

digilant

The Future is Green: Sustainable Media & Advertising

Green Media Package



"The intersection of media innovation and environmental responsibility is critical. Our industry's growth must be sustainable, acknowledging that the planetary boundaries simply don't scale with our impressions. This means acutely addressing AI's growing carbon footprint, reducing waste throughout the entire value chain, and rigorously upholding quality. Brands that champion 'green media' now will define advertising's future, delivering not just a reduced environmental impact, but also optimized performance and robust brand safety."



Andrea Monge
CEO of Digilant

Why Green Media?

Sustainability is No Longer Optional

15%

of total digital ad spend is considered “wasteful” due to fraud, non-viewable placements, or excessive hops—wasting both money and emissions

(Source: ANA, 2022; Scope3)

1 million

digital ad impressions generate approximately **1 metric ton of CO₂ emissions**

(Source: Scope3, 2023)

A single
**programmatic
ad impression**

can emit between 0.1g to 1g of CO₂, depending on complexity and supply path

(Source: Ad Net Zero & Scope3)

70% of emissions

in a typical digital campaign come from the programmatic supply chain, not the creative itself

(Source: Purpose Disruptors & Scope3, 2023)

Why Green Media?

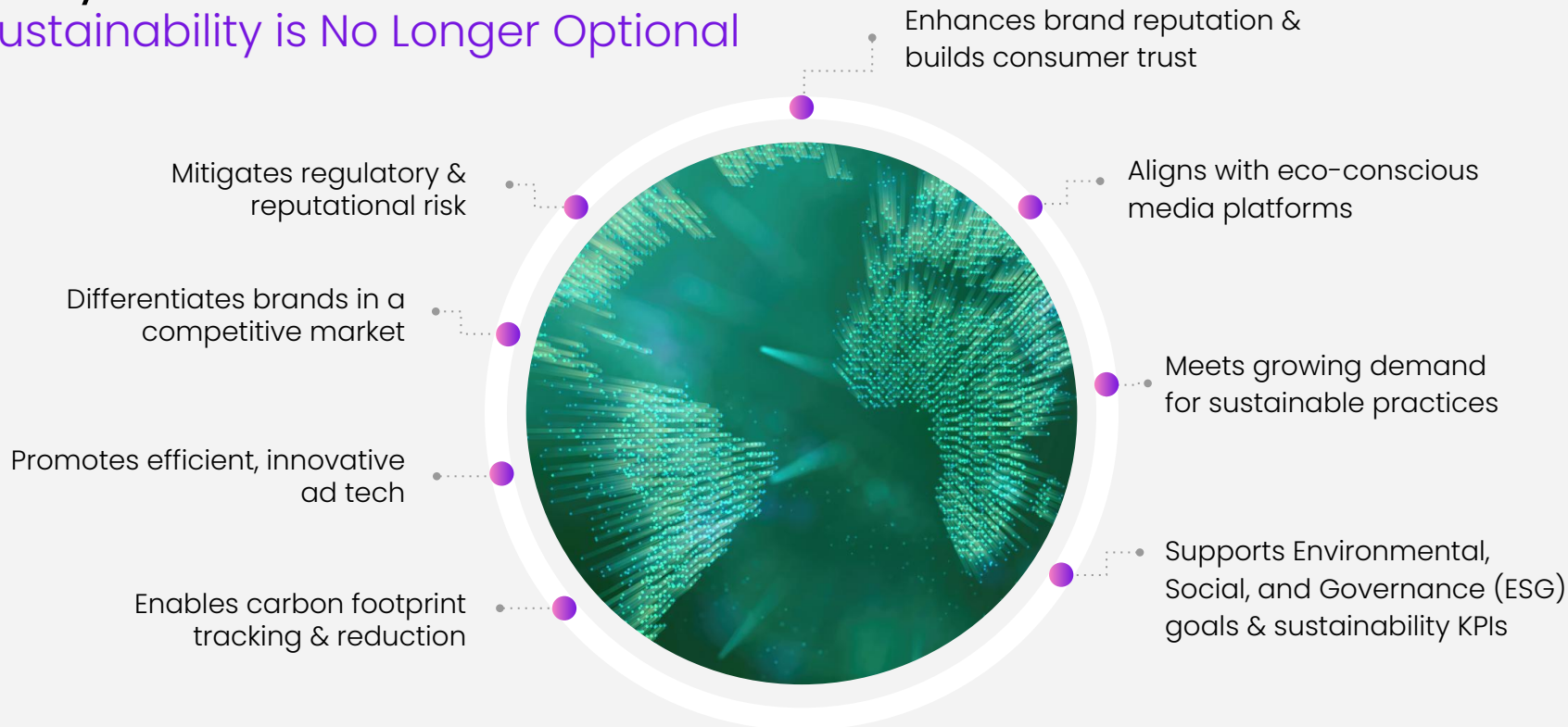
Sustainability is No Longer Optional

- **70%+ of consumers** expect brands to be environmentally responsible
- **Digital media** contributes to global carbon emissions, often overlooked
- **Advertisers** are under pressure from investors, governments, and customers
- **Competitive differentiation:** sustainable practices boost brand trust



Why Green Media?

