

# 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>	30,000,000
In-Stream Impressions <sup>1</sup>	170,000,000

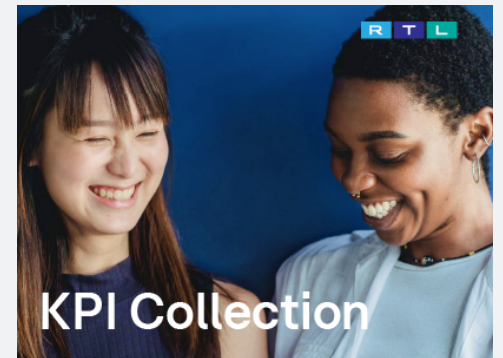
### Offering:

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

**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 United Kingdom.