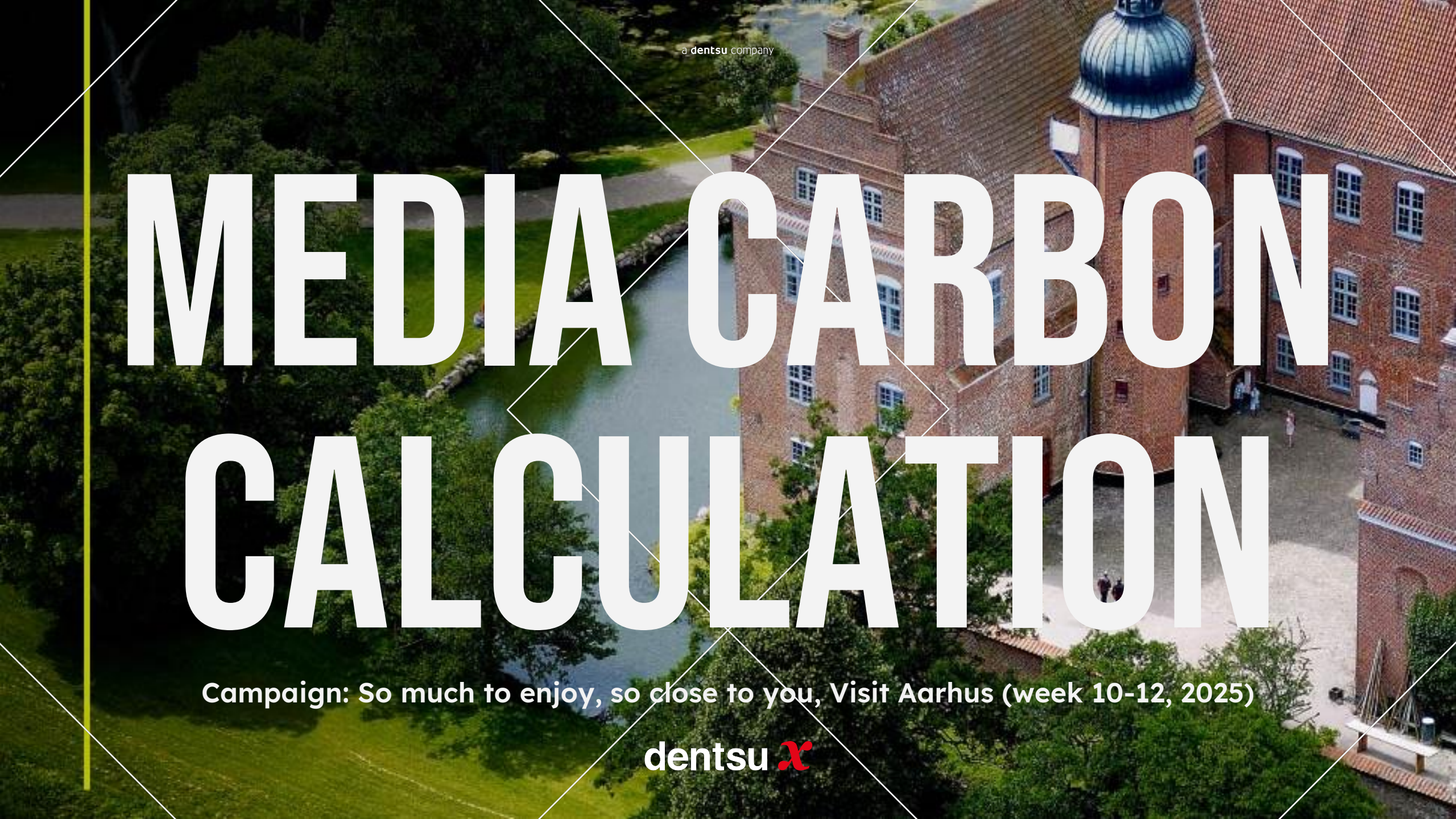


a dentsu company

MEDIA CARBON CALCULATION

Campaign: So much to enjoy, so close to you, Visit Aarhus (week 10-12, 2025)

dentsu x

OVERALL RESULTS

Campaign	Carbon emissions (tCO2e)	Carbon emissions without initiatives (tCO2e)	Reductions (tCO2e)
DE	48,52	117,16	68,64
NL	25,80	46,70	20,90
FR	8,91	18,14	9,23
Total	**83,23**	**182,00**	**98,77**

Reduction in %:

$$\frac{182-83{,}23}{182} \times 100 = \mathbf{54{,}87\%}$$

The reduction is equivalent of over **20 million** smart phone charges avoided!
Or binge watching your favorite show for over a year - nonstop.

CONTENT

Background information about the campaign
- KPIs
- Target group definition
- Geographical Scope of the Campaign
- Creative materials

The methodology behind media carbon calculation
- Measurement & reduction of CO2 in advertising
- Many components contribute to the CO2 footprint in the media value chain
- Social & Online video
- Adform scope3 tool
- SeenThis tool
- GoodLoop tool: Donation to 1% For The Planet
- Outdoor – CO_2 Emissions from Providers

Carbon reduction results
- Overall results
- Deep dives
  - Lifecycle
  - Media
  - Before and after reduction
  - Reduction by using different technologies
  - Adform Scope3
  - SeenThis

BACKGROUND

INFORMATION ABOUT THE CAMPAIGN

KPIs

Visit Aarhus had the following different goals with the campaign:

Media KPI:

Time spent with the user

CO2 KPI:

Emit as little CO2 as possible

Creative KPI:

We want to do things differently and make a statement

Behavioral KPIs:

We want to inspire the target group to vacation domestically in Denmark.
We want to inspire more climate-friendly travel choices (e.g., bus, train, bicycle) during holidays.

This is a report on the CO2 KPI for the media advertising.

We have also created a separate report on CO2 emissions from the production of creatives, in collaboration with the AdGreen.

