ECO-FRIENDLY PROGRAMMATIC MEDIA BUYING

A PRACTICAL GUIDE FOR REDUCING THE ENVIRONMENTAL FOOTPRINT OF DIGITAL ADVERTISING

Intended for advertisers, consulting agencies, and media trading teams, the guide was produced by Alliance Digitale members at every step of the digital advertising chain, from activation to distribution.

This guide is a first step that makes an objective and modest attempt to provide solutions that we can all work together to implement. It will be updated regularly based on feedback and technical advances.

> Eliminating wasteful ad impressions and unnecessary data

Using low-carbon targeting

> Distributing lighter ads and formats

These principles form the basis of this guide: Measuring the carbon footprint of your campaigns

Prioritizing efficiency in the tools you use

Choosing responsible tools



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INTRODUCTION

DIGITAL ADVERTISING AND ENVIRONMENTAL RESPONSIBILITY

Like any service, digital advertising has significant impacts on our environment. When it comes to digital technology, the depletion of non-renewable natural resources, climate change*, freshwater consumption, water/ soil/air pollution, and biodiversity loss are the hidden faces of "digitalization".

These impacts occur at three levels:

- the production of advertising messages (filming, post-production, etc.)
- the consumption of goods and services promoted by advertising (comprising the vast majority of the impact).
- the **distribution of advertising** as a digital service, as covered in this guide.

Digital advertising has achieved the most traction for a number of years, with double-digit annual growth. As a relatively new industry, there are numerous innovations, and advertisers enjoy a variety of ever-changing options tailored to the full range of media objectives.

But with the increase in technologies for buying and selling, the popularity of heavier and more complex formats, and innovations in targeting or tracking combined with an increase in volume comes an **explosion in the number of requests and the amount of data** being transmitted. This means a rapid increase in environmental impacts, due not only to the **electrical production required for such distribution**, but also (and above all) by the **production of hardware involved (servers, networks, and user devices).**

People have only recently appreciated the environmental problems associated with the distribution of advertising. Meanwhile, efforts to reduce these impacts remain heavily fragmented. But in fact, from advertisers and advertising agencies to media agencies, networks, publishers, and adtech companies, **everyone in digital advertising has opportunities** to move toward more efficient digital advertising.

This guide is aimed at buyers of digital advertising, including brands, media agencies, and especially media traders. Because they work directly with customers, colleagues, and service providers, they can influence others with their eco-friendly actions, so that the entire value chain commits more quickly to distributing advertising more responsibly.

This guide suggests **best practices** for **developing media strategies** and **selecting tools** as well as simple steps to follow when setting up campaigns, all while keeping advertising effective.

Advertising is the fuel of free digital use. Now, it's time for advertising to make the energy transition, too!



^{*}In total, digital technology accounts for 10% of French electricity consumption and 2.5% of France's carbon footprint (Ademe-Arcep study, January 2022). Globally, it is estimated to make up 3.5% of greenhouse gas emissions (The Shift Project 2019). If nothing is done to reduce its footprint, digital emissions could increase drastically, up to 60% by 2040, or 6.7% of national greenhouse gas emissions. (the French Senate's fact-finding work on the environmental footprint of digital technology).

THE GUIDE

1. CAMPAIGN OBJECTIVES

line with the second se	The campaign's key performance indicators (KPIs), along with the optimization KPIs used for managing the campaign, must align with the objective (awareness traffic and conversion)			
	Carefully define your primary KPI based on the brand's business objectives. Custom bidding algorithms and strategies will be set up based on this KPI. If			
	there are multiple objectives that need to be reached, these strategies can be adjusted. But be careful not to increase distribution. Prioritizing value over			

volume can be useful in maintaining efficiency.

Examples

OBJECTIVE	CAMPAIGN KPIS (relative to the invested budget)	OPTIMIZATION KPIS (during a campaign)
Branding, Awareness (display)	Visible impressions on target Post-test awareness	Visibility rate Visible CPM % coverage on target
Branding, Awareness (video)	Num. of video views (on target) Num. video views 100% Post-test awareness	Cost/view at 100% Completion rate
Site traffic	Num. visits (site-centric) Num. qualified visits (site-centric)	Cost/qualified visit CTR Bounce rate
Purchase/sale	Num. sales Num. actions Num. new customers Num. started carts	Conversion rate CPA Acquisition cost Lead cost ROI

In all cases, **it is recommended to have a cross-channel deduplicated view** *using* an analytics tool. This makes it possible to prevent repeating your message unnecessarily to the same audience reached *through* other media or channels.

