



From TAM to Revenue

A PHASED REVENUE DATA
QUALITY APPROACH

Rupal Shah |



Data Systems Manager

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Introduction



mntn

- CTV, fastest growing platform in digital marketing
- Software that democratizes performance TV marketing for brand advertiser
- 97% of customers are first time advertisers on Connected TV
- Demand-side platform

So... Why am I here?

Current trends

- Growing a company demands data-driven insights
- Need for CRM optimization
- Need for high-quality enrichment – strategic partner

Big market concept

- **TAM:** Total Addressable Market – Overall market demand for prospect & people data
- **SAM:** Serviceable Available Market – Targetable segment aligned to MNTN's focus
- **SOM:** Serviceable Obtainable Market – Share MNTN believes it can capture



From clean data to confident TAM




Accurate TAM analysis begins with one thing — reliable data.

Stakes & symptoms of unreliable data

- Unclear ICP/persona → noisy outreach, inflated TAM
 - Single-vendor enrichment → insufficient coverage, trust erosion.
 - Bloated CRM (stale/unstandardized data) → poor match rates, bad routing, weak attribution.
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Throughout the course of the presentation, I will deliver a framework to create a scalable, phased data quality program that turns enrichment + validation into revenue impact.



Initial approach & lessons learned

- 1 In-house manual data research**
 - **Pros:** Low-cost, scalable with infinite iterations
 - **Cons:** Slow to implement, difficult to validate, dependency on key data enrichments for accurate segmentation
- 2 Verified data partnership**
 - **Pros:** ICP led & bottom-up approach
 - **Cons:** single vendor & staging area not set up for pre-post export
- 3 Usability**

Data decays over time, compliance issues
- 4 “Boil-the-ocean”**

Low ROI, costly cleanup

The new MNTN approach

Project-based, phased, and measurable



Overview / big picture

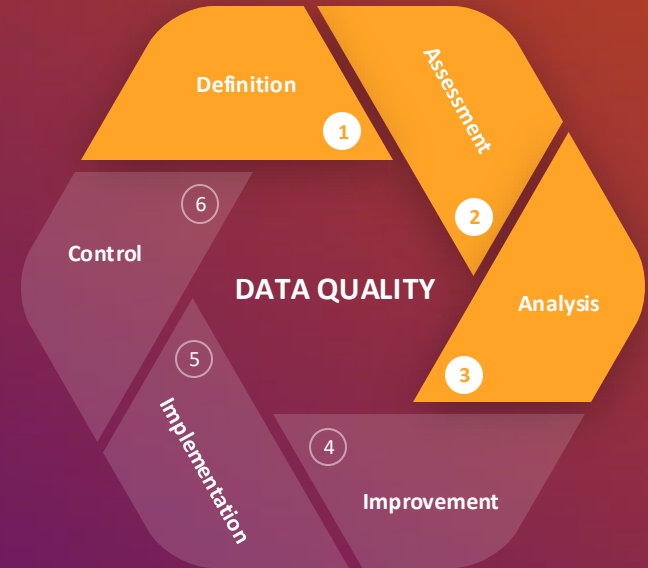
- **Scope data quality as projects** with a clear definition, success metrics, and owners.
- **Promote** only what works.
- **Build standards + automation** so wins persist and compound.
- **Strategic partner:** *Openprise as our CRM's data-orchestration layer with measurable metrics*



PHASE 0

Align & baseline

- **Assess the health of CRM:** completeness, duplicates, and standardization
- **Define/refresh ICP** + key contact personas;
- **Consider data enrichment requirements** with an appropriate waterfall solution
- **Next steps for quick wins**



PHASE 0-1

Align & baseline

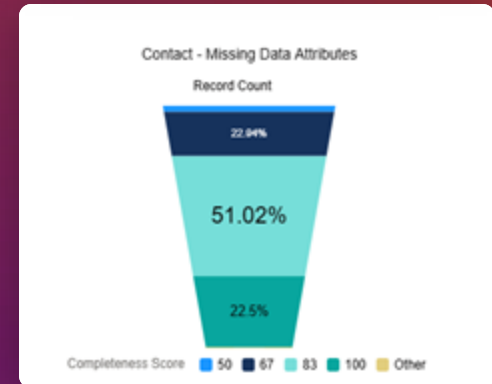
MNTN's CRM

Completeness score

- **Accounts** – based on 8 standard attributes
- **Contacts** – based on 6 standard attributes

Uniqueness score

- 1% dupes in the system
- Intentional duplicates & Missing attributes make it difficult to clean the entire database



PHASE 1

Governance & cleanup (Quick wins)

- **Establish data standards** - minimally required fields, standard format, data in correct fields
- **Quarterly compliance sweep:** remove outdated accounts/contacts from the sales playbook
- **Result:** 20% accounts removed from playbook and 31% contacts masked
- **Implementation of Openprise** as RevOps Data Automation Cloud solution

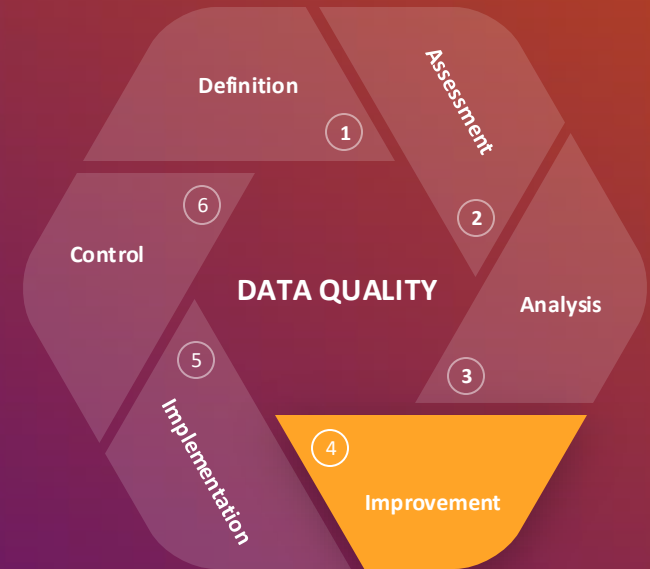


PHASE 2

Waterfall enrichment + validation

Scalable solution

- Normalize/standardize existing data
 - ~7.5m fields standardized
- Deduplicate records across objects
 - ~4.2K records deduplicated
- Multi-vendor enrichment waterfall for company, contact & leads with clear fallbacks - *in progress*
- Pre & post export review validation
- Standard KPI reports



PHASE 3

TAM to pipeline – verified data partnership

Strategic plan

- Lofty goal of CRM expansion
- Top-down approach
- Focus on Ideal Contact Persona & Titles

Net-new acquisition

- MNTN is a demand-based platform –
Create more demand & enable the outbound team
- Enrichment for segmentation
- GTM strategies tied to TAM slices
 - CRM campaigns vs Digital Marketing
- ROI: Time-to-first-touch, Demo Requests,
Pipeline created, Sales acceptance, Win rate, CAC payback

Pathway to Execution



PHASE 4

Automation & ordering rhythm

Operating cadence + operating rhythm organization

- Scheduled jobs to improve data quality dimensions
 - Completeness, accuracy, uniqueness & timeliness lead to ↑ usability & trust
- Repeatable processes lead to ↑ efficient MDM

Performing pre-ingestion checks & post-ingestion audits

Creating a system for success

high performing



Operating cadence



Structured checkpoints



Operating rhythm



Momentum & action

Next steps for MNTN

Data governance
a **key enablement**
to data-driven
organization



Final thoughts

Thank you

References



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