TARGET GROUP DEFINITION

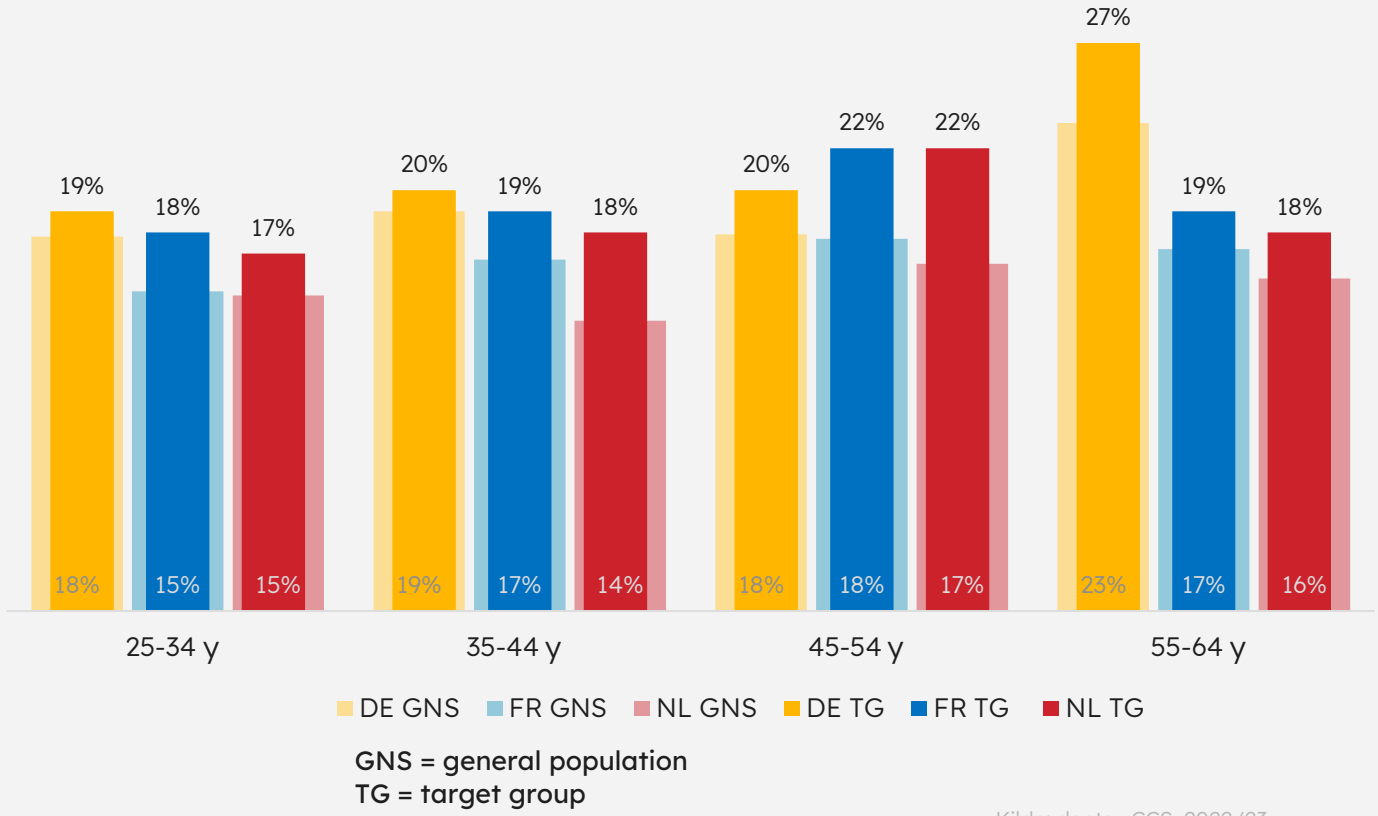
Using dentsu's consumer panel, CCS, we have identified and defined the target audience based on the following:

25-64 years old
+
I consider the environmental impact when choosing a holiday
+
Passionate about holiday/travelling abroad
+
High vacation spending

This definition provides us with target group insights on:

DE	FR	NL
4.296.323 7,8% of the population	3.930.525 8,4% of the population	3.321.465 22,3% of the population

Age distribution



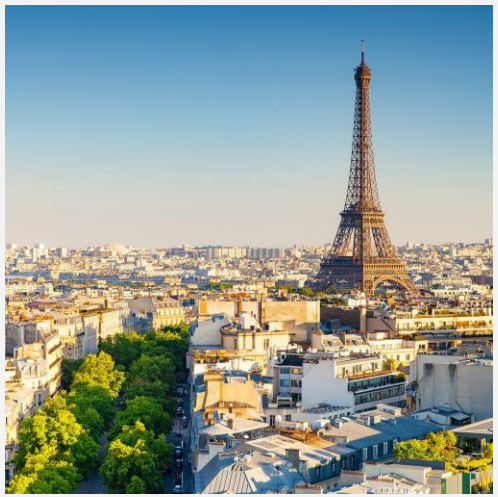
GNS = general population
TG = target group

Kilde: dentsu CCS, 2022/23

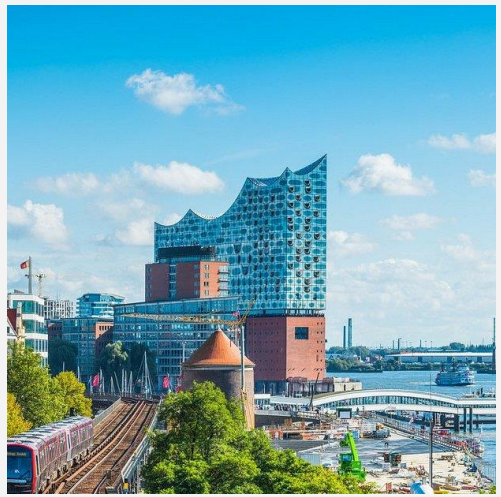
GEOGRAPHICAL SCOPE OF THE CAMPAIGN

For budgetary reasons, we chose to narrow the geographical focus to Amsterdam, Paris, and Hamburg. These three cities were selected due to their well-established and frequent public train connections to the Aarhus region.

Amsterdam



Paris



Hamburg

CREATIVE MATERIALS

The hero video was announced on social media, digital sites, and YouTube, showcasing two people traveling around the Aarhus region by bus, train, and bicycle.

Stills and videos on social media showing how easy it is to get around the Aarhus region by bike, bus, or train — and how effortlessly you can reach local sights and attractions.

Outdoor posters placed in and around the central train station in Amsterdam, Paris, and Hamburg.
Posters showing how long it takes to take the train for a holiday to Aarhus, Denmark.

THE METHODOLOGY BEHIND MEDIA CARBON CALCULATOR

MEASUREMENT & REDUCTION OF CO2 IN ADVERTISING

When we advertise digitally and through offline media, we also generate significant CO2 emissions.

We measure and reduce emissions in advertising through dentsus Media Carbon Calculator, developed in collaboration with the external consultancy firm Axionable.

The methodology is based on the Greenhouse Gas Protocol and ISO 14064.

EXTERNAL, UNWILLING PARTNER:

axionable

the sustainable company

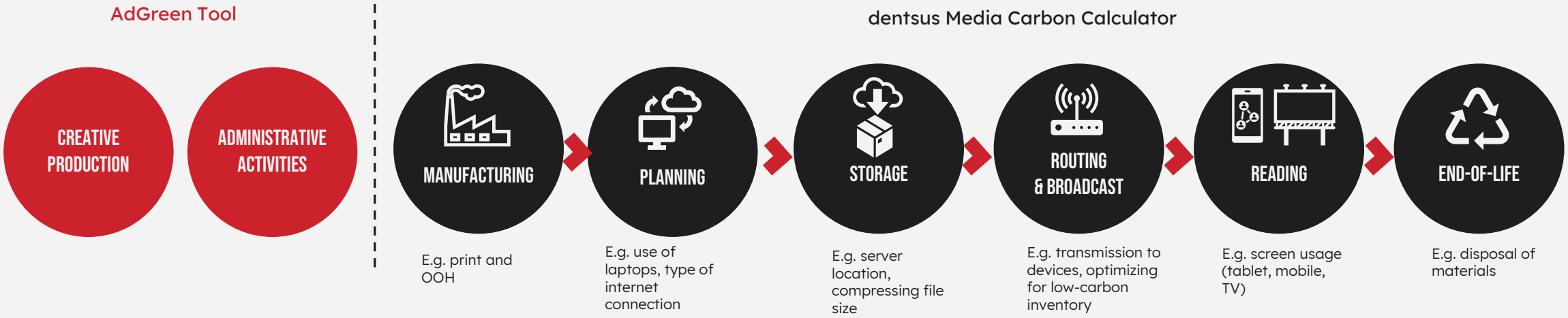
ISO 14064

GREENHOUSE GAS PROTOCOL

MEASUREMENT & REDUCTION OF CO2 IN ADVERTISING

We measure and reduce CO2 emissions across the entire lifecycle of an advertisement. This includes everything from the production of materials for outdoor posters or print ads to measuring the CO2 emissions during campaign planning, such as the use of computers and the energy source powering them. We also track how we store files, the data centers and hosting services we use, the file sizes, and the duration of ad spots. We measure the media and the advertising process itself, including technical choices of ad tools and platforms, as well as the device on which the consumer views the ad. Finally, at the end of the ad's lifecycle, we measure what happens to assets like outdoor posters after the campaign ends.