Sustainability is No Longer Optional



What is Green Media Advertising?

Redefining Digital Advertising for a Sustainable Future

Green Media Advertising refers to the practice of reducing the environmental impact of digital advertising by minimizing carbon emissions across the ad supply chain—from creative production to media delivery and data usage.

It integrates sustainability into media planning, buying, and measurement by:

- Choosing low-carbon media partners and platforms
- Optimizing ad formats and file sizes
- Using energy-efficient technologies and data centers
- Tracking and reducing the carbon footprint of ad campaigns

This approach helps brands align their media strategies with environmental goals, enhance consumer trust, and drive responsible innovation in the digital ad ecosystem.



Environmental Impact of Media

The Hidden Cost of Every Impression

Digital advertising may seem clean, but each impression has a carbon footprint:

- **Data Transfer = Energy Use**

Streaming 1,000 video ads can emit over 1,000g CO₂—equivalent to charging 120 smartphones

- **Heavy Ad Formats = Higher Emissions**

A rich media ad emits up to 2.5x more CO₂ than a static banner

- **Supply Chain Complexity = Inefficiency**

A single programmatic ad can involve 20+ intermediaries, increasing energy use per impression

- **24/7 Delivery = Constant Energy Drain**

Global digital advertising contributes up to 7.2 million metric tons of CO₂ annually

- **Underreported Footprint**

Less than 20% of brands measure or report digital media emissions today



One million ad impressions can emit as much CO₂ as a round-trip flight from Boston to London, or the electricity used by an average U.S. home for over two months

Green Media Buying and Reporting

Smarter Buying. Cleaner Outcomes

Green Media Tactics:

- **Supply Path Optimization (SPO):** reduce hops, cut emissions
- **Green PMP Deals:** pre-curated, low-emission inventory packages
- **Carbon Calculators:** e.g., Scope3 or Equativ integrations

Reporting Tools:

- Real-time dashboards for emissions per campaign
- Carbon cost per CPM, viewability per kWh, etc.

Our Top Green Media Partners



No Trade-Offs: Full-Funnel, Fully Green

Embracing green media doesn't mean compromising your omnichannel strategy. Brands can still connect with audiences across all channels, just in a more sustainable and intentional way.

Media Activation Channels & Scope3 Reporting



Display



Online
Video



CTV & OTT



Native

Scope3 Reporting



Social

TikTok, Meta, Snap

Dell Delivers Carbon-Neutral Campaign with Display Headlines While Overachieving Brand Lift Goals

Challenge

Dell was looking to:

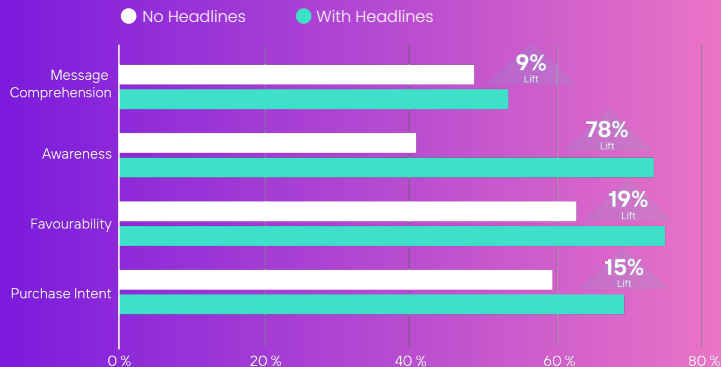
- Increase brand awareness and consideration of Dell
- Test the impact of display headlines
- Achieve carbon-neutral emissions through Equativ's GreenPMPs™

Solution

- Leverage Equativ's Display Headlines
- Compare results of the Dell's banner creatives with and without Display Headlines
- Brand Lift Study for Message Comprehension and Awareness
- Utilize Equativ's GreenPMPs™ to deliver a Carbon Neutral Campaign

Dell Brand Lift and GreenPMPs™ Results

Display Headlines Impact on Brand Metrics



GreenPMPs™ Performance Overview & Carbon Equivalents

Performance Overview

9,953,432
Net Zero Ad Impressions Delivered

2,826,425
Grams of CO2e Compensated

Carbon Equivalents

By running your campaigns on GreenPMPs™, you have helped to avoid the carbon missions equivalent to...

