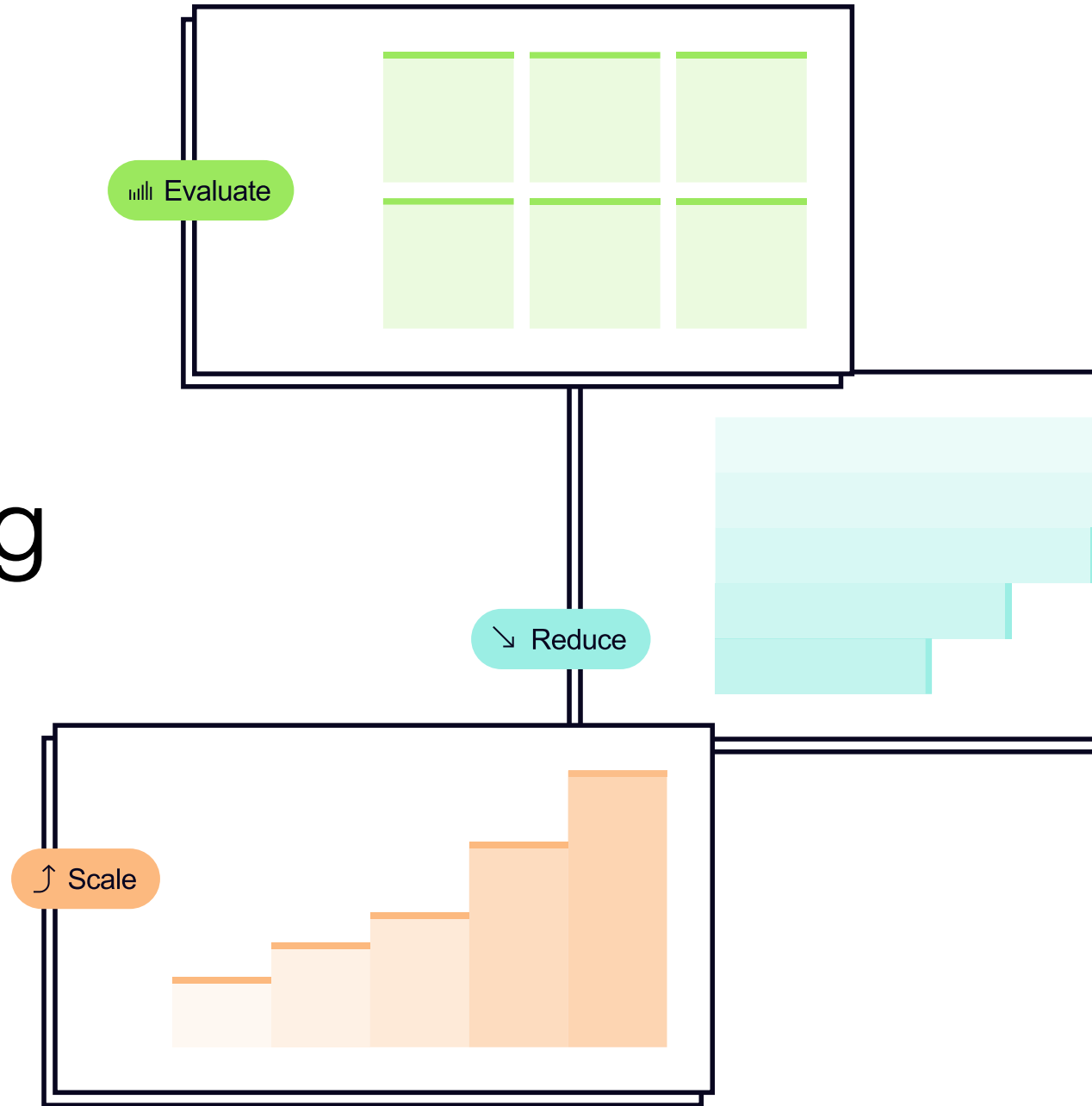




Powering a more sustainable advertising ecosystem



Over the past five years, we have helped global brands, agencies and adtech partners on their sustainability goals



Good food, Good life



“L’Oréal is working with Impact Plus to measure its Media-related emissions and, in collaboration with the Impact Plus team, is designing a strong plan to activate all the levers to reduce them.”