In other words, there are many variables to measure – and many variables we can adjust to reduce the CO2 footprint. This is not part of the creative offering, but we have considered dentsu's Media Carbon Calculator when making decisions about format and media choices.

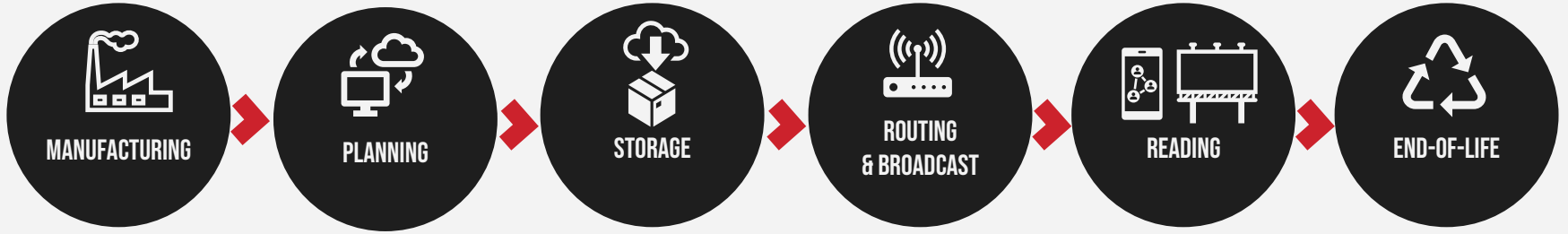


MANY COMPONENTS CONTRIBUTE TO THE CO2 FOOTPRINT IN THE MEDIA VALUE CHAIN

National energy distribution

1	Australia	0.841
2	India	0.751
3	Hong Kong	0.726
4	China	0.616
5	Saudi Arabia	0.571
6	Taiwan	0.561
20	Europe	0.280
21	Japan	0.220
22	Spain	0.217
23	Austria	0.158
24	New Zealand	0.133
25	Canada	0.110

Difficult to influence
(Share of renewable energy)



E.g. print and OOH

E.g. use of laptops, type of internet connection

E.g. server location, compressing file size

E.g. transmission to devices, optimizing for low-carbon inventory

E.g. screen usage (tablet, mobile, TV)

E.g. disposal of materials

Many components contribute to the CO2 footprint in the media value chain

Impressions
Clicks
Attention

Data centers
Servers
Hosting
Connection
Transmission
Devices

How we purchase media technically, e.g. we measure the weight of all the domains. The heavy ones are filtered out.

Recycling

Easy to influence
(Largest element of the campaign)

Easy to influence
(Largest element of the campaign)

Moderate ability to influence
(Requires collaboration with media and technology partners)

Moderate ability to influence
(Requires collaboration with media and technology partners)

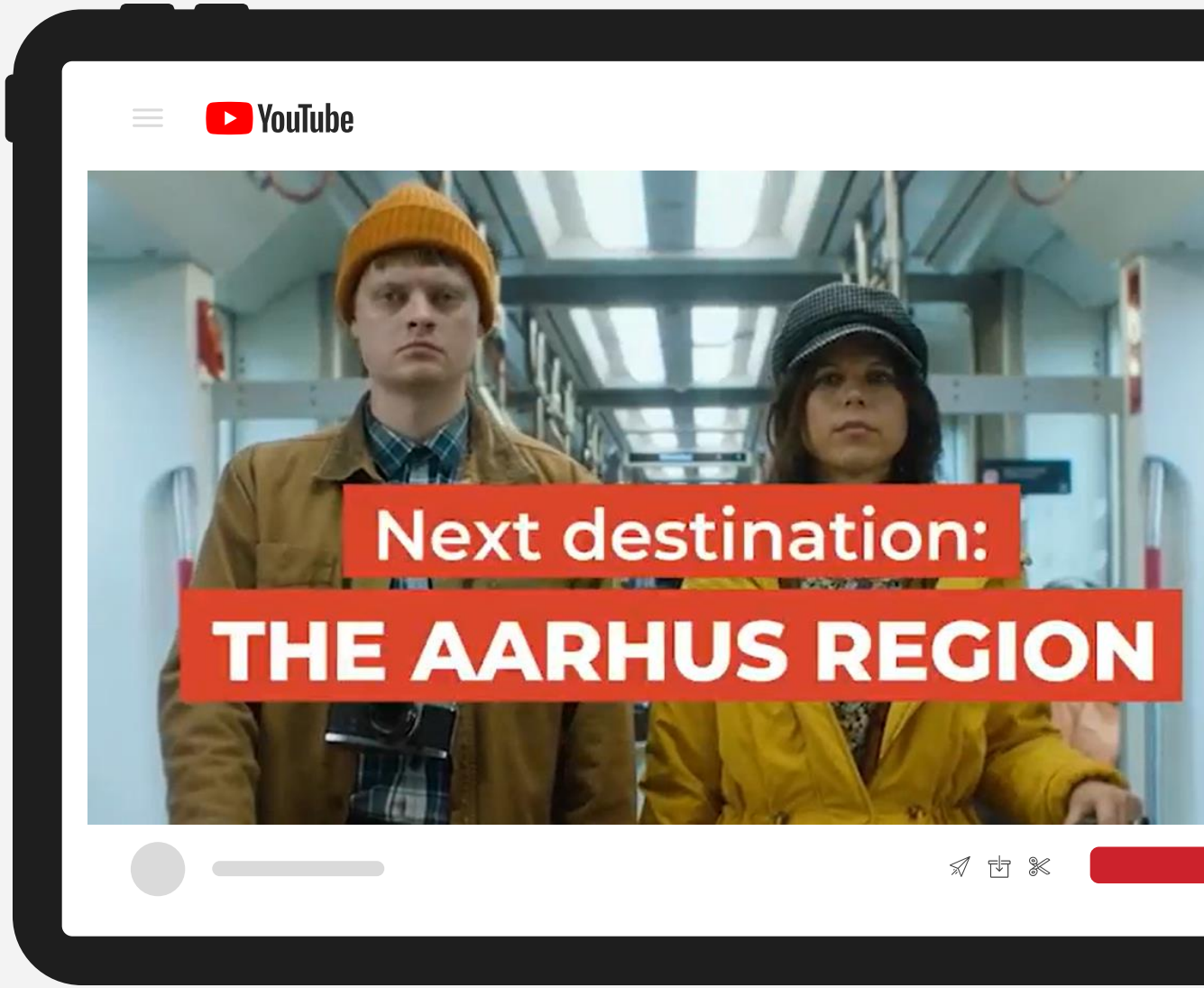
Moderate ability to influence
(Requires focus from the provider, e.g., OOH provider)

SOCIAL & ONLINE VIDEO

ONLINE VIDEO

We chose online video to ensure quality time with our audience, and insights show that our target group across markets has a high level of streaming consumption.

To minimize CO_2 emissions, social and digital video was optimized for attention (through ThruPlay), compressed via SeenThis, and filtered through Adform Scope3 to eliminate high-carbon inventory.



ADFORM SCOPE3

With Adform Scope3, we can reduce and optimize CO_2 emissions in our programmatic video buying.

Through Adform's DSP, we can activate Scope3 and its toolset to reduce carbon emissions. This is possible because Scope3 has mapped emissions across the many touchpoints involved in the media buying process — from the electricity used by the tools themselves (DSP, SSP) to server load at publishers and even the reduction of unnecessary bid requests.

To put this into perspective: 25% of the highest-emitting domains/publishers account for just 7% of impressions. By excluding these domains before the campaign even begins, we can significantly reduce emissions upfront. Additionally, the tool continuously optimizes media buying during the campaign by excluding high-emission domains based on their CO_2 performance from the previous day.