For "Performance" campaigns (traffic/sales), check your tool's attribution model to confirm whether it is consistent with the brand strategy:

• Inclusion of the post-view. Exposure to a Display banner can contribute to



sales if the format is impactful enough and has been visible. So should we differentiate format types in the attribution models?

• Post-click and post-view attribution window. After 24 hours or a few days (depending on the sector and media pressure), it is doubtful that a conversion can still be linked to exposure to advertising. This window should be adjusted based on the business sector (ex.: auto and real estate vs. food).

To take it a step further, challenge how much each channel contributes. Channels at the end of the customer experience, such as search or retargeting, are often the last click before a purchase. However, their impact can sometimes be overstated when compared to branding initiatives. If the consumer is not first exposed to other advertising from the brand (video, TV, community management, social media, etc.), they may not have converted ultimately *through* these channels.

Regular contribution studies of Marketing Mix Modeling type focused on the correlation between budget and sales and between exposed/unexposed A/B tests make it possible to re-evaluate the actual effectiveness of each channel. We can then recalculate the performance (CPA) by weighting the performance measured *via* analytics. These studies are particularly interesting when cookies no longer provide an overview of the campaign's entire performance.



Choosing a poor control KPI can lead to overdistribution and inefficiency. Ex.: A branding campaign based on the click-through rate can lead to highly intrusive formats on mobile devices that cause error clicks.

Optimizing a conversion campaign with an attribution model that favors post-view for all formats can lead to an overdistribution of formats that are neither visible nor effective at a very low CPM (a practice known as "cookie dropping"). The same is true for models that only consider the influence of the "last-click" on sales. This can lead to very high distribution and/or low quality clicks.

2. FORMATS & ADS

#Mediaplanning Choosing the most effective format for your objective Opt for the most efficient format by limiting its size and the number of impressions. You can track the number of useful impressions per euro spent based on your objective. Examples:

- Video or presentation for an awareness campaign, native static display formats, or a rapid animation with a high visit or conversion rate for traffic or conversion.
- Using a mix of different formats can be a winning strategy when suited to the actors and locations activated.

Watch out for purchases with very low CPM or performance, which can multiply impressions.

Also, avoid strategies that use a format that is poorly suited to the objective. An example might be a video used for branding and traffic. If it is optimized for traffic, it will likely require excess distribution.



An impactful format from an advertising point of view will reduce how much repetition is needed as well as the exposure time. For an equivalent format and outcome, preference should be given to reducing the size of the ad and the exposure time.

#Mediaplanning Planning efficient ad formats

When preparing the media plan, give preference to the most efficient formats. Question the relevance of the most resource-heavy carousel formats that feature multiple photos or videos. Aim to strike the right balance between ad performance and size. Tests can be carried out with respect to campaign KPIs to then optimize for the most effective format.

For video, each additional second adds to the file size and therefore its environmental impact. Every second counts! Question your hosting provider about their file compression capabilities.

Check that all ads comply with the maximum sizes recommended by the IAB.

Flexible Size Ad Specifications

Ad Type	Ad Unit Name	Transition Fixed Size Ad Unit (px)*	Aspect Ratio (width: height)	Ad Size**	Size Range		Max. K-Weight (kB)		
					Min. Size Width x height (dp***)	Max. Size Width x height (dp***	Initial Load	Subload	Static Image Size (dp)
Horizontal	2×1	Half Page	2:1	X Large	900×450	1800×900	250	500	1800×900
	2×1	N/A	2:1	Small	300×150	450×225	100	200	
	4×1	Billboard 970×250	4:1	X Large	900×225	1800×450	250	500	1800×450
	6×1	Smartphone Banner 300×50 320×50	6:1	X Small	300×50	450×75	50	100	450×75
	8×1	Leaderboard 728×90	8:1	Medium	600×75	1200×150	150	300	1200×150
	10×1	Super Leader- board/ Pushdown 970×90	10:1	Large	900×90	1800×180	200	400	1800×180
Vertical	1×2	300×600	1:2	Large	300×600	450×900	200	400	450×900
	1×3	Portrait 300×1050	1:3	XLarge	300×900	450×1350	250	500	450×1350
	1×4	Skyscraper 160×600	1:4	Medium	160×640	240×960	150	300	240×960
Tiles	1×1	Medium Rectangle 300×250	1:1	Medium	300×300	450×450	150	300	450×450
	2×1	120×60 Financial	2:1	X Small	200×100	300×150	50	100	300×150
	9×16	N/A	9:16	Large	300×540	450×800	200	400	450×900