Fully Charging...
343,815
Smartphones

Heating...
136
Households in one year

Case Study

BuzzFeed Sign In

19 Fitness Products That We Tried, Love, And Swear By

Here Are 18 Of The Best Products I Use In My Daily Beauty Routine

Contact a Dell technologies Advisor

AD BY DELL

If You Love Animated Films, You'll Appreciate These 23 Things

8 Sofas From Article That'll Upgrade Your Space Without

Begin your Green Media Journey Today

1

Audit current media supply chain for inefficiencies

2

Engage green-certified media partners (Equativ, OpenX, Scope3)

3

Launch a test campaign with sustainability benchmarks

4

Build cross-functional collaboration (Marketing + Sustainability + Procurement)

5

Scale based on learnings



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
Let's talk.



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Glossary

Key Terms

1. Green Media

Advertising practices designed to reduce or offset the environmental impact of digital campaigns by improving efficiency, transparency, and carbon accountability.

2. Sustainable Media

Similar to green media, but more broadly focused on long-term environmental responsibility across the entire media ecosystem, including sourcing, delivery, and performance measurement.

3. Carbon Footprint

The total amount of greenhouse gas (GHG) emissions generated by an activity—in this case, the production, delivery, and measurement of digital advertising.

4. Scope 1, 2, 3 Emissions

A framework used to categorize emissions:

- **Scope 1:** Direct emissions from owned operations
- **Scope 2:** Indirect emissions from energy use
- **Scope 3:** All other indirect emissions, including media delivery, ad tech infrastructure, and vendor operations (most relevant to digital ads)



Key Terms

5. Greenhouse Gas (GHG) Emissions

Gases like carbon dioxide (CO_2), methane (CH_4), and nitrous oxide (N_2O) that contribute to climate change. Digital ads generate GHGs through server energy use, data transfer, and auction complexity.

6. Green PMP (Private Marketplace)

A curated inventory package focused on sustainability. Green PMPs often include partners who have verified emissions reporting, offset mechanisms, or eco-conscious delivery methods.

7. Carbon Calculator / Emissions Tracker

Tools that estimate or measure the carbon footprint of a digital media campaign in real time or post-campaign.

8. Ad Waste

Impressions that are never seen (e.g., due to fraud, bots, or poor placement). These still consume energy and produce emissions, making them environmentally and economically inefficient.

9. Viewability per kWh

A sustainability metric that compares the energy used (in kilowatt-hours) to deliver an ad to how often it's actually seen. Higher viewability per kWh = more efficient delivery.



Key Terms

10. Ad Net Zero

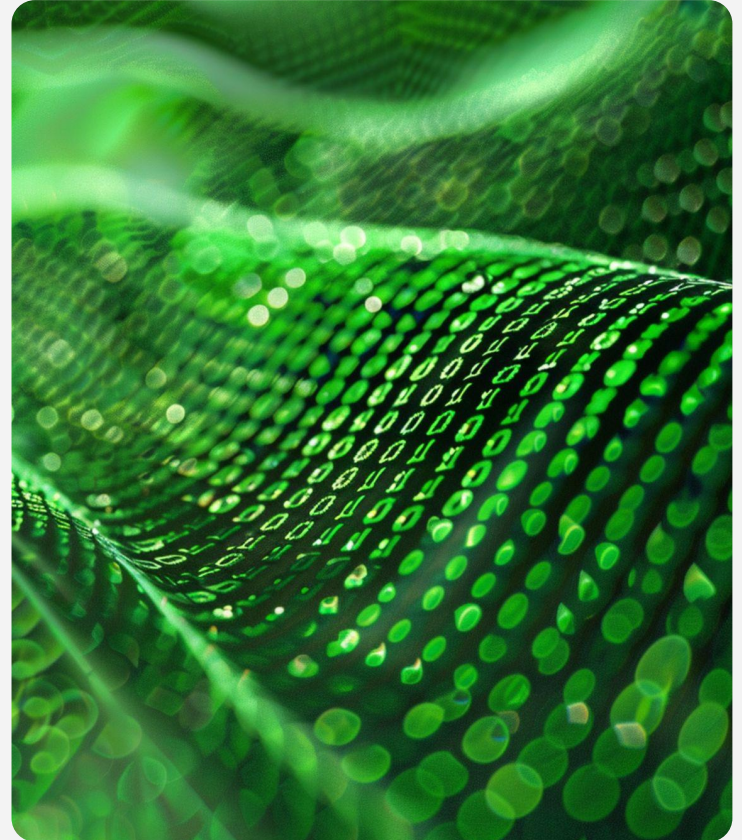
An industry-wide initiative aimed at reducing advertising's carbon footprint to net zero. It provides guidance, standards, and a roadmap for sustainability in media and creative practices.