Beyond reducing emissions during the campaign, Scope3 also enables full post-campaign reporting of total CO_2 emissions — providing a clear view of the carbon savings achieved.

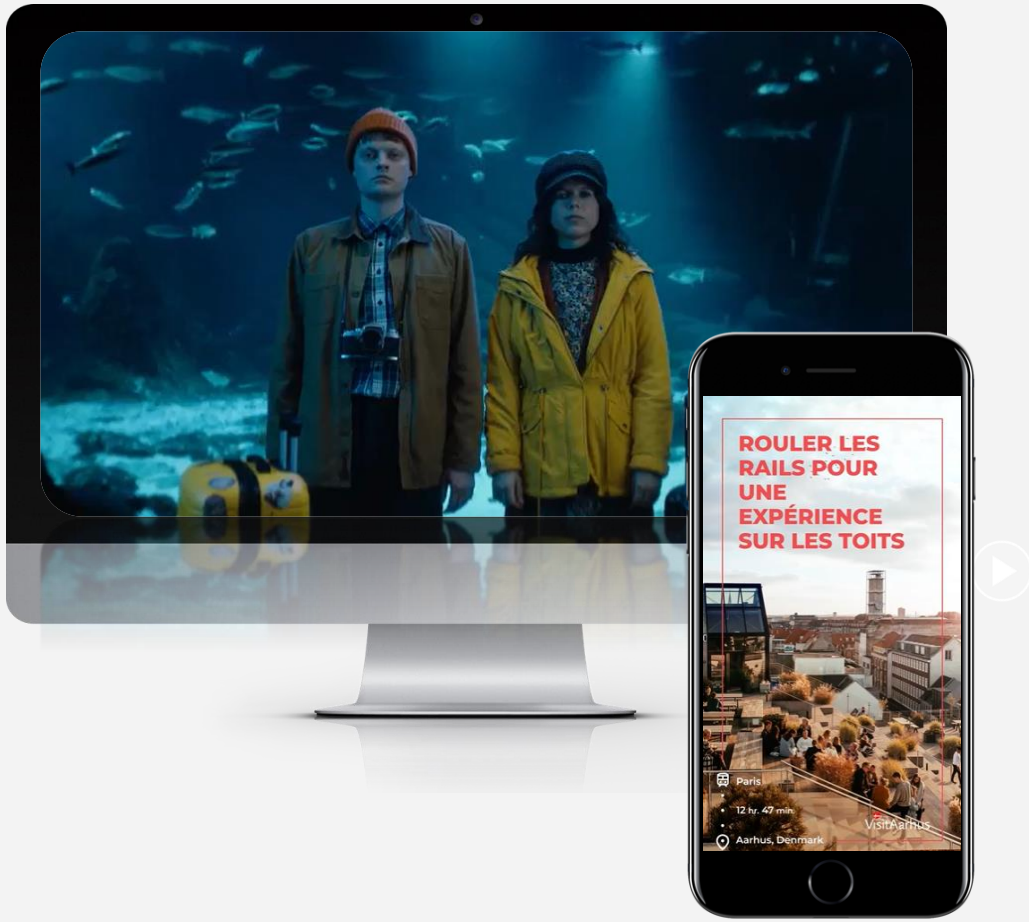
SEENTHIS

Video is typically a powerful tool for capturing attention — something we've also demonstrated through multiple attention studies at dentsu. However, video content, whether in online video ads or display creatives, is significantly heavier than formats like short-form video, lower-quality assets, or HTML banners.

One way to reduce this "weight" — and thereby lower server activity, improve load times, and maintain high video quality — is by using a tool called SeenThis.

SeenThis enables video streaming directly into ad creatives. We use Adaptive Streaming, where longer videos are divided into smaller segments. This approach preserves video quality while ensuring fast load times, as the content loads gradually and only as each segment is viewed. It's the same technology used by mainstream streaming platforms like Netflix.

In addition to preserving quality and reducing load time, SeenThis also helps lower the total data load. This can reduce ad serving costs, allowing a larger share of the media budget to be focused on reaching the right audience.

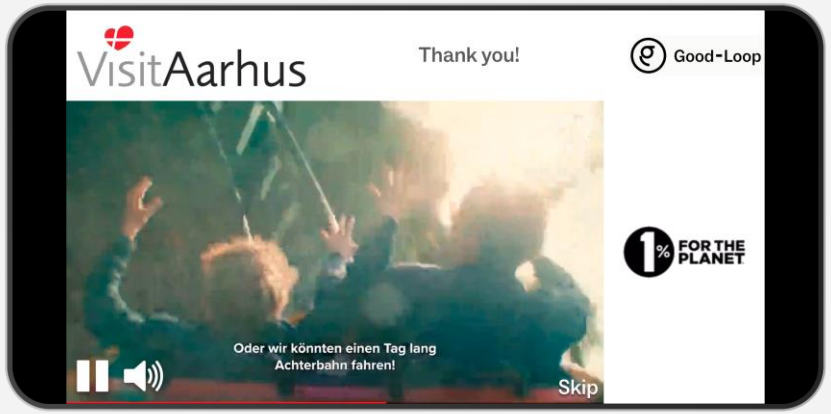


DONATION TO 1% FOR THE PLANET

An alternative way to show awareness of the climate impact of advertising is using the Good-Loop technology. Good-Loop is a B-Corp certified partner focused on driving purpose over profit.

Good-Loop allows brands to wrap their videos with its technology, linking them to a relevant charity or NGO. When a user watches, for example, 10 seconds of the video ad, a donation is triggered to the selected NGO. This acts as a form of climate compensation.

We donated 20% of the media spend to 1% For The Planet in exchange for the user spending more time with our creative. This results in greater attention and a stronger connection with the audience — generating performance uplift that exceeds the 20% allocated to the cause. In other words, we reach fewer people, but with higher-quality exposure. And lower carbon emissions.



OUTDOOR

OUTDOOR

Using digital out-of-home near public transport hubs in our key markets, we highlight how short the journey is to the Aarhus Region from nearby countries.

Example: Hamburg → Aarhus
The travel time from Hamburg to Aarhus is just around 4 hours.
So much to experience, so close to home.

Insights show that our target audience across markets over-indexes on using trains and metros for transport.

That's why we're placing ads in and around train stations — to reach people who are already accustomed to traveling by public transport.

At the same time, OOH is one of the lowest CO_2-emitting media channels compared to other advertising formats.

Kilde: Dentsu Media Carbon Calculator

OUTDOOR – CO_2 EMISSIONS FROM PROVIDERS

There are two major providers dominating the outdoor advertising market in Germany, the Netherlands, and France: Clear Channel and AFA Decaux. Both companies have taken several initiatives to reduce the carbon footprint of their advertising operations.

Clear Channel

Energy-saving technology: They use energy-efficient LED screens that consume less power compared to traditional displays.

Green electricity: They have transitioned to green electricity to power their digital screens and other installations.

Recycling and reuse: They work actively to recycle and repurpose materials from their advertising installations to reduce waste.

CO_2-neutral transport: They use CO_2-neutral transportation methods for installing and maintaining their advertising surfaces.

AFA Decaux

Green electricity: They use green electricity to power their digital displays and other installations.

Energy-efficient technologies: They use energy-efficient LED screens to lower energy consumption.

Sustainable materials: They are committed to reusing and recycling materials from their advertising installations to minimize waste.