Ad Type	Ad Unit Name	Transition Fixed Size Ad Unit (px)*	Aspect Ratio (width: height)	Ad Size**	Size Range		Max. K-Weight (kB)		
					Min. Size Width x height (dp***)	Max. Size Width x height (dp***	Initial Load	Subload	Static Image Size (dp)
Full Page Landscape 16×9 16×10	1/ 0	N/A	16:9	Large	540×300	800×450	200	400	800×450
	16×9		16:9	XLarge	1067×600	1600×900	300	600	1600×900
	16×10	N/A	16:10	XLarge		1920×1200	300	600	1920×1200
	3×2	N/A	3:2	Large	450×300	675×450	200	400	675×450
	4×3	N/A	4:3	XLarge	800×600	1200×900	300	600	1200×900
Feature Phone Sizes		Small Banner	N/A	N/A	N/A	120×20	5	N/A	N/A
	168×28	Medium Banner	N/A	N/A	N/A	168×28	5	N/A	N/A
	216×36	Large Banner	N/A	N/A	N/A	216×36	5	N/A	N/A

* Transition Fixed Size Ad Units: These are old fixed size ad units closest in size to the new ad units. Suggested for planning transition to new ad units.

** Ad size: Ad size is based on how big or small an ad unit is with reference to 1:1 ad unit (X Small = 0–25%, Small = 25%-75%, Medium = 75%-125%, Large 125%-200%, X Large 200% +).

***Density-independent pixels (dp): Devices can have different resolutions. Resolution is defined by number of pixels per inch. Density independent pixels is a way to consistently measure the size of an image on a device independent of screen resolution. 320 dp is approximately 2 inches wide. dp = (width in pixels* 160) / screen density. E.g. for pixel density of 1, i.e. ~160 pixels per inch (iPhone 3) 320dp is 320px (320dp= (Xpx *160)/160). For pixel density of 2, i.e. 320 pixels (iphone 5) 320dp is 640px (320dp= (Xpx *160)/320).

Lomplete Guide to the IAB's Recommended Technical Specifications



Each additional second of video adds to both the energy consumption of the network and servers, as well as the use and manufacturing of user devices.

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with effectiveness



Long, non-skippable video formats are particularly intrusive. Short formats are the most effective on the web for attracting attention and being viewed in full (**TVision study, Facebook study**).

According to the modeling of the SRI-Alliance Digitale standard for calculating the carbon footprint of the distribution of digital campaigns, with equivalent devices and distribution networks, the video's impact in terms of greenhouse gases will depend on the amount of data exchanged and the playback time on the user's screen. At equivalent resolution, a 15-second video will emit half the greenhouse gases of a 30-second video.

More information about the video technical specifications: Digital Eco-Design Guide for Ethical Designers

#Trading Optimizing ad size for trafficking

Ask your ad servers or DSP partners to limit the size of distributed ads while maintaining reasonable quality: recompression of ad elements, ability to serve multiple formats for different screen sizes, etc. Ask if they offer a solution to automatically check the size of ads and their compliance with the technical specifications related to maximum sizes.



Ad servers and DSPs have different abilities when it comes to optimizing ads. Some video encoders can even reduce the file size by up to 70% (ex.: Vidmizer's GreenEncoder). Too many delivered ads fall short of recommended maximum file sizes. The impact of storing ad ele-

ments is negligible compared to their distribution.

#Mediaplanning Video: Using the new VAST4.2 standard

Today's exponential growth of video advertising formats requires a universal standard that simplifies streams and is compatible with all media (desktop, tablet, mobile, and CTV).

Among its capabilities, VAST4.2 eliminates the risks of non-distribution by separating video enhancements, creates a dedicated space for ad verifiers by allowing adds to be managed on the client or server side (SSAI/ad stitching), operates three video quality levels based on the available bandwidth available, and creates a unique creative identifier, leading to significant savings.

In the future, tests will need to be used to measure the protocol's environmental impact.



Video has become the preferred format to use, alongside a massive increase in video monetization. There are two different types of videos: linear and nonlinear formats.

