

# KPI COLLECTION



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

Designed for advertisers focused on delivering measurable results, combining cost efficiency with controlled, high-quality video environments.

### Online Video

Monthly Uniques <sup>1</sup>	6,000,000
In-Stream Impressions <sup>1</sup>	50,000,000

### Offering:

- Enable precise audience targeting without limiting scale, including narrower or strategic audience segments.
- Optimise delivery towards key video KPIs such as VTR, viewability and CPCV.
- Ensure ads are seen and watched, supporting measurable upper-funnel performance.
- Improve cost efficiency through a competitive CPM.

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

The collection has an avg. VTR of 85%

<sup>1</sup>Smartx adserver data 2025 January-June. KPI COLLECTION is published in Sweden.

and an avg. viewability of 80%!