Ovenstående eksempel er fra Holland: https://www.clearchannel.nl/en/ & https://www.jcdecaux.com/brands/creative-ooh/adidas-netherlands

RESULTS

DEEP DIVES

OVERALL RESULTS

Campaign	Budget	Carbon emissions (tCO2e)	Carbon emissions with out initiatives (tCO2e)	Reductions (tCO2e)
DE	492.679 DKK	48,52	117,16	68,64
NL	167.776 DKK	25,80	46,70	20,90
FR	325.381 DKK	8,91	18,14	9,23
Total	**985.836** DKK	**83,23**	**182,00**	**98,77**

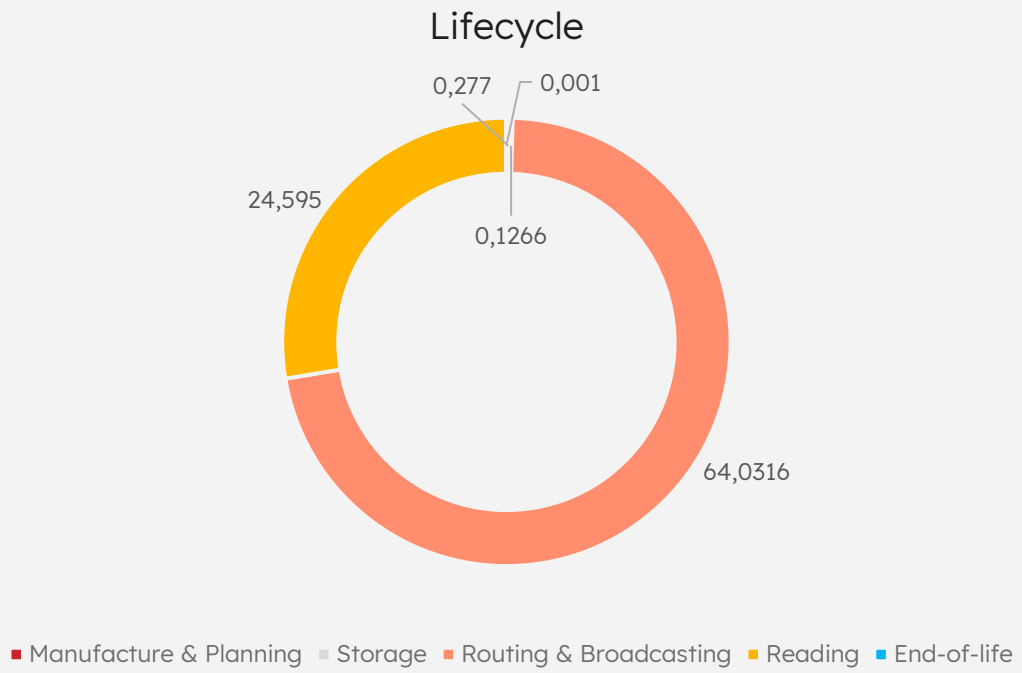
Reduction in %:

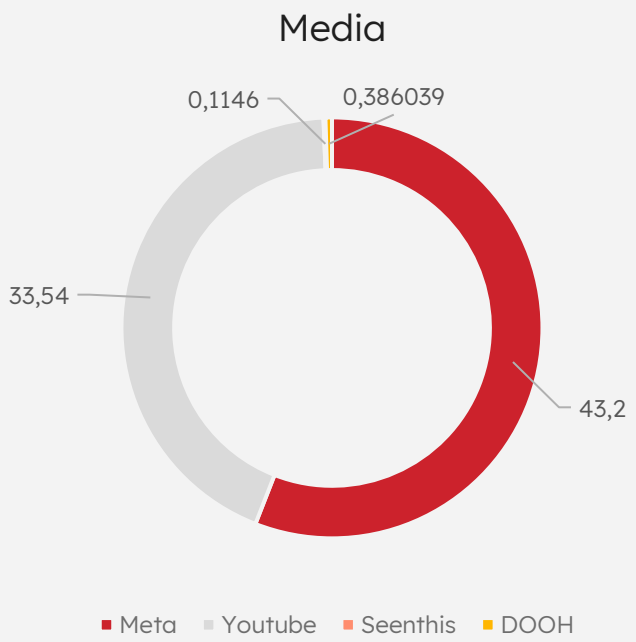
$$\frac{182\text{-}83{,}23}{182} \times 100 = \mathbf{54{,}87\%}$$

The reduction is equivalent of over **20 million** smart phone charges avoided!
Or binge watching your favorite show for over a year - nonstop.