Mathias Chaillou, CDO L’Oreal

We are an industry pioneer and leader since 2020

We are establishing new sustainability standards for digital advertising

In collaboration with industry organizations and other stakeholders, we participated in the development of the new Global Media Sustainability Framework, overseen by...



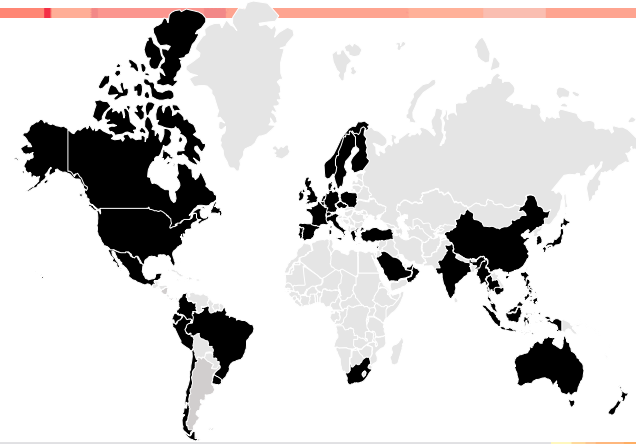
Latest recognitions and awards



Active member and/or contributor



Over the past five years, we supported global brands and their agencies



100+ clients

50+ countries

↳ through our granular tech solutions and expert support, providing actionable sustainability insights



Nissan France achieves an 18% reduction in GHG emissions on its first measured digital campaign

↓ -18% Social & Direct Buying



Nespresso consistently reduces digital ad emissions by 43% using 4 reduction levers

↓ -43% Social, Programmatic & Direct Buying



BEL Kiri reduces digital ad emissions by 39% using four emissions reduction levers

↓ -39% Social & Direct Buying



Pernod Ricard

Pernod Ricard reduces greenhouse gas emissions by 12% on social ads

↓ -12% Social Advertising



Engie improves environmental performance by 20% through scheduling

↓ -20% Social & Direct Buying



Lancôme reduces the carbon impact of Youtube advertising by 38%

↓ -38% Social Advertising



Video asset optimization helps reduce Guerlain's digital ad emissions by 32%

↓ -32% Social Advertising



Heineken reduces carbon footprint of digital advertising through connection targeting

↓ -10% Social, Programmatic & Direct Buying

Methodology > Aligned with standards



Impact Plus is part of the initiative that developed the GMSF (Global Media Sustainability Framework)
The formula and data points are still under discussion.

↳ [Learn more](#)

GHG Emissions Evaluation

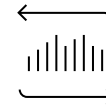
Source



TOTAL GHG Emissions
(gCO₂eq)



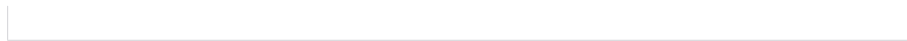
Electricity consumption
(kWh)



Carbon intensity of electricity
(gCO₂eq/kWh)



Embodied emissions
(devices manufacturing)



GHG emissions due to electricity consumption

Proposed Solutions for AIM & Alliance Members

Omnichannel Studies

Fully managed service by Impact Plus Sustainable Media Analysts.

Understand one or multiple campaigns emissions: a first step toward creating a baseline and reducing your emissions

 Evaluate

 Reduce

Impact Green Deals

Our premium media activation solution which optimisation towards both media and sustainability KPIs. Curation seats available across all majors SSPs.

Use of Impact Plus low carbon inventory domains based on industry standard GMSF methodology.

