

Green Media Package

Digital advertising is a major, often overlooked source of emissions. Our Green Media Package offers a turnkey solution to measure, reduce, and offset your campaign footprint, without sacrificing performance. With full transparency and real-time tracking, we help align your media strategy with brand values and your Environmental, Social, and Governance (ESG) priorities.


Why It Matters


Digital media = 3.5% of global emissions


- 15% of ad spend is wasted
—and so is the carbon it generates
- 70%+ of consumers expect brands to take environmental responsibility
- 70% of ad emissions come from the programmatic supply chain, not the creative


Omnichannel. Optimized. Zero Compromise.


Green media strategies are available across:

 Display

 CTV/OTT

 Video

 Social
(Meta, TikTok, Snap)
**Scope3 Reporting only*

 Native

What It Does

Our Green Media Package helps you:

- **Measure** campaign emissions with trusted partners & tools
- **Reduce** your footprint via optimized supply paths and Green PMPs
- **Offset carbon** output with verified climate initiatives
- **Track impact in real time**
(emissions per CPM, viewability per kWh, etc.)

Get Started

1

Audit your current media supply chain.

2

Engage green-certified partners (e.g., Scope3, Equativ).

3

Run test campaigns with sustainability benchmarks.

4

Build cross-functional alignment (Marketing + ESG).

5

Scale based on insights.



Our Green Media Partners





We can power your vision.

Digilant is a digital media partner that empowers brands to unlock the transformative power of research, technology, and creativity to build meaningful connections. As your dedicated partner, we'll craft innovative solutions that expand your brand's reach.

We offer a full stack of technology, but our true strength lies in understanding your needs and curating a plan to reach those goals. From smart strategies and advanced tech to media expertise and analytics, we provide everything your brand needs to scale. With the Digilant team, you get a flexible, all-in-one approach centered around what makes you unique.

Visit us at digilant.com to learn more

Partner with us