DEEP DIVE: LIFECYCLE & MEDIA

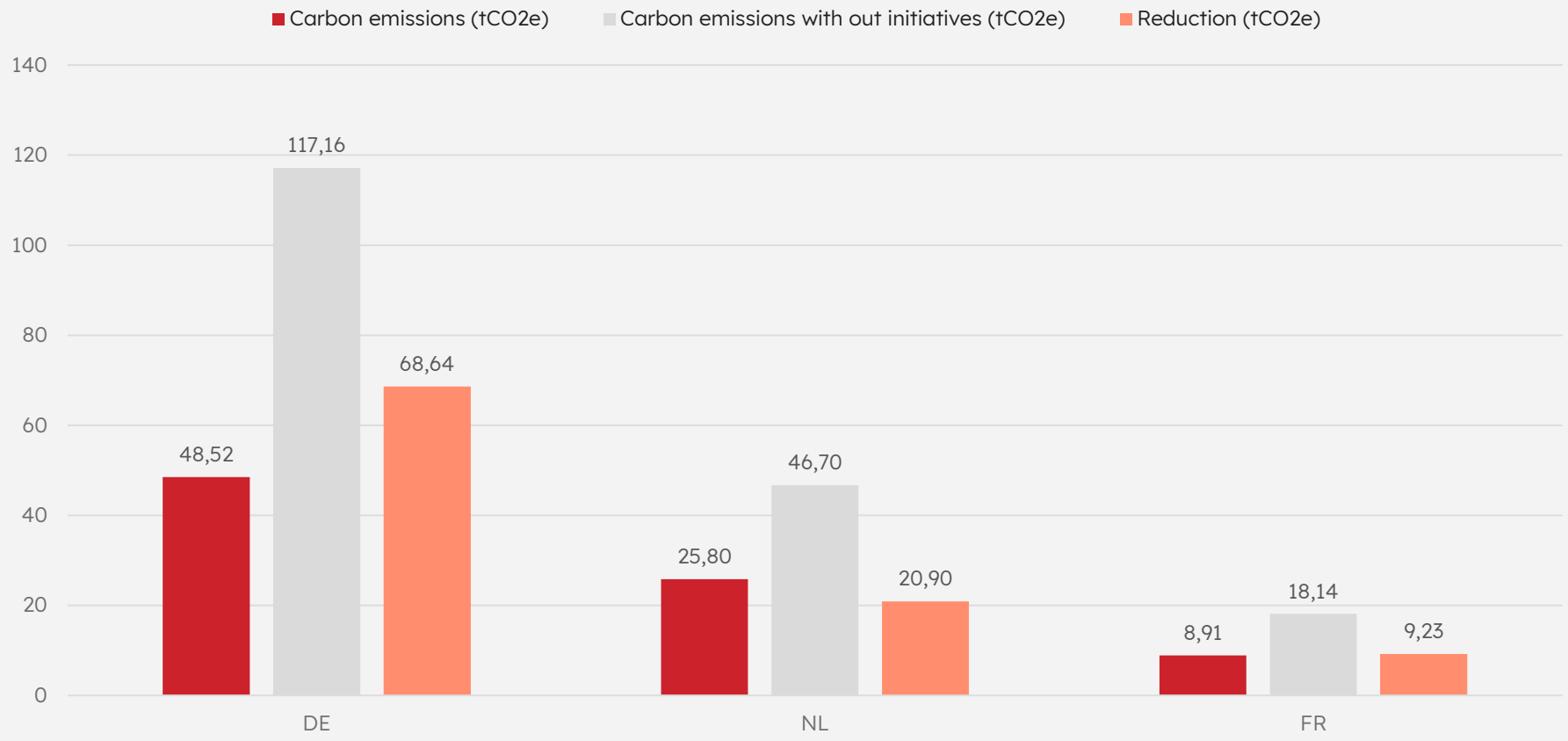
Tons CO2e





DEEP DIVE: BEFORE AND AFTER REDUCTION

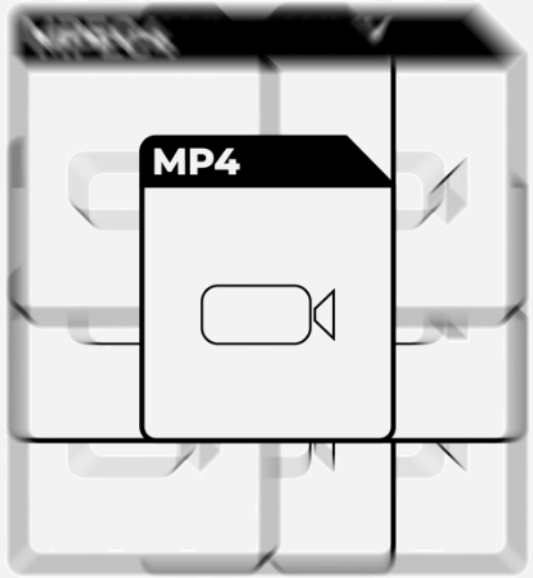
Tons CO2e



DEEP DIVE: REDUCTION BY USING SMART TECHNOLOGY

Tons CO2e

	Scope3	Seenthis	Compressing materials	Total (tCO2e)
DE	0,466	0,9	67,27	68,64
NL	0,048	0,126	20,73	20,90
FR	0,147	0,32	8,76	9,23
				98,77



Compressing files makes a big difference.

DEEP DIVE: ADFORM SCOPE3: FRANCE

The Programmatic Carbon Index

adform

Average carbon emisssions

France

average gCO2PM	vs Global average gCO2PM
616.6	**+8g**

Analysis by carbon emissions levels

	Highest 30% domains in gCO2PM	Middle 40% domains in gCO2PM	Lowest 30% domains in gCO2PM
gCO2PM	1,321	289	106
% impressions	34.19%	51.92%	13.89%
% emissions	73.25%	24.36%	2.39%

With an average of 1,321 gCO2PM, the Highest 30% of domains in gCO2PM represent 73% of carbon emissions.

Source: The Programmatic Carbon Index by Adform - March 2025 - FR- 2,899 domains analysed - Adform evaluation based on observable advertising data using Media Distribution & Ad Selection carbon emissions measured by Scope3

Detailed carbon emissions levels

	gCO2PM	% emissions	% impressions	No of domains	Max GCO2PM	Min GCO2PM
Highest 30% domains in gCO2PM	1,321	73.25%	34.19%	869	4,327	629
Middle 40% domains in gCO2PM	289	24.36%	51.92%	1,160	628	143
Lowest 30% domains in gCO2PM	106	2.39%	13.89%	870	142	51
10th decile - highest emitting domains	1,952	34.98%	11.05%	289	4,327	1,415
9th decile	1,209	27.56%	14.05%	290	1,414	855
8th decile	726	10.71%	9.10%	290	855	629
7th decile	523	8.78%	10.35%	290	628	418
6th decile	324	4.95%	9.42%	290	417	274
5th decile	233	6.32%	16.74%	290	274	194
4th decile	173	4.31%	15.41%	290	194	143
3rd decile	123	1.77%	8.85%	290	142	95
2nd decile	89	0.36%	2.51%	290	95	83
1st decile - lowest emitting domains	64	0.26%	2.53%	290	83	51
Global average	608	100.00%	100.00%	87,224	9,260	50

DEEP DIVE: ADFORM SCOPE3: FRANCE

Average carbon emisssions

2025_Visit Aarhus_Frankrig_W10-12_Online (FR)

average gCO2PM

203.3

vs Country average gCO2PM

-67%

72kg total CO2 emissions
147kg saving vs country average projection

Analysis by carbon emissions levels

	Highest 30% dom..	Middle 40% doma..	Lowest 30% dom..
% impressions	0.23%	63.08%	36.70%
impressions vs countr avg.	-34pts	+11pts	+23pts
CTR	0.00%	0.17%	0.42%

With an average of 835.6 gCO2PM, the Highest 30% of domains in gCO2PM represent 0% of impressions and 1% of emissions.

Source: Adform Campaign Carbon Insights - 2025_Visit Aarhus_Frankrig_W10-12_Online - All From March 3, 2025 to March 23, 2025 - Media Distribution & Ad Selection carbon emissions measured by Scope3 | Country Average: Programmatic Carbon Index by Adform - All - All - 2,899 domains analyzed

Detailed campaign carbon results

Tiering	Avg GCO2PM	% emissions	% impressions	No of domains	Max GCO2PM	CPM	CTR	CPC
Highest 30% domains in gCO2PM	836	0.93%	0.23%	24	4,327	25.15	0.00%	
Middle 40% domains in gCO2PM	271	84.13%	63.08%	1,135	628	21.68	0.17%	12.9661
Lowest 30% domains in gCO2PM	83	14.95%	36.70%	807	142	22.37	0.42%	5.3408
10th decile - highest emitting domains	1,780	0.01%	0.00%	2	4,327	19.21	0.00%	
9th decile	1,211	0.24%	0.04%	5	1,414	25.55	0.00%	
8th decile	743	0.67%	0.18%	17	855	25.11	0.00%	
7th decile	494	27.12%	11.17%	241	628	20.41	0.07%	28.0196
6th decile	320	16.67%	10.58%	284	417	20.15	0.04%	50.6845
5th decile	217	26.16%	24.47%	327	274	21.66	0.23%	9.5451
4th decile	171	14.18%	16.86%	283	194	23.50	0.22%	10.5411
3rd decile	128	7.61%	12.06%	292	142	21.61	0.19%	11.6113
2nd decile	90	0.44%	0.99%	264	95	28.16	0.09%	33.0982
1st decile - lowest emitting domains	59	6.90%	23.65%	251	83	22.51	0.55%	4.0829
FR	617	100.00%	100.00%	2,899	4,327	0.00	0.45%	0.5308

DEEP DIVE: ADFORM SCOPE3: NETHERLANDS

The Programmatic Carbon Index

adform

Average carbon emisssions

Netherlands

average gCO2PM	vs Global average gCO2PM
280.3	**-328g**

Analysis by carbon emissions levels

	Highest 30% domains in gCO2PM	Middle 40% domains in gCO2PM	Lowest 30% domains in gCO2PM
gCO2PM	881.6	228.7	68.0
% impressions	18.65%	37.70%	43.66%
% emissions	58.65%	30.76%	10.59%

With an average of 881.6 gCO2PM, the Highest 30% of domains in gCO2PM represent 59% of carbon emissions.