Linear formats include:

• Instream: The pre-roll/mid-roll or post-roll interrupts viewing at the start of the content, during it, or at the end.

• Outstream: The video ad is inserted between two paragraphs or at the bottom of an article.

Nonlinear formats include ads that are usually placed contextually on top of video content or around videos based on the size of the stream. In this situation, the video content is not interrupted.

Linear formats that include video ads are the most critical because they have the largest carbon footprint.

The exponential distribution of videos has given rise to specific protocols to make the various formats easier to distribute.

The IAB Tech Lab first launched a standard known as VAST (Video Ad Serving Template) using a computer language framework (XML) to distribute audio or video formats across all platforms.

It didn't take long for the "TV copy" applied to digital ads to prove insufficient as ad agencies enhanced their ads with interactivity that would be more engaging for users. VPAID (Video Player Ad Interface Definition) then appeared on the scene, providing an exchange protocol between the ad and the player to support this interactivity. These two standards have gained followers over the years, but their popularity has also given rise to misuse.

The appearance of massive fraud and visibility problems has led to the emergence of new intermediaries, such as third-party verifiers that use VPAID fields to integrate into the distribution chain.

On top of this, interaction programs did not always execute correctly, and the sophistication of the ad selection chain with cascading calls had a big impact on the user experience. All this led to latency problems to the point that some video ads would not even launch.

Publishers wanted to regain control over their video player and focused on increased transparency in this distribution chain.

Finally, the increasing complexity of managing distribution, interactivity, and verification led to confusion in the use of the available standards depending on the device used, including VAST, VPAID, and the more recent MRAID standard for inApp mobile ads.

In short, it was time to revisit these standards and make them more identifiable and optimized, with each serving a specific purpose.

The new simplified standard architecture, which applies to all devices, including mobile and OTT, is broken down into three essential functions:

- Everything related to successful campaign distribution: VAST 4.2.
- Functions for managing interactivity: **SIMID** for Secure Interactive Media Interface Definition.
- Finally, everything related to verification: **OMID** an acronym for Open Measurement Interface Definition.

The benefits of this system are enormous, allowing for the simplification of flows and thus the eco-friendly distribution of video ad campaigns, the most important of which are:

- A more streamlined user experience separating the video ad from its interactivity. The two files are now separate. If the interactivity fails for whatever reason, the regular ad appears as a fallback solution. The publisher recovers control of their player.
- The ability to manage server-side ad insertions (SSAI) for a publisher. This makes it possible to use ad stitching.
- Ad stitching is made easier by the ability to provide three different video qualities to ensure optimal distribution fluidity for the network:
- Ensures compatibility with all platforms, including mobile networks and OTT.
- Simplifies the integration of third-party verifiers without diverting the VPAID from its original use.
- Creates a unique creative ID, regardless of the media used. This is not the case today and has proven to be a very useful feature, particularly for the targeted TV. Incidentally, having a unique creative ID eliminates multiple emails, ensuring that the right ad is distributed at the right time on the right media.

3. INVENTORY

#Trading Protecting against fraud

In addition to the protections put in place by publishers, use the **pre-bid anti-fraud tools included in the DSP** and in post-bid **optimization**.



Fraud (impressions that are not actually made by a human audience or that falsify the publisher or the ad's actual location/format) accounts for \$100 billion in wasted expenses worldwide (source: Juniper Research 2019).

Removing fraudulent impressions improves the campaign's carbon footprint by avoiding unnecessary calls.

) #Trading Fostering media quality

Select SSPs that have an audit policy for the quality of their publishers, and build your own site inclusion or exclusion lists. Exclude sites with artificial traffic, sites with excess advertising clutter, and sites with low editorial quality/ fake news.



Sites with artificial traffic that is generated by robots or low-quality traffic acquisition are not blocked by anti-fraud software. They consume an unnecessary amount of energy and resources, while providing a bad context for ad distribution. According to Publicis Media, 5 to 6 billion impressions per month in France can be attributed to low-quality sites for advertising purposes only.

🐌 #Trading

Encouraging the most direct path to inventory

Buyers and media traders:

- Question DSPs about their **SPO** (Supply Path Optimization) capabilities.
- Ask questions to SSPs to understand their inventory: Reseller inventory quality and transparency, cost transparency, options for curation deals, integration with publishers (Prebid, TAM, Open Bidding), traffic shaping (the SSP only sends a bid request to the most relevant DSPs based on the proposed format).

