

KPI COLLECTION



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

Offering:

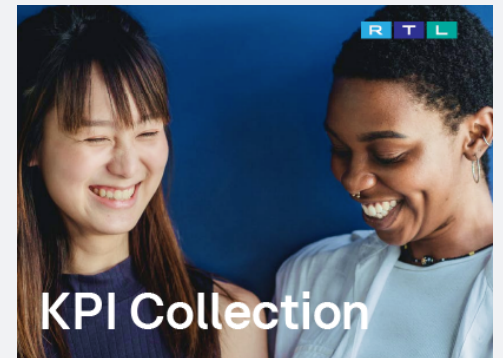
- Precise & scalable targeting on all segments
- Optimized delivery towards video KPIs
- Measurable upper funnel performance
- Improved cost efficiency

Online Video

| | |
|------------------------------------|-------------|
| Monthly Uniques ¹ | 7,000,000 |
| In-Stream Impressions ¹ | 130,000,000 |

Devices: CTV, Desktop, Mobile/Tablets

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



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