

sharethrough × SCOPE3



EUROPEAN
GREEN
AWARD

Decarbonizing the Programmatic Supply Chain With **GreenPMP™**

With the launch of GreenPMP™, part of the initiative to decarbonize digital advertising with Green Media Products in partnership with Scope3, we've become the first SSP to offer media with net zero carbon emissions.

Launch Date: June 2022

Entry Details

Title

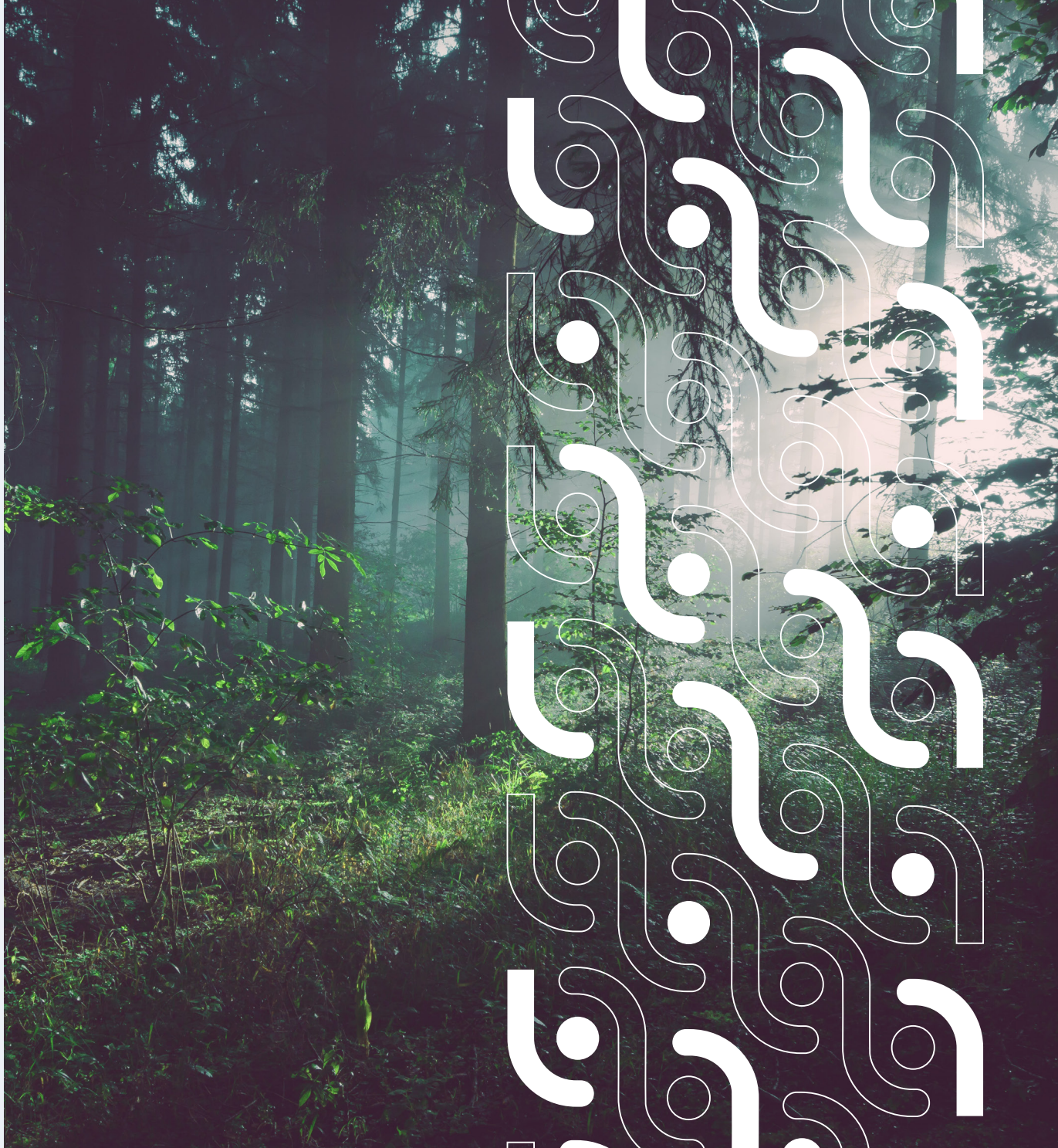
GreenPMP™ by Sharethrough

Head of Project

Benoit Skinazi

Date of Launch

June 6th, 2022

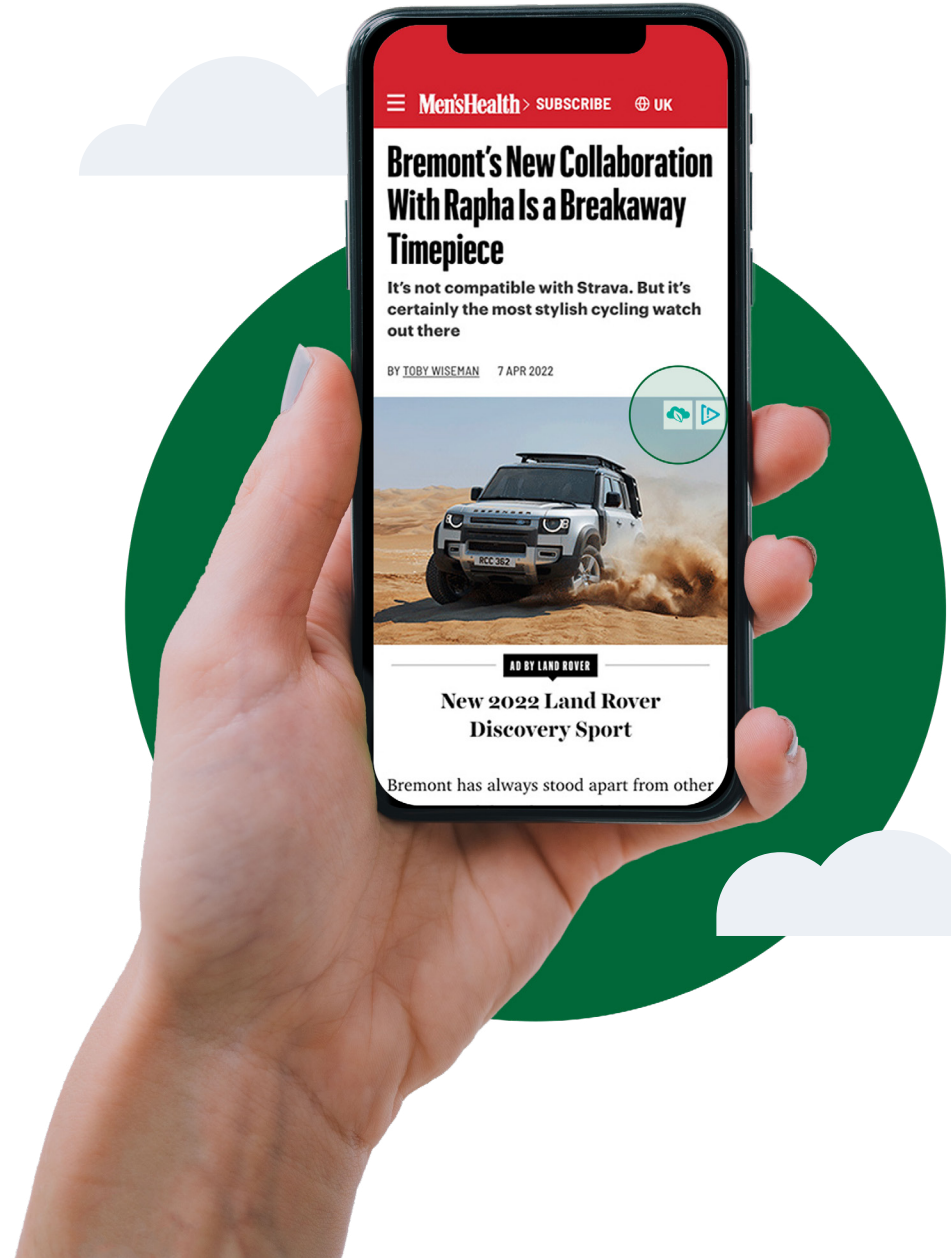


Introduction—

Who We Are

As one of the leading global ad exchanges, **Sharethrough manages billions of ad requests every single day**, helping thousands of websites and apps to better monetize their content and advertisers to better reach a qualified audience. Last year, we started noticing our constant efforts to optimize our data infrastructures and to make them more efficient were also **allowing us to significantly decrease our carbon footprint**.

As an industry player, we realized we could have an impact in reducing the carbon footprint of digital advertising and wanted to offer a way for advertisers to deliver carbon neutral campaigns while maintaining or increasing their performance.