Source: The Programmatic Carbon Index by Adform - March 2025 - NL- 2,147 domains analysed - Adform evaluation based on observable advertising data using Media Distribution & Ad Selection carbon emissions measured by Scope3

Detailed carbon emissions levels

	gCO2PM	% emissions	% impressions	No of domains	Max GCO2PM	Min GCO2PM
Highest 30% domains in gCO2PM	882	58.65%	18.65%	642	4,332	416
Middle 40% domains in gCO2PM	229	30.76%	37.70%	860	416	107
Lowest 30% domains in gCO2PM	68	10.59%	43.66%	645	107	50
10th decile - highest emitting domains	1,784	18.16%	2.85%	214	4,332	1,172
9th decile	871	26.54%	8.54%	214	1,169	692
8th decile	539	13.96%	7.26%	214	692	416
7th decile	314	15.46%	13.78%	215	416	289
6th decile	260	4.70%	5.06%	215	289	216
5th decile	180	5.36%	8.34%	215	215	158
4th decile	140	5.24%	10.51%	215	158	107
3rd decile	97	1.73%	5.03%	215	107	92
2nd decile	81	2.84%	9.79%	215	92	68
1st decile - lowest emitting domains	58	6.01%	28.84%	215	68	50
Global average	608	100.00%	100.00%	87,224	9,260	50

DEEP DIVE: ADFORM SCOPE3: NETHERLANDS

Average carbon emisssions

2025_Visit Aarhus_Holland_W10-12_Online
(NL)

average gCO2PM

181.6

vs Country average gCO2PM

-35%

88kg total CO2 emissions
48kg saving vs country average projection

Analysis by carbon emissions levels

	Highest 30% dom..	Middle 40% doma..	Lowest 30% dom..
% impressions	9.25%	47.59%	43.16%
impressions vs countr avg.	-9pts	+10pts	-1pts
CTR	0.11%	0.13%	0.08%

With an average of 548.2 gCO2PM, the Highest 30% of domains in gCO2PM represent 9% of impressions and 28% of emissions.

Source: Adform Campaign Carbon Insights - 2025_Visit Aarhus_Holland_W10-12_Online - All From March 3, 2025 to March 23, 2025 - Media Distribution & Ad Selection carbon emissions measured by Scope3 | Country Average: Programmatic Carbon Index by Adform - All - All - 2,147 domains analyzed

Detailed campaign carbon results

Tiering	Avg GCO2PM	% emissions	% impressions	No of domains	Max GCO2PM	CPM	CTR	CPC
Highest 30% domains in gCO2PM	548	27.93%	9.25%	481	4,332	18.93	0.11%	17.7578
Middle 40% domains in gCO2PM	208	54.40%	47.59%	2,429	416	20.12	0.13%	15.5352
Lowest 30% domains in gCO2PM	74	17.67%	43.16%	2,511	107	20.41	0.08%	24.7868
10th decile - highest emitting domains	1,393	0.55%	0.07%	7	4,332	18.81	0.29%	6.5262
9th decile	843	3.44%	0.74%	27	1,169	21.38	0.00%	
8th decile	515	23.95%	8.44%	447	692	18.72	0.11%	16.3576
7th decile	339	19.05%	10.20%	626	416	20.26	0.09%	21.8628
6th decile	258	10.17%	7.16%	554	289	19.14	0.05%	35.1268
5th decile	175	13.34%	13.81%	611	215	20.51	0.20%	10.2884
4th decile	131	11.83%	16.42%	638	158	20.12	0.13%	15.9289
3rd decile	95	3.67%	7.00%	1,076	107	20.95	0.15%	14.0055
2nd decile	83	6.58%	14.45%	996	92	20.22	0.04%	54.7139
1st decile - lowest emitting domains	62	7.42%	21.70%	439	68	20.36	0.09%	22.4091
NL	280	100.00%	100.00%	2,147	4,332	0.01	0.38%	2.3460

DEEP DIVE: ADFORM SCOPE3: GERMANY

The Programmatic Carbon Index

adform

Average carbon emisssions

Germany

average gCO2PM	vs Global average gCO2PM
586.7	**-22g**

Analysis by carbon emissions levels

	Highest 30% domains in gCO2PM	Middle 40% domains in gCO2PM	Lowest 30% domains in gCO2PM
gCO2PM	1,540	292	97
% impressions	28.27%	41.90%	29.83%
% emissions	74.20%	20.87%	4.93%

With an average of 1,540 gCO2PM, the Highest 30% of domains in gCO2PM represent 74% of carbon emissions.

Source: The Programmatic Carbon Index by Adform - March 2025 - DE- 5,578 domains analysed - Adform evaluation based on observable advertising data using Media Distribution & Ad Selection carbon emissions measured by Scope3

Detailed carbon emissions levels

	gCO2PM	% emissions	% impressions	No of domains	Max GCO2PM	Min GCO2PM
Highest 30% domains in gCO2PM	1,540	74.20%	28.27%	1,672	9,244	614
Middle 40% domains in gCO2PM	292	20.87%	41.90%	2,232	613	133
Lowest 30% domains in gCO2PM	97	4.93%	29.83%	1,674	133	50
10th decile - highest emitting domains	2,306	45.70%	11.63%	557	9,244	1,594
9th decile	1,257	15.88%	7.41%	557	1,594	965
8th decile	802	12.62%	9.23%	558	965	614
7th decile	485	5.89%	7.12%	558	613	387
6th decile	304	9.68%	18.71%	558	385	254
5th decile	215	3.55%	9.67%	558	254	181
4th decile	161	1.75%	6.40%	558	180	133
3rd decile	113	3.00%	15.61%	558	133	94
2nd decile	92	0.81%	5.13%	558	94	81
1st decile - lowest emitting domains	72	1.12%	9.10%	558	81	50
Global average	608	100.00%	100.00%	87,224	9,260	50

DEEP DIVE: ADFORM SCOPE3: GERMANY

Average carbon emisssions

2025_Visit Aarhus_Tyskland_W10-12_Online
(DE)

average gCO2PM

190.4

vs Country average gCO2PM

-68%

224kg total CO2 emissions
466kg saving vs country average projection

Analysis by carbon emissions levels

	Highest 30% dom..	Middle 40% doma..	Lowest 30% dom..
% impressions	0.63%	51.38%	47.99%
impressions vs countr avg.	-28pts	+9pts	+18pts
CTR	0.11%	0.05%	0.10%

With an average of 784.8 gCO2PM, the Highest 30% of domains in gCO2PM represent 1% of impressions and 3% of emissions.

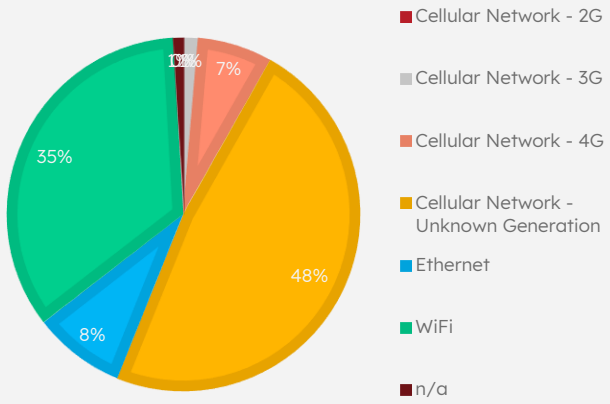
Source: Adform Campaign Carbon Insights - 2025_Visit Aarhus_Tyskland_W10-12_Online - All From March 3, 2025 to March 23, 2025 - Media Distribution & Ad Selection carbon emissions measured by Scope3 | Country Average: Programmatic Carbon Index by Adform - All - All - 5,578 domains analyzed

