

# KPI COLLECTION



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

### Offering:

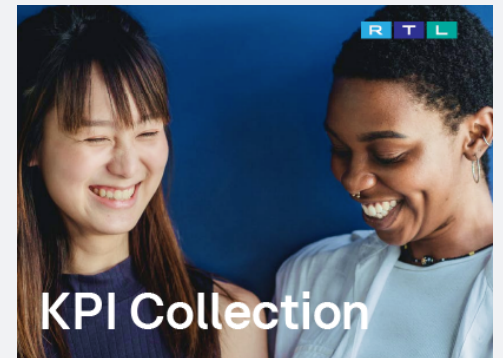
- Precise & scalable targeting on all segments
- Optimized delivery towards video KPIs
- Measurable upper funnel performance
- Improved cost efficiency

### 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.