



2026 KPI HOROSCOPE

What's in the stars for top verticals?

Our KPI *Constellations*

In an increasingly complex and fragmented media universe, measuring performance is critical and notoriously tricky. Misaligned or incomplete measurement strategies can send even the best campaigns drifting off course. But how do you know what you should (or even can) be measuring?

That's where Innovid comes in. We've charted the "KPI constellations" for the biggest industries, taking a look back at 2025's top metrics, and providing an outlook for 2026. Inside, you'll find frameworks for choosing the KPIs that matter, insights into how measurement is evolving, and forward-looking perspectives to help you navigate the year ahead with cosmic confidence.



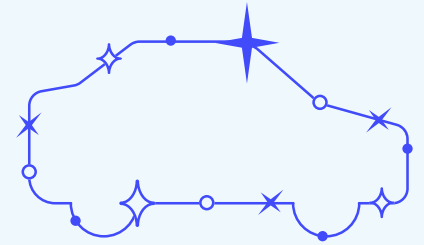
Automotive

“The Mileage Master”

2026 Outlook

As buyers expect instant, personalized vehicle-match tools that recommend models based on lifestyle, budget, and style, you’ll see **“engagement KPIs”** around usage of these tools rise to the top of your dashboard.

As adoption of hybrid and EV vehicles continues to grow into 2026, **“service-related KPIs”** will surge as maintenance demand inevitably grows as well.



Top 2025 KPIs



View New
Vehicle



View Used
Vehicle



View
Specials



Dealer
Locator



View Service
Page



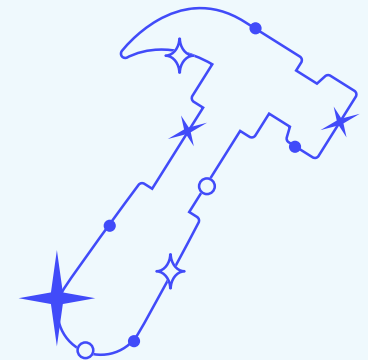
Forms
Completed

Home Improvement

“The Renovation Realist”

2026 Outlook

With AI-powered “project planners” gaining traction, homeowners will increasingly test-drive ideas before calling the pros. Expect KPIs like **“Request an Estimate”** and **“Contact Us”** (particularly with questions and requests that may need to be qualified) to increase as consumers use visualization tools to refine their dream space before booking contractors.



Top 2025 KPIs



Specials
& Offers



Email
Sign-Up



View
Product



Request an
Estimate



Schedule
a Service



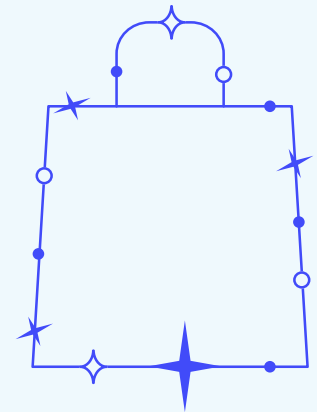
Contact/
Directions

Retail

“The Trend Tracker”

2026 Outlook

Shoppable video and social commerce will command center stage, pushing **“Instant Checkout”** KPIs front and center. And with couch browsing at an all-time high, expect KPIs like **“Product Views”** to become the rising stars directly on the biggest screen in the house.



Top 2025 KPIs



Email
Sign-Up



Specials
& Offers



View
Product



Shopping
Cart



Contact/
Directions



Purchases/
Checkout

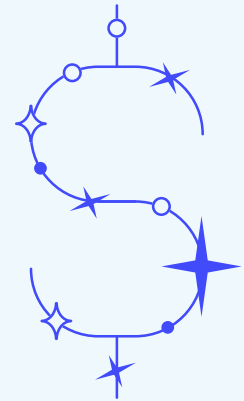


Finance & Insurance

“The Secure Strategists”

2026 Outlook

With economic uncertainty looming, simplicity becomes the north star. KPIs tied to pre-qualification tools, calculators, and instant-rate checks will soar as consumers seek clarity before committing. Expect these **“ease-of-understanding”** metrics to guide many measurement roadmaps.



