Inclusion Index Internal survey

Smart AdServer
February 2021
Smart’s Inclusion Index

Our first survey run in FEB 2021 with 2 goals:

- Measure the level of inclusion at Smart as perceived by Smarties
- Collect insights on how to improve Diversity, Equity & Inclusion at Smart
Smart’s Inclusion Index - Global Results

Global Score (Agree + Totally Agree) 91.7%

Global score by location
- Local Offices: 93.4%
- Headquarters: 90.2%

Global score by department
- Tech: 90.9%
- Sales & Ops: 96.7%
- Other Functions: 87.1%
**Smart’s Inclusion Index - Global Results**

Global Score (Agree + Totally Agree): 88.2%

### Global score by location
- Local Offices: 88.2%
- Headquarters: 88.0%

### Global score by department
- Tech: 79.5%
- Sales & Ops: 96.7%
- Other Functions: 87.1%
Smart’s Inclusion Index - Global Results

Global Score (Agree + Totally Agree): 12.4%

- Local Offices: 11.8%
- Headquarters: 13.0%

Global score by department:
- Tech: 20.5%
- Sales & Ops: 9.8%
- Other Functions: 8.1%
Smart’s Inclusion Index - Global Results

Global Score (Agree + Totally Agree): **16.6%**

### Global score by location
- Local Offices: **17.1%**
- Headquarters: **16.3%**

### Global score by department
- Tech: **15.9%**
- Sales & Ops: **14.8%**
- Other Functions: **17.7%**