Advertising networks:

- Keep your ads.txt and sellers.json files up to date.
- Question resellers when they want to add rows to the ads.txt file.
- Use **self-service** tools to better optimize the paths to access your inventory (ex.: sellers.guide, well-known.dev, etc.).



Adopting the shortest path to equal-quality inventory, reducing the duplication of auctions involved, and focusing on value chain transparency all have a number of advantages:

- There is a limit on the number of intermediaries—and thus on the number of servers called during the distribution.
- The publisher generates a much higher revenue, which creates a healthier advertising ecosystem.
- The transaction is more transparent. The publisher can identify the buyer and advertiser more easily, and the buyer knows which distribution path has been used.

#Trading Managing private programmatic deals Review the private deals created in DSPs on a regular basis. **Remove deals** that have been inactive or unused for several months. Do not create deals if you are not sure about using them.

Notify networks about trackers, the pixels implemented, and the measurements used.

Monitor the win rate of deals that distribute impressions in order to identify bugs as early as possible.



An ad request sent by an SSP contains all the deals for which the impression is eligible. More deals on the network side burdens this request and increases the volume of data that is unnecessarily exchanged. However, some SSPs manage to filter out deals that have never been used. Setting up private deals is often a complex technical process on the network side. Bugs can affect

the distribution and generate lost requests.

🐌 #Trading

Preventing ads from displaying multiple times on a page

Set the frequency and recency to limit certain publishers from displaying multiple times or use the barrier/option available on the DSP.



In some cases, displaying an ad on a page multiple times can have a favorable effect on the campaign's recall. But in the case of a campaign with a traffic or conversion goal, it is better to gain control over these unnecessary impressions.

4. AUDIENCE

#Mediaplanning Choosing your targeting data



There may be a lot of duplication between audiences sold by different data providers. This leads to unnecessary server requests.

Contextual targeting provides an advantageous advertising context for the brand experience. Contextual targeting does not, by definition, have a lower environmental impact than behavioral targeting. It all depends on the number of technical players and the resources implemented by each data partner.

🐌 #Mediaplanning

Implementing a healthy retargeting strategy

Demand transparency from your partners with regard to the targeting strategies being used, and **prohibit retargeting if it is already happening elsewhere.** Avoid DSP competition for this audience at all costs.

Would your campaign have performed so well without retargeting? Use A/B testing to evaluate the incremental effectiveness of retargeting on your conversion strategy. Divide your site's visitors into two groups. Have one test group without retargeting and one group exposed to the retargeting campaign. The test group may be exposed to a message from an NGO. Allocate the budget to the retargeting strategy based on that strategy's actual contribution to your conversions.

Exclude audiences that do not convert after a significant level of repetition or multiple days of exposure. This also applies to non-retargeting performance campaigns.

The **budget** dedicated to retargeting must take into account the **maximum audience potential** to be reached. You can also conduct tests by gradually reducing the budget and measuring whether total sales—and sales not attributed to retargeting—are decreasing.



A retargeting strategy often ends up being the one that works best on the simple CPA indicator. But it is likely that the affected audience includes people who would have converted anyway without advertising, since they were already very close to conversion. Retargeting is an expensive strategy in CPM and attracts a lot of attention from users (high repetition), which can have a negative response

(giving them the feeling of being "spied on"). Retargeting should therefore be limited to what is strictly necessary, which also limits the energy costs associated with the campaign.

Several retargeting strategies conducted at the same time further compound these negative effects, particularly on inflating the CPMs.

#Trading Managing repetition

Advertising pressure can be controlled at the overall campaign level, with cross-strategy capping.

Advertising pressure **can also be modulated** based on the customer experience by analyzing performance **based on the position within the conversion funnel** and the average repetition. The frequency should then be excluded or reduced for segments where repetition is not effective.

However, without third-party cookies, it is harder to control repetition. With semantic contextual targeting, there is less natural repetition than with targeting third-party cookies.



According to Eulerian, about 9% of campaign budgets would meet with a loss.

🐌 #Mediaplanning
Excluding existing
customers from your
new customer

campaigns

(b) #Mediaplanning

Promoting low-carbon distribution through device, connection, and time-based targeting **Prefer fixed connections** (Wi-Fi vs. 4G) to reduce the campaign's environmental impacts.

Adapt device and connection targeting based on customer use cases and format type. If the format is large or particularly complex, be careful to target only compatible devices and exclude poor quality connections to avoid degrading the user experience or overloading their device. For example, exclude 2G for display formats.