Top 2025 KPIs



About
Us



Reading About
Accounts



Reading About
Credit Cards



FAQ



Loan Application
Page Visits



Contact/
Directions

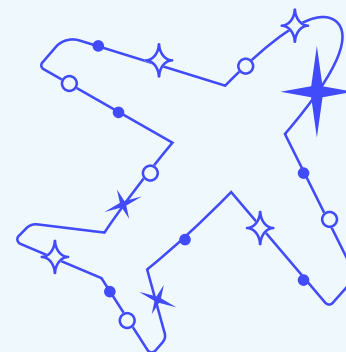


Travel & Tourism

“The Free-Spirited Explorers”

2026 Outlook

AI-powered itinerary builders will help travelers design the perfect getaway at lightspeed, so KPIs tied to dynamic package builders and trip planners will be the ones to watch. And with travelers trying to maximize every mile and dollar, loyalty metrics like **“Rewards Activation”** will rise in importance. Give them perks, and they’ll give you repeat bookings.



Top 2025 KPIs



Search



Email
Sign-Up



Specials
& Offers



About
Us



Contact/
Directions



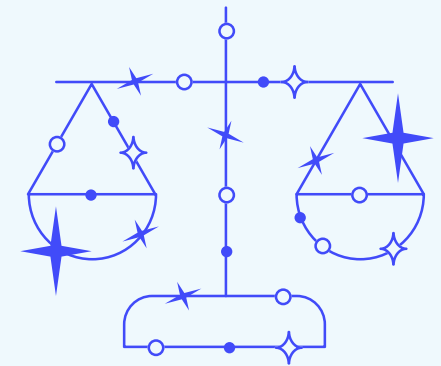
Booking

Legal

“The Order Keeper”

2026 Outlook

Even legal services are charting a more digital course. As clients comparison-shop online, KPIs tied to tools like **“instant case evaluations”** and **“price estimators”** will rise, helping firms gauge interest long before a consultation is booked.



Top 2025 KPIs



View Contact
Page



View Thank
You Page



View Services
Page



Contact Form
Submission



Request
Consultation



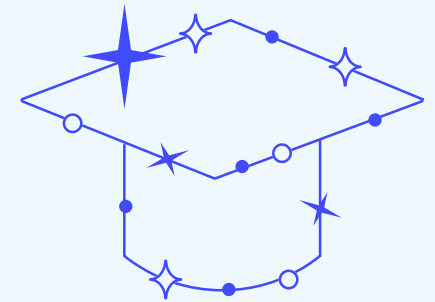
Contact/
Directions

Education

“The Knowledge Keeper”

2026 Outlook

In an increasingly competitive academic world, schools must illuminate every path to understanding. Expect KPIs tied to **“Virtual Campus Tours”** and **“Career Outcomes”** to rise. Students want to see the experience and ROI before making life-changing choices.



Top 2025 KPIs



About Us/
Contact



Degrees
& Courses



Schedule
a Tour



Tuition &
Financial Aid



Request for
Info Page



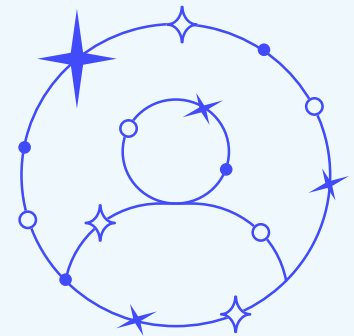
Application Page/
Submissions

Other Industries

“The Wild Cards”

2026 Outlook

Expect **“instant personalization”** to become the shining star. Look for KPIs around quiz completions, virtual planners, and AI-driven recommendations—anything that helps consumers find exactly what they want, faster than ever.



Top 2025 KPIs



View
Product



Subscription
Sign-Up



Download
a Brochure



Request More
Information



Contact/
Directions



Shopping
Cart

2026 KPI Constellations

What's Rising for Everyone

Across industries, three cosmic forces are aligning:

1

Predictive personalization KPIs

AI-guided experiences that anticipate consumer needs will become foundational. Measurement must capture usage and outcomes.

2

CTV-to-action KPIs

Shoppable and interactive streaming will increasingly drive measurable outcomes, making it essential to track how CTV engagement translates into downstream actions.

3

Real-time optimization

Insights only create impact when you put them to work. Using real-time signals to refine creative and media in-flight is game-changing.

Your Guide Through *What's Next*

Innovid helps marketers make sense of an increasingly complex media universe—turning signals into direction and KPIs into action. As the leading independent ad tech platform, Innovid empowers teams to create, deliver, measure, and optimize ad-supported experiences people love.

Let us help you navigate what matters across CTV, digital, linear, and social.

www.innovid.com