

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

Devices: CTV, Desktop, Mobile/Tablets

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

Online Video	
Monthly Uniques ¹	55,000,000
In-Stream Impressions ¹	600,000,000



¹Smartx adserver data 2025. KPI COLLECTION is published in France.