According to the latest NégaOctet data, it is no longer recommended to prefer distribution to mobile devices. Their carbon footprint has been re-evaluated as higher compared to other devices.

Should you distribute your campaigns at night?

The carbon intensity of electricity varies according to the country of origin and the time of day. **Ideally, ads should be distributed during off-peak periods and times** (see <u>Electricity Map</u> for real-time data). However, it is important to ensure proper delivery and performance according to your audience usage, at the risk of having to compensate afterwards.

Computations (ex.: **machine learning**) may be carried out during these offpeak periods.

Regardless of which carbon optimizations are implemented, it is important to **monitor their effects on campaign KPIs so that it remains effective.** Otherwise, there is a risk of a rebound effect with overdistribution to compensate for underperformance.

For Wi-Fi, the impact of fixed networks (mainly for implementation and maintenance) is not correlated with data traffic, while that of mobile networks is (the power consumption of transmitters is sensitive to the volume of data being transmitted). Energy consumption is evaluated by ARCEP at 0.6kWH/GB in France (Source: Note no. 5, Future Networks, ARCEP 2019).

The environmental footprint associated with distributing a digital campaign is mostly linked to the manufacturing of user devices (65% of the impacts on digital climate change in France are linked to the manufacturing of devices, according to Ademe-ARCEP January 2022).

According to NégaOctet's latest work reported in the ADEME/ARCEP study, mobile devices are no longer better in terms of greenhouse gases, taking into account their duration of use and their entire lifecycle, including the manufacturing phase. Previous studies on the subject suggested that mobile devices had the lowest carbon footprint. But as smartphones have become more sophisticated, the trend has reversed. For an equivalent duration of use, a smartphone using Wi-Fi will emit 1.7 times more GHG than a TV + TV box and 2.4 times more GHG than a computer + internet box.

🐌 #Strategy

Choosing responsible tools from an environmental, social, and societal perspective (ad server, host, publisher, data provider, DSP, SSP, and header bidding)

5. TOOLS

Doyoucheck the CSR policy of potential partners to see if they've completed a Carbon Assessment? What commitments have they made to reduce their environmental impact?

Does the provider focus only on offsetting their impact or on **genuine efforts** to reduce their emissions?

Do they offer you advice for more efficient use of their tools (best practices for stored data, tool configuration, etc.)?

Do their commitments also involve a special status (Cooperative, Société à Mission, ESUS approval)?

Have they made **social** (human rights) and **societal** (contributions to general interest causes, fight against hyperconnection, or fight against fake news and algorithmic biases) commitments?

Will your data be managed by a company that has made commitments with regard to data protection? Does your partner comply with the GDPR? For hosting/cloud activities, check:

- The Energy Mix (source and country of origin for electricity)
- PUE (Power Usage Effectiveness should be close to 1)
- Water consumption (adiabatic cooling-by water evaporation)
- Reuse of equipment
- Waste management WEEE
- Labels: EU Code of Conduct for DataCenters, ISO Standards, private labels, Wattimpact (paid), and The Green Web Foundation (free, based on information received from hosting partners)

Useful resources:

- <u>GR491 Responsible Design Reference Guide for Digital Services</u> (Responsible Digital Institute)
- **Practical Guide to Responsible Digital Buying** (Eco-responsible Digital Interdepartmental Mission)
- GreenIT Ecofriendly Web Design: 115 Best Practices

In service activities, more than 90% of your carbon impact is linked to "Scope 3", i.e. indirect emissions: upstream (suppliers) and downstream (service usage by your customers). A responsible buying policy is therefore vital for controlling your environmental footprint.

Beyond what your various partners say with regard to CSR issues, it is important to identify those who are truly committed to reducing their environmental impacts, without greenwashing.

🐌 #Strategy

Choosing and configuring your performance tracking tool



Increasing the number of measurement tools may be counterproductive. Double-reading performance can distort an otherwise clear interpretation of campaign performance. Having an informed understanding of how individual campaigns contribute within a global media mix makes it possible to further capitalize on the campaign's impact and adjust its role to optimize overall

performance.

Limiting the number of third-party calls for measurement tools helps to limit the campaign's use of resources and energy.

Only measuring KPIs that are relevant to the campaign's objectives helps to limit the user data collected to what is strictly necessary.