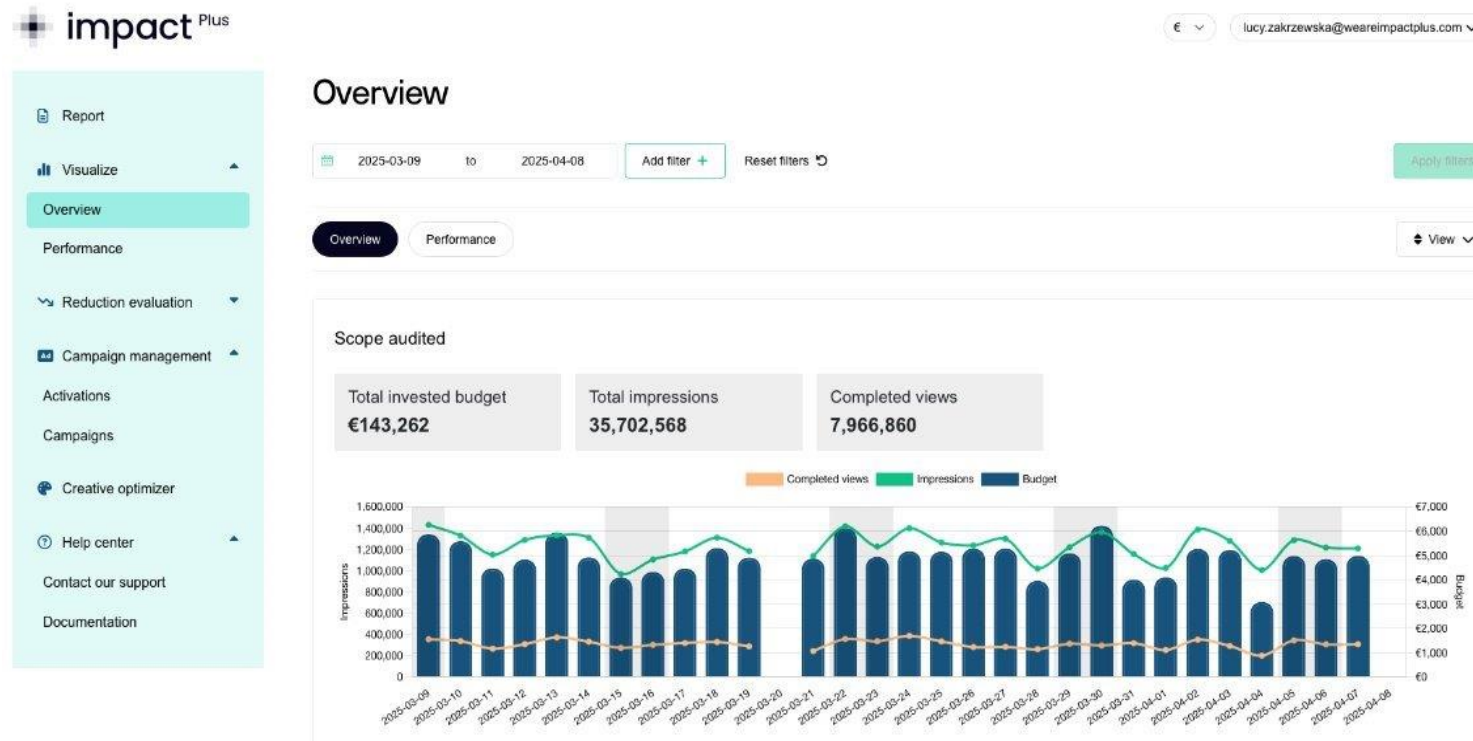
 Reduce

 Scale

Omnichannel Studies

↳ What it is?

A one-off, omnichannel measurement study that evaluates the environmental footprint of a campaign across digital and non-digital channels, with creative optimisation, insights and reduction recommendations



Omnichannel Studies

Ideal for partners looking for a holistic view of their emissions across multiple channels

↳ **What channels are covered?**

Digital	Display	Yes
	CTV	Yes
	CTV-BVOD	Yes
	Social	Yes
	In-App	Yes
	Search	Yes
	Influencer Marketing	Yes
Out of Home	Video	Yes
	DOOH	Yes
	OOH	Yes
TV	Linear-TV	Yes
Audio	Audio (Streaming)	Yes
	Radio (Broadcast)	Yes
Print	Print	Yes

Omnichannel Studies

Who's it for?

