

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 ¹	33,000,000
In-Stream Impressions ¹	300,000,000

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

¹Smartx adserver data 2025 January-June. KPI COLLECTION is published in Germany.

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