(b) #Trading Streamlining the number of DSPs Avoid an excess number of DSPs and partners for media buying involving the same audience or the same inventory, especially as part of retargeting strategies.

While some DSPs may offer proprietary inventory and semantic or audiencebased targeting techniques, it is recommended that you schedule the entire campaign within the same DSP when possible. When multiple DSPs are required, **audiences can be isolated** to minimize duplicate distribution.



The increased number of purchasing tools generates significant energy consumption through the many bidding calls made, all the associated processing, and the duplication of ad verification processes for each platform. Centralization is key to optimizing this carbon footprint. Overexposure also leads to wasted finances (competition in auctions between DSPs that increases the average price paid) and repeated, uncontrolled exposure. On average, the combined use of multiple DSPs results in up to 30% duplication in the audiences being reached.

🐌 #Strategy

Fraud, visibility, and brand safety: Committing to a single technology throughout the chain

Advertisers, agencies, ad tech, and networks are sometimes equipped with a different technology to protect against fraud, brand safety, or visibility. As much as possible, use a single tool and configuration for each function to avoid using excess server resources and creating conflicts between tools.

By streamlining your tools, you can avoid multiple server calls and save time when setting parameters, a source of energy consumption. Pre-bid solutions are less resource-intensive than post-bid blocking solutions because SSP/DSPs use internal cache systems. When you want to keep an independent measurement on the advertiser side and offer a double layer of security, it is better to opt for the same tool as that used at the pre-bid SSP or DSP level, which will minimize server requests. In addition, with regard to brand safety, content categorizations may differ among tools.

Additional benefits include reduced technical costs and a sustainable collaboration strategy with a tool.

6. ENDING A CAMPAIGN

🐌 #Trading Cleaning up and

archiving your data after your campaign Archiving past campaigns helps to lighten their storage space while keeping the data accessible. Some DSPs offer this functionality.

At the end of the insertion order, delete ads with exact, event-specific dates.

Keep generic creations "active" for 45 days so that they can be reused for a future campaign. Having ads re-audited by ad exchanges is an energyconsuming process, so it is better to keep them active. Alert the advertiser to remove campaigns that are no longer active.

Audit the tags on the advertiser site (partner networks, retargeters, ad verification, etc.) on a regular basis. Delete tags that are no longer in use. On the trading side, check that there are no more calls on the tags.

In general, you need to manage the lifecycle of advertising data by regularly auditing the data that is collected and stored, setting an expiration date, and designating someone to be responsible for the project.



Efficient management of partner tags:

Prevents data leaks

- Avoids unnecessary third-party server calls
- Lightens the loading of pages

7. CARBON IMPACT

🐌 #Strategy

Managing the environmental footprint of your campaign

In the highly fragmented digital world of online advertising, the perfect measurement simply does not exist. Existing calculators cover variable scopes and typically rely on system modeling and assumptions that have their own bias.

Use a calculator based on the SRI x Alliance Digitale standard, which converts business data (format size, video duration, number of impressions, audience location, etc.) into the equivalent kg of CO_2 .

Without a calculator, you can check:

- the volume of data distributed (format size);
- the volume of requests;
- how long the format is played.

all multiplied by the campaign's number of impressions.

One helpful measurement that can help you avoid contributing to the obsolescence of user devices is to take laboratory measurements on the CPU footprint, meaning the computational resources necessary for the campaign on the user device, or to test the formats that seem to be the most problematic. This is not included in calculators due to the complexity involved.

To effectively reduce the environmental footprint of campaigns, it is a matter of also **reducing**:

- the carbon impact generated by all campaigns over a span of one year;
- the carbon impact per euro invested.

Finally, it will be useful to look at a large volume of campaigns to see if there is a correlation between the carbon impact and marketing performance (ex.: conversions or traffic).

While digital advertising has an impact on greenhouse gas (GHG) emissions, it has an even greater impact on the depletion of non-renewable natural resources and on freshwater consumption, pollution (water, soil, air), and biodiversity. These indirect impacts are linked to the use of infrastructure and equipment, which must be considered over the entire lifecycle. That is why we must be careful not to focus solely on electricity consumption, which does not reflect the possible impacts on resources or water, for instance.

The "carbon" impact (greenhouse gas emissions converted to CO₂ equivalent) is the measurement with the most accessible data.

To optimize campaigns, the KPI of the carbon impact per euro of media budget is preferable to the carbon impact per impression. It makes it possible to avoid the rebound effect of the sharp increase in the number of impressions by, for example, substituting a video format with a lighter display format. It also encourages optimizing the formats being used with constant marketing budget.