Detailed campaign carbon results

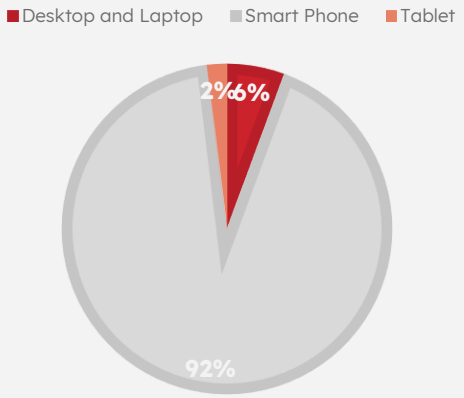
Tiering	Avg GCO2PM	% emissions	% impressions	No of domains	Max GCO2PM	CPM	CTR	CPC
Highest 30% domains in gCO2PM	785	2.62%	0.63%	52	9,244	20.89	0.11%	19.5152
Middle 40% domains in gCO2PM	277	74.63%	51.38%	2,641	613	19.60	0.05%	36.4727
Lowest 30% domains in gCO2PM	90	22.75%	47.99%	1,829	133	17.34	0.10%	17.0593
10th decile - highest emitting domains	1,639	0.02%	0.00%	2	9,244	9.84	0.00%	
9th decile	1,035	0.92%	0.17%	11	1,594	17.95	0.10%	17.8162
8th decile	690	1.68%	0.46%	39	965	22.01	0.11%	20.0438
7th decile	463	20.47%	8.41%	633	613	14.92	0.04%	42.1948
6th decile	307	25.32%	15.71%	721	385	20.85	0.04%	52.8139
5th decile	225	20.10%	17.02%	656	254	18.97	0.07%	26.7499
4th decile	163	8.74%	10.24%	631	180	22.59	0.06%	36.3055
3rd decile	114	12.74%	21.29%	591	133	19.13	0.03%	74.8905
2nd decile	92	3.94%	8.14%	641	94	21.53	0.04%	55.7615
1st decile - lowest emitting domains	62	6.07%	18.56%	597	81	13.44	0.22%	6.2069
DE	587	100.00%	100.00%	5,578	9,244	0.00	0.39%	1.2534

DEEP DIVE: SEENTHIS: FRANCE

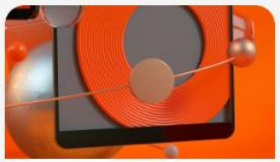
CONNECTION TYPE



DEVICE TYPE



Data transfer for creative delivery

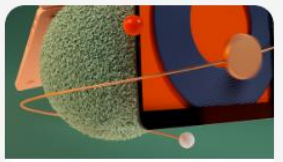


Data transfer per impression
755 kB

Total data transfer
768 GB

Carbon footprint for creative delivery

gram CO_2e per mille
204 gPM



CO_2e in total
207 kg

Powering More Sustainable Performance

SeenThis tech optimizes both creatives and creative delivery, reducing data waste, maximizing ad performance, and minimizing emissions.

Learn more

Measuring Impact with SRIxAD

SeenThis measures data transfer associated with ad delivery and applies the SRIxAD framework to assess environmental impact.

Learn more

Estimated avoided data waste

2 960 GB

79 % from creative delivery

Estimated avoided emissions

320 kg

61 % from creative delivery

Kilometres driven in a car
2 445 km

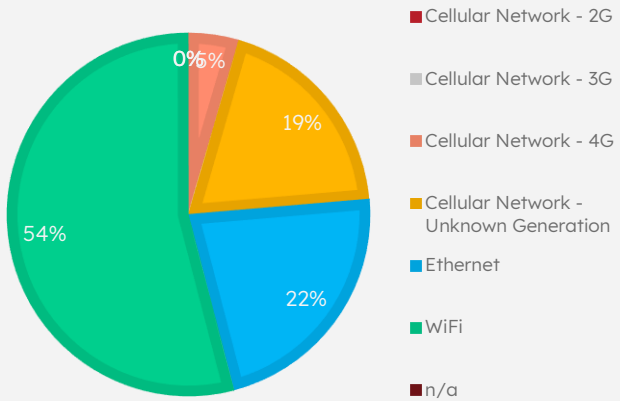
Flights from London to Madrid
1 flights

Fully charged smartphones
30 505 smartphones

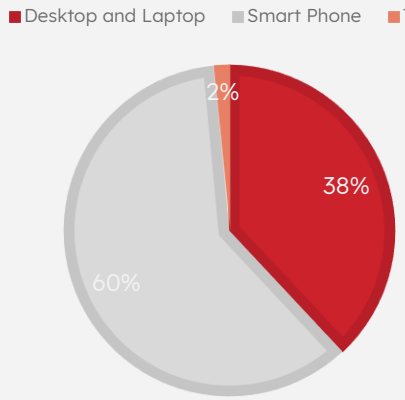
Kilometres driven in a car
2 445 km
driven by a passenger car

DEEP DIVE: SEENTHIS: NETHERLANDS

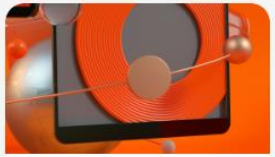
CONNECTION TYPE



DEVICE TYPE



Data transfer for creative delivery

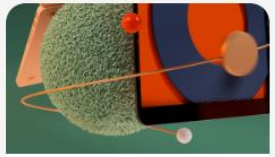


Data transfer per impression
632 kB

Total data transfer
352 GB

Carbon footprint for creative delivery

gram CO_2e per mille
184 gPM



CO_2e in total
103 kg

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Learn more

Estimated avoided data waste

1 167 GB

77 % from creative delivery

Estimated avoided emissions

127 kg

55 % from creative delivery

Kilometres driven in a car
965 km

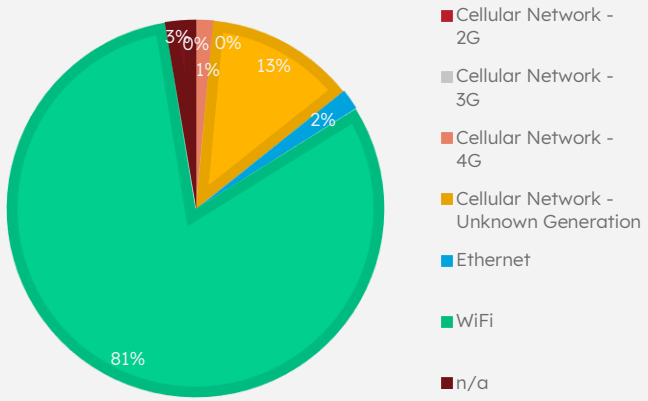
Flights from London to Madrid
0 flights

Fully charged smartphones
12 047 smartphones

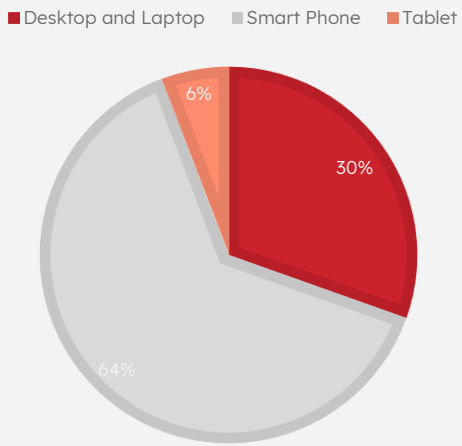
Kilometres driven in a car
965 km
driven by a passenger car

DEEP DIVE: SEENTHIS: GERMANY

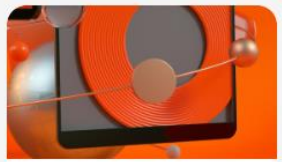
CONNECTION TYPE



DEVICE TYPE



Data transfer for creative delivery

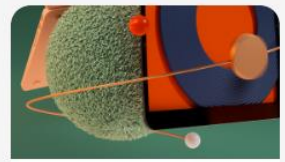


Data transfer per impression
797 kB

Total data transfer
2 792 GB

Carbon footprint for creative delivery

gram CO_2e per mille
213 gPM



CO_2e in total
746 kg

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Learn more

Estimated avoided data waste

8 291 GB

75 % from creative delivery

Estimated avoided emissions

900 kg

55 % from creative delivery

Kilometres driven in a car
6 872 km

Flights from London to Madrid
3 flights

Fully charged smartphones
85 743 smartphones

Kilometres driven in a car
6 872 km
driven by a passenger car

CONTACT

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