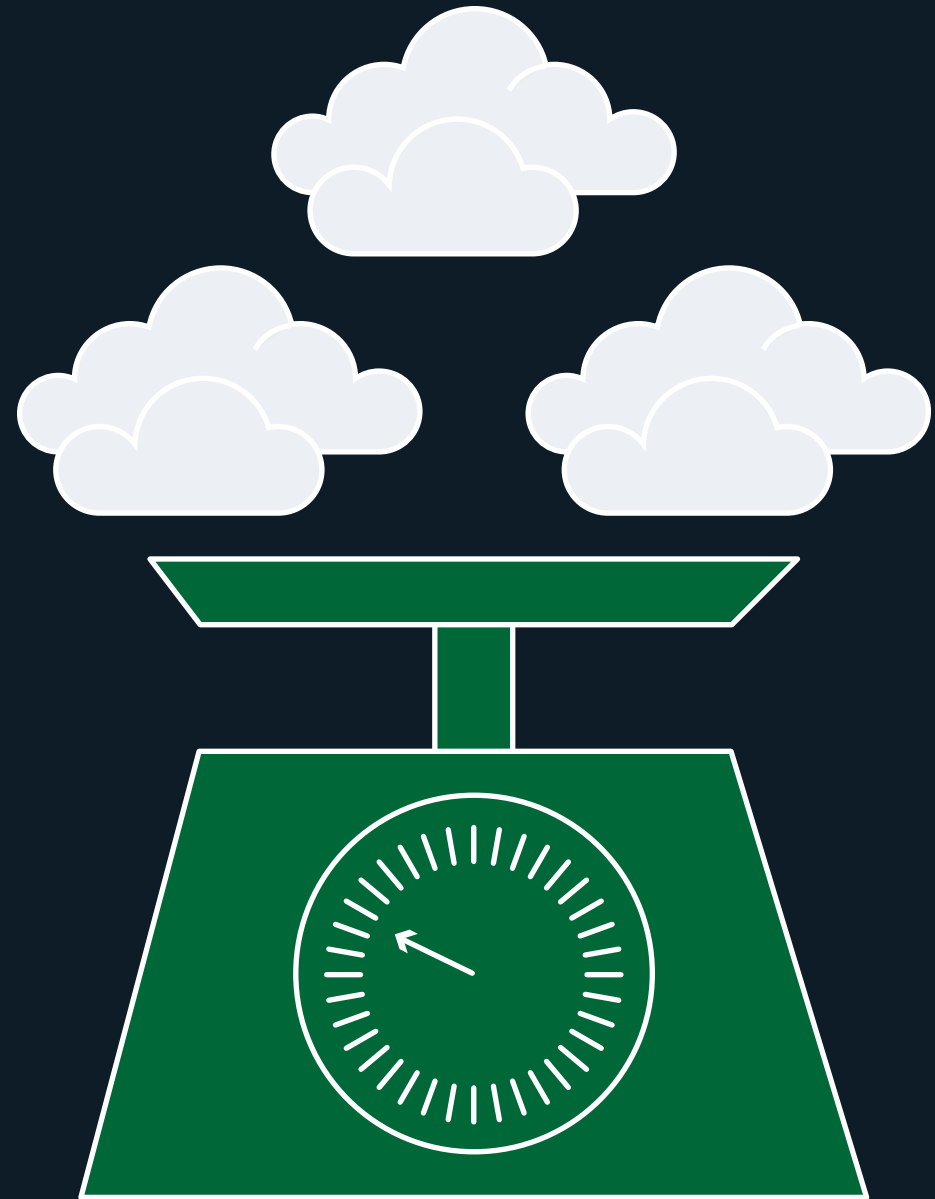
Introduction—

Who We Are

This was achieved by creating the industry-first solution for brands, advertisers and publishers to reduce the carbon impact from digital ads: **GreenPMP™**.

Along with creating a solution, we also set out to help educate the digital advertising industry and consumers on the environmental impact of digital ads.

