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]	1,900,000
In-Stream Impressions[1]	7,000,000

[1]Smartx adserver data 2025. KPI COLLECTION is published in Norway.