

# KPI COLLECTION

## A performance-driven collection optimised for measurable video outcomes at scale

### Offering:

- Precise & scalable targeting on all segments
- Optimized delivery towards video KPIs
- Measurable upper funnel performance
- Improved cost efficiency

### Online Video

|                                    |               |
|------------------------------------|---------------|
| Monthly Uniques <sup>1</sup>       | 100,000,000   |
| In-Stream Impressions <sup>1</sup> | 1,400,000,000 |

**Devices:** CTV, Desktop, Mobile/Tablets

The collection has an avg. VTR of 85% and an avg. viewability of 80%!

<sup>1</sup>Smartx adserver data 2025. KPI COLLECTION is published in Germany.

