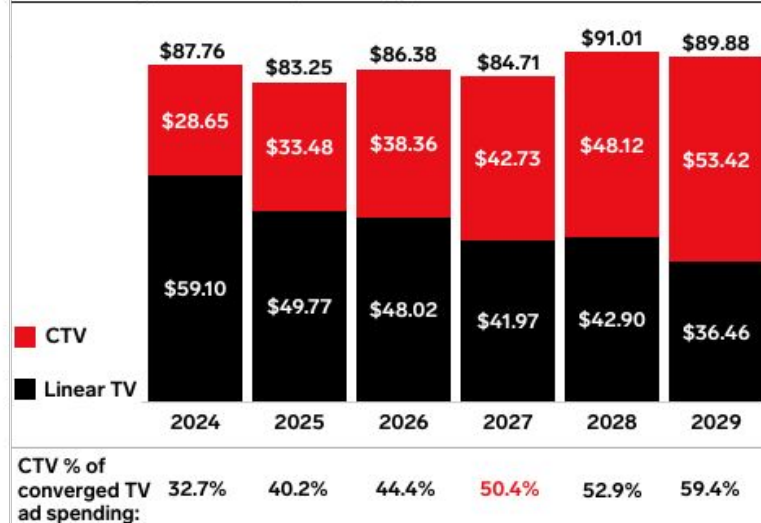
-eMarketer



The Rise of CTV Advertising

Connected TV Ad Spending Will Surpass Linear TV in 2027

billions in US linear TV and CTV ad spending and CTV % of converged TV ad spending, 2024-2029



Note: CTV includes digital advertising that appears on connected TV (CTV) devices; includes display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku, and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising; linear TV includes broadcast TV (network, syndication, and spot) and cable TV; excludes digital; numbers may not add up to totals due to rounding

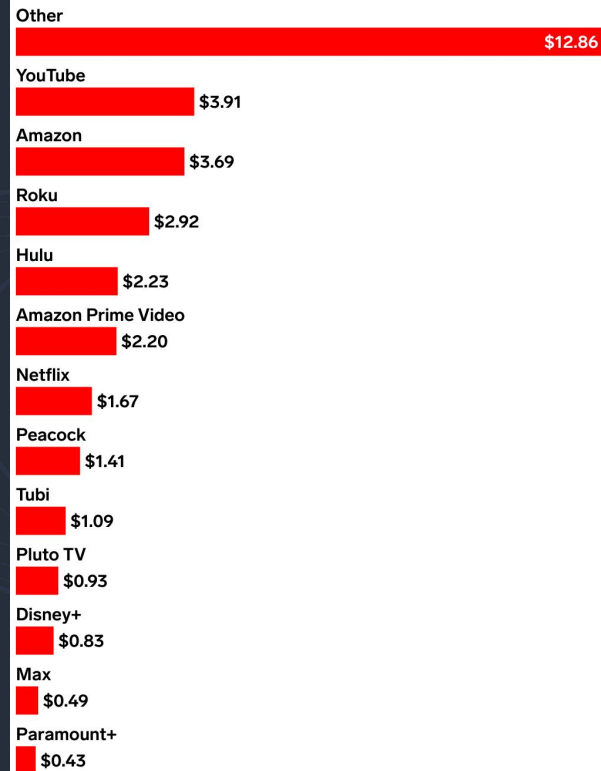
Source: EMARKETER Forecast, March 2025

Where is CTV ad money **spent**?