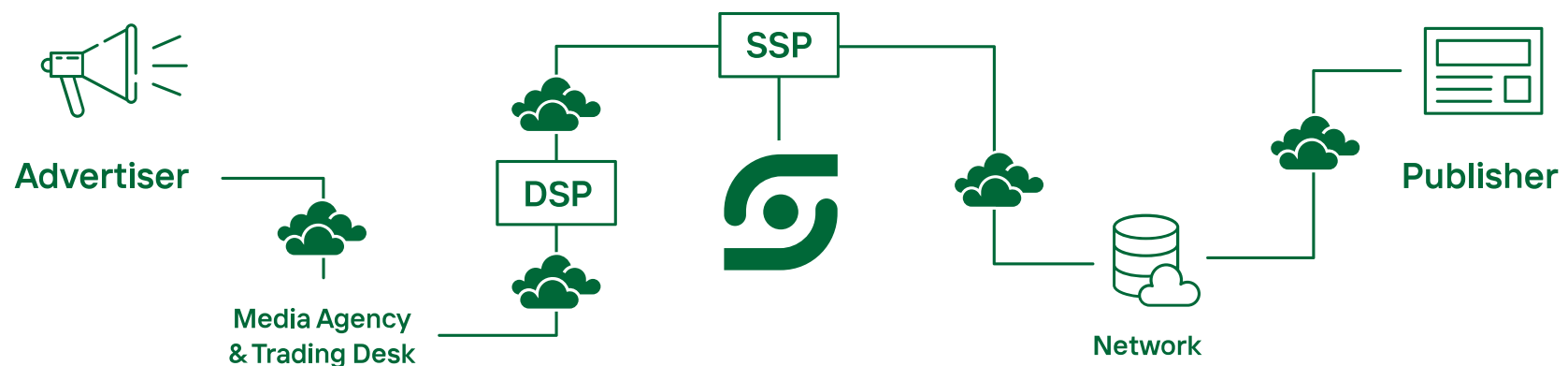
First, we started by running a deep analysis on our overall company carbon footprint with 51toCarbonZero, **taking into consideration our scope 1, 2 and 3 emissions**, in order to better track the impact of our actions to decrease our carbon footprint. We also conducted human-centric research to learn about consumers' understanding of the internet's carbon footprint. We then needed to be able to access detailed and trustworthy data on carbon emissions



A Measureable Difference— Our Solution

from advertising supply chains and websites when delivering programmatic campaigns. We decided to partner with Scope3, a company specializing in **measuring end-to-end emissions from across the media and advertising supply chain**. After many hours spent working with the Scope3 team and integrating their data with ours, we finally were able to measure carbon emissions from every campaign delivered on Sharethrough Exchange. A major milestone was achieved: we had the carbon emission data fully integrated on our end, and needed to build a product that enables advertisers to deliver carbon neutral campaigns.

With the integration in place, Sharethrough became the first SSP to offer a Green Media Product, called GreenPMP™; a turnkey way for advertisers to measure and achieve net-zero emissions from display, video, and native impressions.

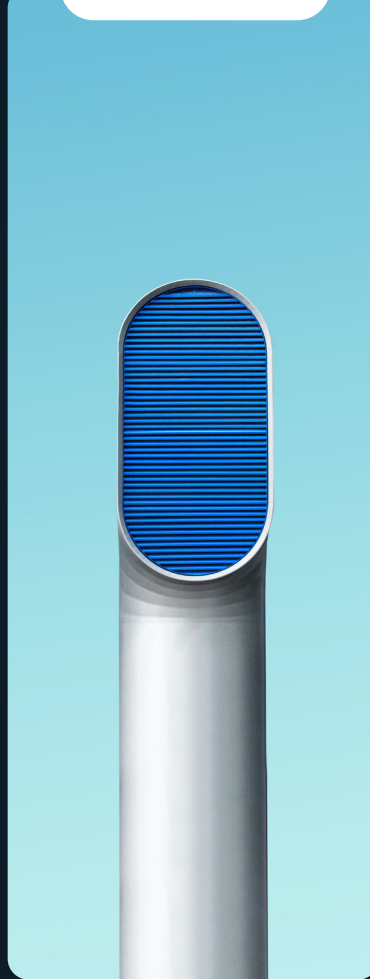


A Measureable Difference—

Our Solution

For all campaigns using GreenPMP™, Sharethrough measures the exact amount of carbon emissions generated - using Scope3 data - that automatically allocates a portion of ad spend to fund high-quality carbon compensation initiatives such as reforestation, direct air capture, and carbon soil storage, based on a campaign's emissions.