- ✓ All AIM members (digital and non-digital)
- ✓ All Alliance members (digital and non-digital)

What it delivers?

- ✓ Full emissions measurement across digital (inc. social, search influencer marketing, DOOH, CTV), OOH, TV, print, radio, etc.
- ✓ Creative optimisation for video assets, granular insights and optimisation recommendations
- ✓ Benchmarking against market performance
- ✓ A final report/dashboard with in-depth insights

Why it matters?

- ✓ Gives agencies a credible sustainability measurement product
- ✓ Works for both digital and non-digital agencies
- ✓ Adds value to end-of-campaign reporting and strengthens client relationships

Omnichannel Studies

↳ Commercial Proposal for Deal House

1. Fixed Fee

Campaign
Study

1 x Study:

£2,000

Studies
Package

5 x Study:

£8,000

1. CPM Model

Volume dependant -
TBC

£0.10 - £0.20 CPM

Impact Green Deals



What it is?

Media Activation + Performance Optimisation

Our premium programmatic offering helps brands and agencies to align media buying with purpose. A set of tailored programmatic deals designed to improve campaign performance while reducing media waste and carbon emissions.

Agencies activate the deals directly in their chosen DSP using existing workflows

Curation seats across all the major SSPs:

Index⁷
Exchange

Magnite  PubMatic

 xandr  EQUATIV

Impact Green Deals

Who's it for?

- ✓ AIM members running programmatic activity
- ✓ Alliance members with digital and/or media planning & buying capabilities

What it delivers?

- ✓ Tailored programmatic deals built to the campaign brief
- ✓ Improved performance metrics (e.g., viewability, CPCV, ROI)
- ✓ Reduced media waste → lower emissions as a by-product
- ✓ Easy activation via existing DSP workflows
- ✓ Ideal for A/B testing to demonstrate uplift
- ✓ Clear reporting to help agencies tell both the performance and sustainability story

Why it matters?

- ✓ Gives smaller agencies access to high-performing optimisation capabilities
- ✓ Creates a tangible point of differentiation in pitches
- ✓ Helps clients hit performance goals and sustainability goals without trade-offs

Impact Green Deals

How it works?

1. Agency shares campaign brief

KPIs, audiences, formats, markets, etc to tailor deals to campaign objectives

Impact Plus build bespoke Green Deals

To run across all major SSPs including Index, Magnite, Equativ, etc.

3. Agency Activates Deal IDs

Receives Deal IDs and activates them in their DSP as usual

4. Monitor Performance & Impact

Post campaign reporting provided
Optional: A/B test to quantify performance and emissions impact

Formats



CTV



Video



Display



High Impact

Impact Green Deals

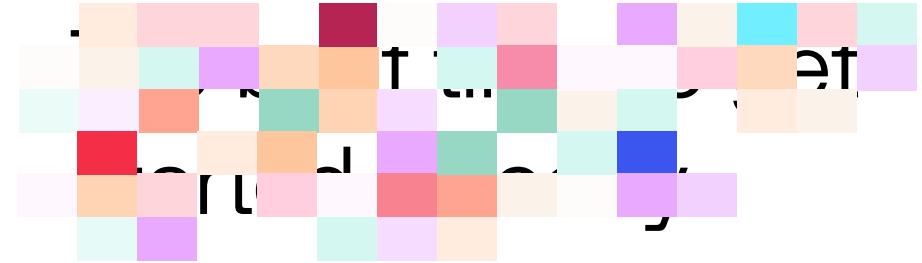
↳ Commercial Proposal for Deal House

The Green Deals work on an outcomes-based model: fixed budget, guaranteed delivery of agreed impressions or completed views.

No additional fees; just a portion taken from the working media to deliver the target you set.

Example Results:

Food Brand		
CPVV	GHG emissions per 1000 IMPS	CPM
-45%	-49%	-39%



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Download our
white paper