Connected TV Ad Revenues, by Company

US, 2025, billions



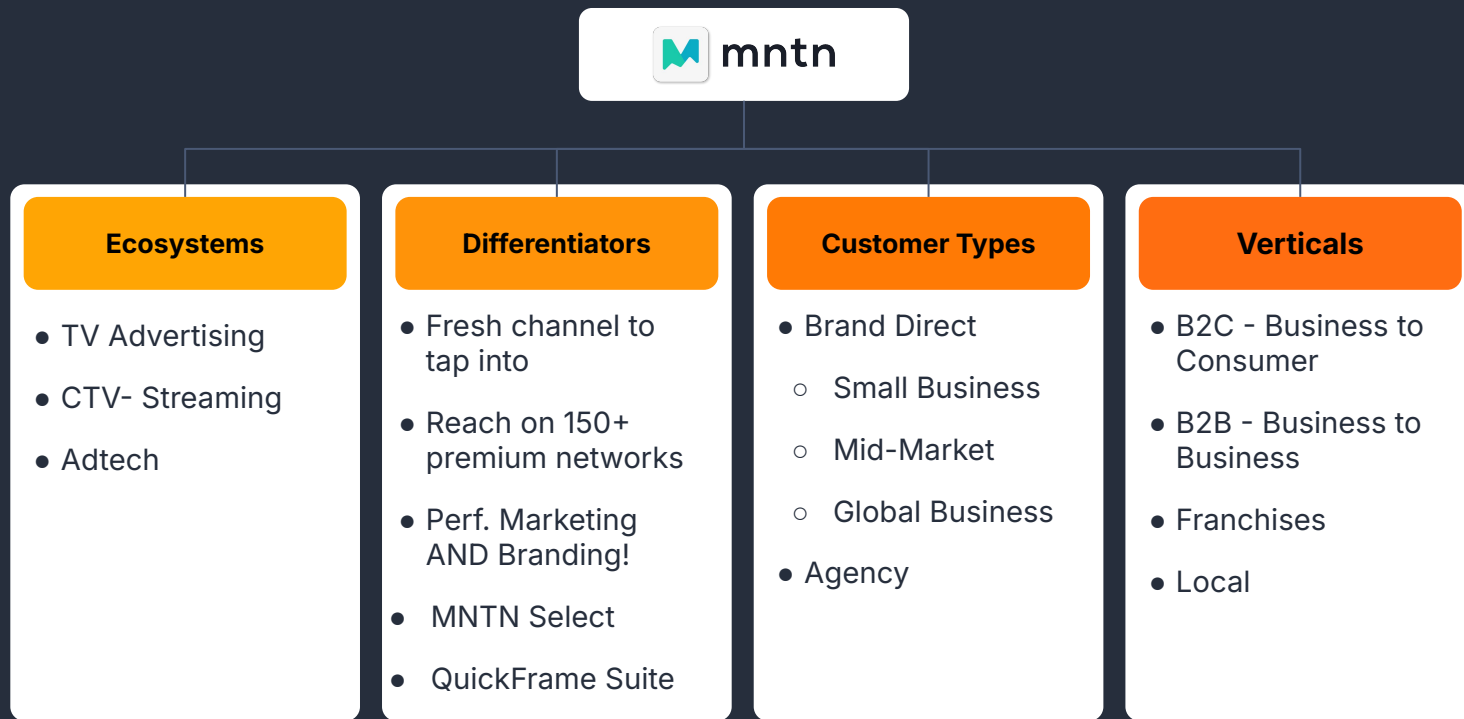
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Source: EMARKETER Forecast, July 2025

Where **we**
Fits



MNTN CTV Advertising Platform



What else makes **MNTN** special?

- Focus on CTV (others have it as an add-on)
- **NEW**- Select | Premium Content Network
- Self-serve platforms
- Wide-ranging platform capabilities
- Star 🌟 power
- Expertise- Thought Leadership
- Creative- QuickFrame AI and Marketplace



Peek into Martech



Marketing

"Marketing is a business practice that involves identifying, predicting and meeting customer needs. Effective marketing strategies help businesses isolate how best to serve their client base, while maximizing revenue at the same time. "

-AMA

Martech includes the marketing software applications and marketing platforms) used by marketing and marketing operations professionals.



Marketing Channels



MNTN and the Marketing Mix

- The vast majority of companies have a diverse marketing mix.
- MNTN brings value as a fresh way to reach potential customers.
- MNTN TV campaigns are known to bring a halo effect on other channels.
- We integrate with 3rd party measurement tools like Google Analytics, Rockerbox, CallRail and others so that our performance can be placed within the multi-channel context.
 - This is why attribution matters!



Learning Resources: eMarketer

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