In addition to this unitary indicator, total emissions related to campaigns should be reduced in order to make campaigns more carbon efficient and to reduce the number of total impressions.

FINAL ADVICE

SPREADING A RESPONSIBLE MESSAGE AND STAYING AWAY FROM



If the campaign message emphasizes a strong environmental commitment ("green", "carbon neutral" product) that seems excessive or promotes behavior that runs contrary to the principles of sustainable development, consult the ARPP's Sustainable Development Recommendations. If the message does not seem compliant, you can alert the advertiser and the ad agency for verification prior to distribution to the ARPP. Prevention is better than cure!

The Climate and Resilience Act (August 2021 - Application in January 2023) introduced green-

washing as a crime. It is prohibited to:

- Claim in an advertisement that a product or service is carbon neutral or make any equivalent statement, unless the advertiser makes readily available to the public a balance sheet of the direct and indirect greenhouse gas emissions of the product or service and the procedure being implemented to avoid, reduce, and ultimately offset the emissions of the product or service.
- Penalty: $\leq 100,000$ or the total expenses incurred for the campaign + risk of gualifying as misleading practices.
- "All-encompassing" allegations are claims that a product or service has a positive effect or has no impact on the environment or that it is less harmful to the environment.

Penalty: $\leq 15,000 + risk$ of qualifying as misleading practices.

Even if the law has not been violated, if the ad does not comply with the ARPP's Sustainable Development Principles, the brand is likely to be subject to an image penalty (notice published on the JDP website). The Jury of Advertising Ethics may be called upon by associations or citizens.

LIMITATIONS OF CARBON ASSESSMENT IN DIGITAL ADVERTISING AND BEST PRACTICES TO FOLLOW

In 2022, the tools for assessing the impact of digital advertising as a service focus on greenhouse gas emissions. While this first step should be seen as important progress, it's crucial to keep in mind that there are other impacts to consider with respect to digital ads.

Recently published studies on the subject, such as that of ADEME/ARCEP, underscore the importance of considering "the entire lifecycle of networks, equipment, and devices by adopting a multi-criteria approach." By observing just one carbon indicator, there is a risk of failing to measure potential impact transfers. For example, early renewal of servers improves performance for equivalent electrical consumption, while having significant impacts for manufacturing (consumption of metal resources, water, and primary energy) and the end-of-life of the replaced equipment (pollution).

To qualify the merits of this guide's best practices, it is necessary to apply a principle that is valid in all circumstances: efficiency. For each technical option, we need to compare the digital resource footprint (calls and network traffic, user devices, etc.) and consider the benefits from a business perspective. If an enhanced format is used, does it benefit the message or targeting? Will it allow fewer impressions to be distributed?

Streamlining the technical chain with comparable performance is still common sense because there is a hidden footprint behind each redundant process (processing, analytics, logs, etc.). Streamlining the distribution volume with a constant objective is also an important target. It's best to aim for fewer impressions but better quality and better payoff.

Some actions can also be counterproductive. That's why it is important to always question the technical implementation of two different options to evaluate a possible improvement in the environmental footprint.

Finally, it is important to measure the effectiveness of actions both on the environmental criteria and marketing performance, with a constant budget, to avoid any rebound effect.

THANKS

Head of the Sustainability Commission: Adeline Gabay

Contributors to the Eco-Friendly Programmatic Media Buying Guide:

Isabelle Argy, Adevinta Baptiste Berger, Media Square Edouard Brunet, Publicis Media Jacques Cazin, Weborama Aurélie Chaux, **KR Wavemaker** Audrey Danthony, Impact+ Benjamin Davy, **Teads** Maxime Delahousse, Freewheel Mathilde Duquesne, Weborama Théo Ferté, Gamned Edwyn Gielen, Numberly Anne-Sophie Goncalves, Magnite Lucie de Hauteclocque, Google Florian Jeannin, Gamned Erwan Le Page, Media Square Adrien Mantelet, France TV Publicité Aude Marchand Velandia, **iProspect** Baptiste Pechery, Gamned Florian Pollet, Freewheel Auriane de Premilhat, **Xandr** Jean-Baptiste Rouet, Publicis Media Lilia Sadiki, Eulerian Catherine Sedillière, Google Antoine Verselder, Equativ Margarita Zlatkova, Weborama