11. Sustainable Supply Chain

A media supply chain where all partners (SSPs, DSPs, exchanges, etc.) commit to reducing emissions, ensuring transparency, and using renewable energy sources where possible.

12. Carbon Offsetting

A method of compensating for emissions by investing in environmental projects (like reforestation or renewable energy). Often used to neutralize the carbon impact of media campaigns.



Partner Collateral

Green Inventory: Equativ



Leverage GreenPMPs and Low Emissions PMPs in the programmatic space to measure and reduce the carbon footprint of your ad campaigns across all formats.

Our Strategy

- Use Equativ's GreenPMPs and Low Emissions PMPs with Scope3, which identifies the publishers with the lowest carbon emissions.
- After the campaign has completed, Scope 3 will offset the carbon emissions through environmental initiatives like tree planting, community restoration, and soil renewal to ensure a carbon-neutral advertising impact.

About GreenPMPs & Low Emission PMPs

Equativ's GreenPMPs and Low Emission PMPs lead the charge in decarbonizing digital advertising. In partnership with Scope3, these platforms stand out as the first Supply Side Platforms (SSPs) to provide media with carbon-neutral emissions. They feature an innovative approach that automatically filters out high-emission ad inventories, ensuring advertisements are displayed on low-emission websites. Additionally, a distinctive green icon marks ads delivered through carbon-neutral pathways, signifying their environmental commitment.

About Scope3

Scope3 is recognized as the definitive authority in emissions measurement, reporting, and mitigation across the media and advertising sectors. For every campaign executed on Equativ's GreenPMPs, Scope3 evaluates the carbon emissions of the complete programmatic supply chain. It then dedicates a portion of the media spend to high-quality carbon offset projects, matching the exact cost of the carbon emissions generated, ensuring that advertising efforts contribute to a carbon-neutral footprint.

Green Inventory: Equativ



1

Understand & Measure
Carbon Emissions

2

Reduce Emissions
with **Low-Emission PMPs**

3

Achieve
Carbon-Neutrality with Equativ's
GreenPMPs™

EQUATIV + Scope3



Transparent Reporting on Carbon Emissions & Compensation

Green Inventory: Equativ



Detailed Carbon Footprint
Reporting to Track Progress
Towards Net Zero Emissions

- Grams of CO₂ to be compensated
- Carbon equivalents
- Carbon emissions per domain