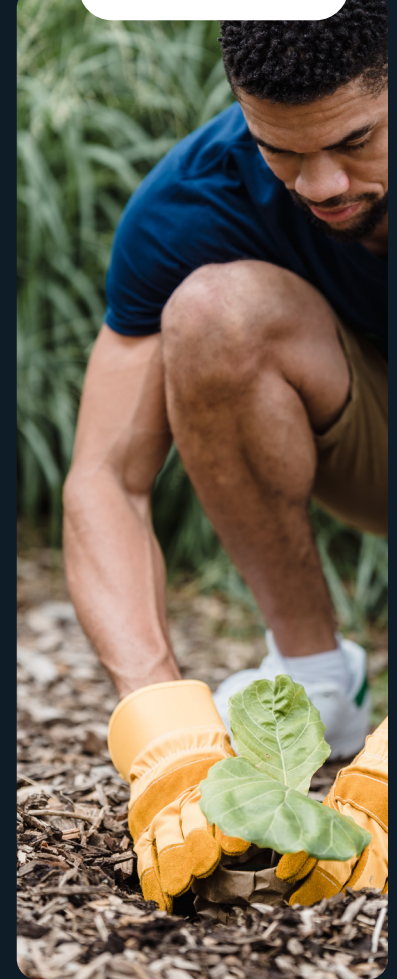
Direct Air Capture



Carbon Soil Storage



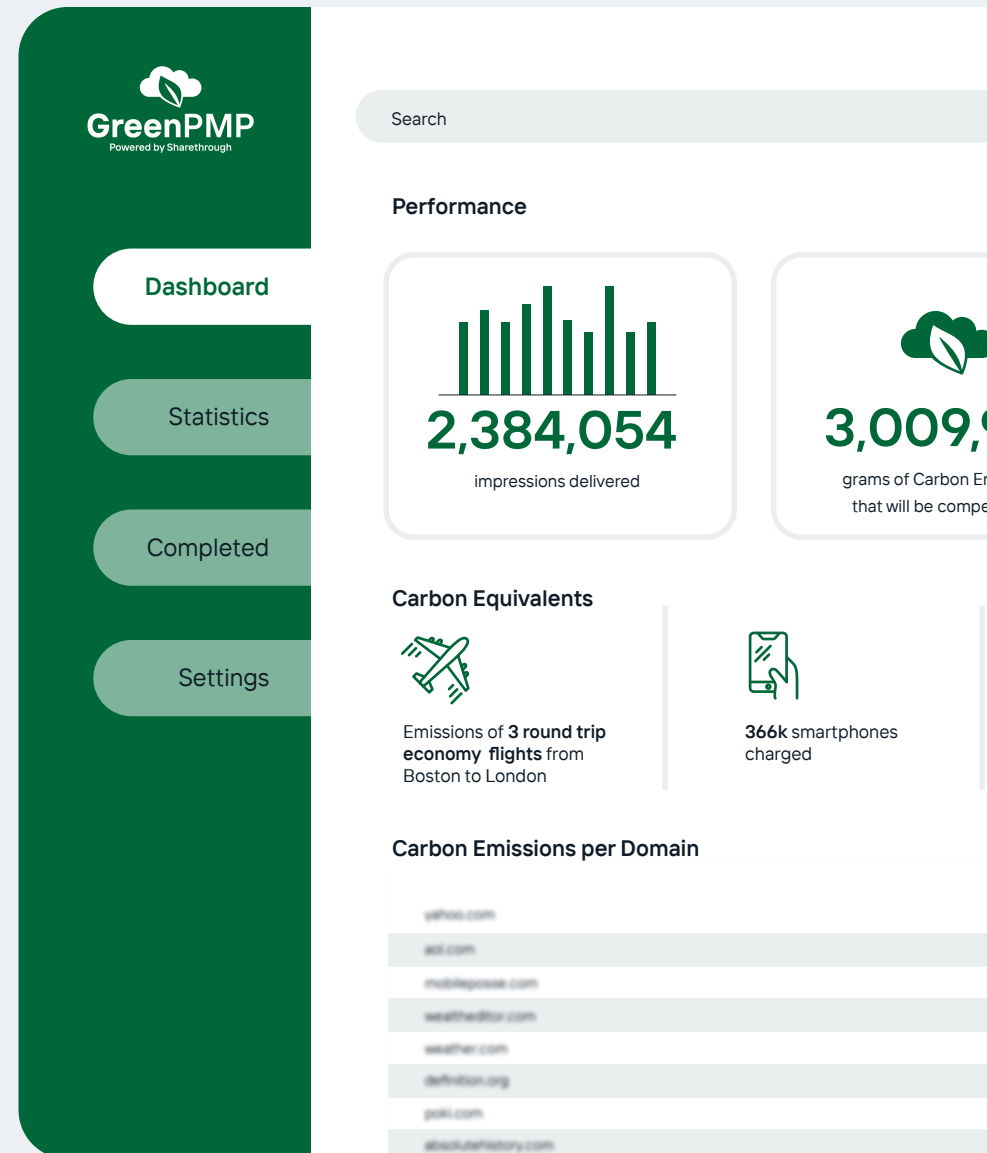
Reforestation



A Measurable Difference— Our Solution

As a result, the total carbon emissions from **every ad delivered on Sharethrough's GreenPMP™ are measured** through Scope3's supply chain emissions tracking and the equivalent amount of CO₂e is removed from the environment via high-quality carbon removal projects.

To execute, ad buyers can simply target GreenPMP™ in their DSP's deal library, choose the deal that fits their campaign goals and start running video, display and/or native ads with net-zero carbon emissions or they can work directly with Sharethrough to curate custom GreenPMPs that are tailored to their KPIs, audience, contextual signals and more.

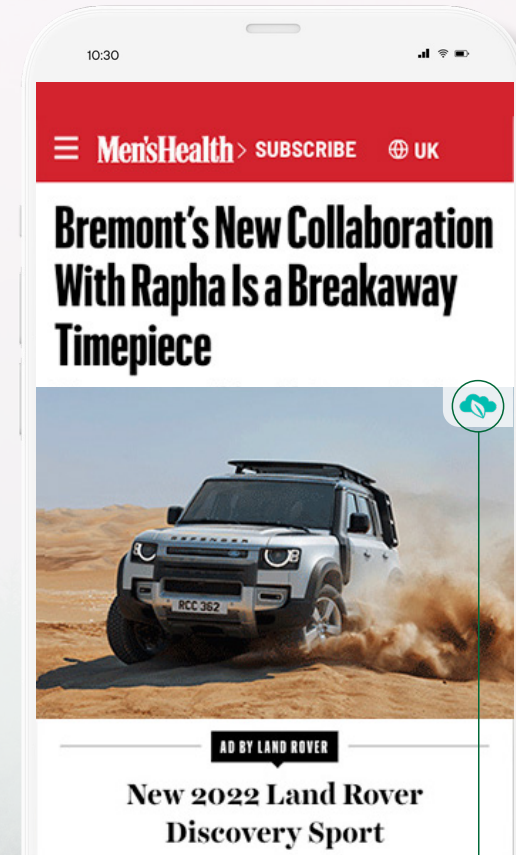


Green Ads—

Sustainability Impact

A Sharethrough research study on [Consumer Understandings of Carbon Emissions](#) revealed that while 60% of consumers were unaware that browsing the internet generated carbon emissions, 80% were more likely to favor brands that are actively working to reduce their carbon emissions. This means consumers need educating both on how their internet usage generates carbon emissions and on which brands are doing their part to reduce that impact.

A solution to cover both needs was to create a green icon, similar to the ad choices icon, that is included on any ad running on GreenPMP™ and clicks through to a site built to inform consumers about how advertisers are reducing their carbon emissions.



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

Green Ads—

Sustainability Impact (cont.)

The more the industry shares these types of solutions and case studies, the faster we will achieve a net-zero carbon emissions industry and do our part to slow the impacts of climate change for everyone.

Since its launch, over 5900 brands have delivered campaigns using GreenPMP™, and this number keeps increasing every day.

We're proud to have achieved amazing milestones in a short period of time. In particular, more than **249.2 tons of CO₂ has been compensated for thanks to GreenPMP™**, which is the equivalent to driving 33 times the circumference of the Earth in an average gas-powered car or heating 1,033 US households for 1 month - all while maintaining or increasing the performance of the campaigns! These metrics continue to grow daily, **demonstrating a real interest from the ad industry to become cleaner and greener.**

As of today...

249.2

tons of CO₂ have been compensated
for thanks to GreenPMP™

=

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1,033

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OR

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the circumference of the Earth in
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Credits

Benoit Skinazi

CMO - Sharethrough

Brian O'Kelley

Co-Founder and CEO - Scope3

