



CUSTOMER SPOTLIGHT

MTNTOUGH

Founded in 2016, MTNTOUGH is a mental and physical training community that prepares athletes' bodies and minds for the tenuous conditions of backcountry expeditions. Based in Montana, MTNTOUGH offers training programs for every fitness level, schedule, and goal.



MTNTOUGH
FITNESS LAB



1,000+
videos



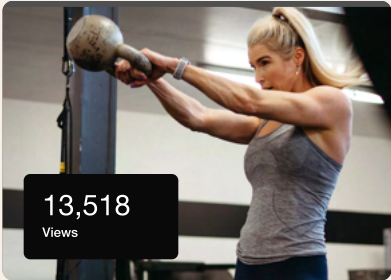
33%
subscriber
growth MoM



43%
avg. monthly
revenue growth



8
branded apps
plus live streaming

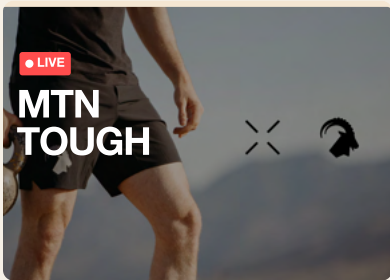


Challenge

Founder Dustin Diefenderfer started MTNTOUGH because there were no programs to support the niche of backcountry fitness. “Mountain athletes are unique because they need to handle high elevation, rugged terrain, 100 lb. packs, with a workload that spans five to seven days,” he says. “We knew that there was a gap in the market where no one was training them in the way that any other professional sports system would.”

“I started in the park behind my house doing pull-ups on the monkey bars,” he adds. It expanded rapidly from bootstrapped bootcamps to a brick and mortar fitness lab, and then a comprehensive online community – providing content across nutrition, mental grit, and fitness. As MTNTOUGH continued to grow, Dustin knew he needed to find a strategic partner to help them level up.

“We knew we needed to get on people's phones. We looked at domestic and overseas app development, along with other white label apps, and weren't stoked on any of them,” he says.



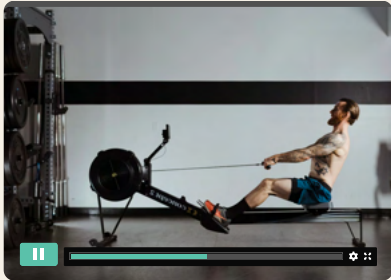
Solution

MTNTOUGH landed on Vimeo as the best partner to grow their business into a comprehensive fitness community that's accessible on any device, wherever and whenever their community needs it.

“Our content director and I are so grateful that Vimeo found us,” says Dustin. “We were kind of deep in the rabbit hole of creating our own custom app from scratch, and it was so expensive and time consuming.”

Now, their subscribers can access thousands of hours of fitness regimens, nutritional programs, workouts, podcasts, interviews, and more across devices. With a cost-effective option to distribute content anywhere, Dustin and his team can now invest more focus in creating the unique content their community needs.

“One of the greatest things you can do is take your eyes off yourself and support the community around you. That's been the driving factor behind what we do,” he says. “And that's just bred more and more community as we've grown.”



Outcome

Armed with supportive and reliable tech, the niche training camp Dustin started in his backyard has ballooned to a thriving community across eight branded apps, 10+ workout programs, and even a podcast series. Today, MTNTOUGH sees an average of 33% growth in subscribers month over month.

“We want to provide the physical, spiritual, mental, and nutritional needs to anyone who has something to do with the mountain,” he says. “And now we're doing that through Vimeo OTT.”



Dustin Diefenderfer, Founder

SECTORS

Health & Fitness

MONETIZATION MODEL

SVOD

REGIONS

U.S.

CONTENT STRATEGY

VOD

PRICING TIER

Enterprise