Performance

2,384,054

Carbon Neutral
Impressions Delivered

3,009,978

Grams of CO₂ to be
Compensated

1,263

Grams of Carbon Emissions per
1,000 Impressions

Carbon Equivalents



Emissions of 3 round trip
economy flights from
Boston to London



366k smartphones
charged



14,991 km driven with
an average gasoline car



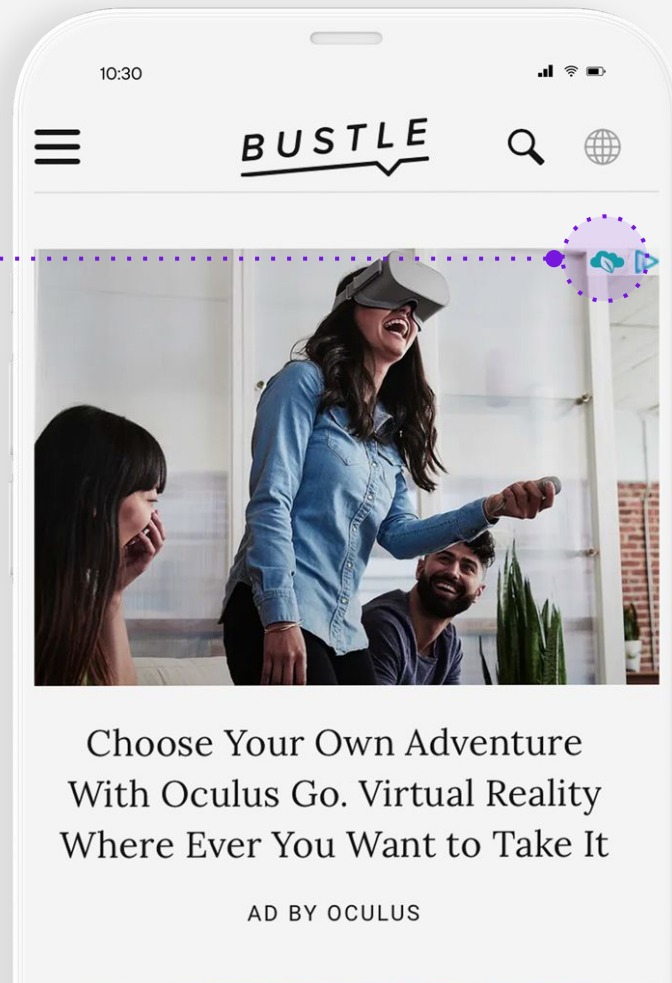
Heating a home for
12 months

Carbon Emissions per Domain

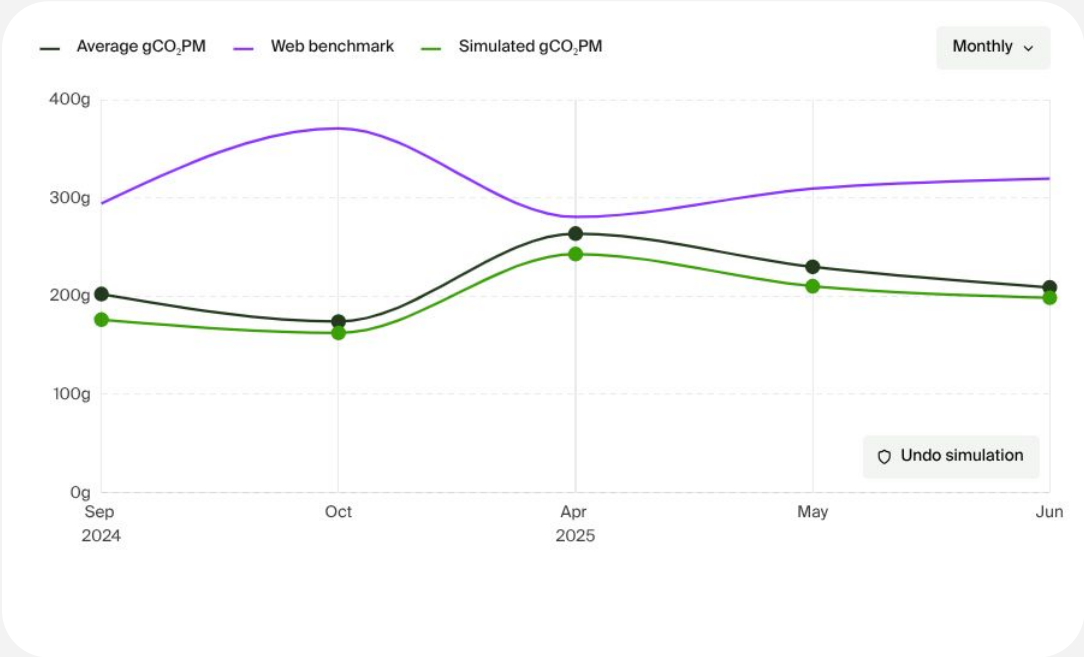
	Impressions	Grams of carbon
yahoo.com	654,091	1,291,401
ad.com	507,425	866,106
mobilepmps.com	74,045	34,621
weatherlive.com	59,684	54,620
weather.com	47,237	19,352
definition.org	35,425	35,066

Your banner, video, and native ads will be identified as **Green Media Products** with the Green Icon on Equativ's inventory, giving users the option to learn more about the initiative.

The **Green Icon** identifies advertising creatives that are delivered through a supply path neutralized via **carbon removal projects**.



Scope3 Reporting



The average gCO₂/PM for web is 217 g

Average gCO ₂ /PM	217 g 205 g
Web benchmark	320 g

Total emissions	628 kg 594 kg
Modeled impressions	2.9 M ⓘ
Impressions with spend	2.9 M (100%) ⓘ
Cost per mille (CPM)	\$10.99 \$11.58
Total spend	\$31,811 \$33,529

Cost per click (CPC)	\$14.8 \$16.01
Click through rate (CTR)	0.0743% 0.0723%
Cost per aquisition (CPA)	\$32.66 \$32.54

Climate risk inventory ⓘ	2% 0%
Climate risk impressions ⓘ	13% 0%

Scope3 Reporting

OLV properties

Save to list

Country

United States

Seller

Ad format

15s Video

Emissions framework

Scope3 Classic

<input type="checkbox"/>	Property	Footprint gCO ₂ e	Change %MOM	Supply Path
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<input type="checkbox"/>	missworld.com	<div><div></div></div> 872	↑ 1%	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>