

Case Study

Adform's Carbon Reduction Feature* Cuts Emissions for Top NZ University by Focusing Ad Spend on Low-Emitting Domains



Results: With Adform's Carbon Reduction Feature, Acquire was able to drive down the carbon emissions on the digital advertising campaigns for their client – a leading New Zealand University.

30%

of the domains, the most environmentally damaging ones, received absolutely no ad spend.

+59%

incremental budget reallocation. This means that when compared to the NZ national average, more of the budget went to lower emitting domains.

69%

lower grams of CO2 per thousand impressions (gCO2PM) Vs Market Average according to Scope3.

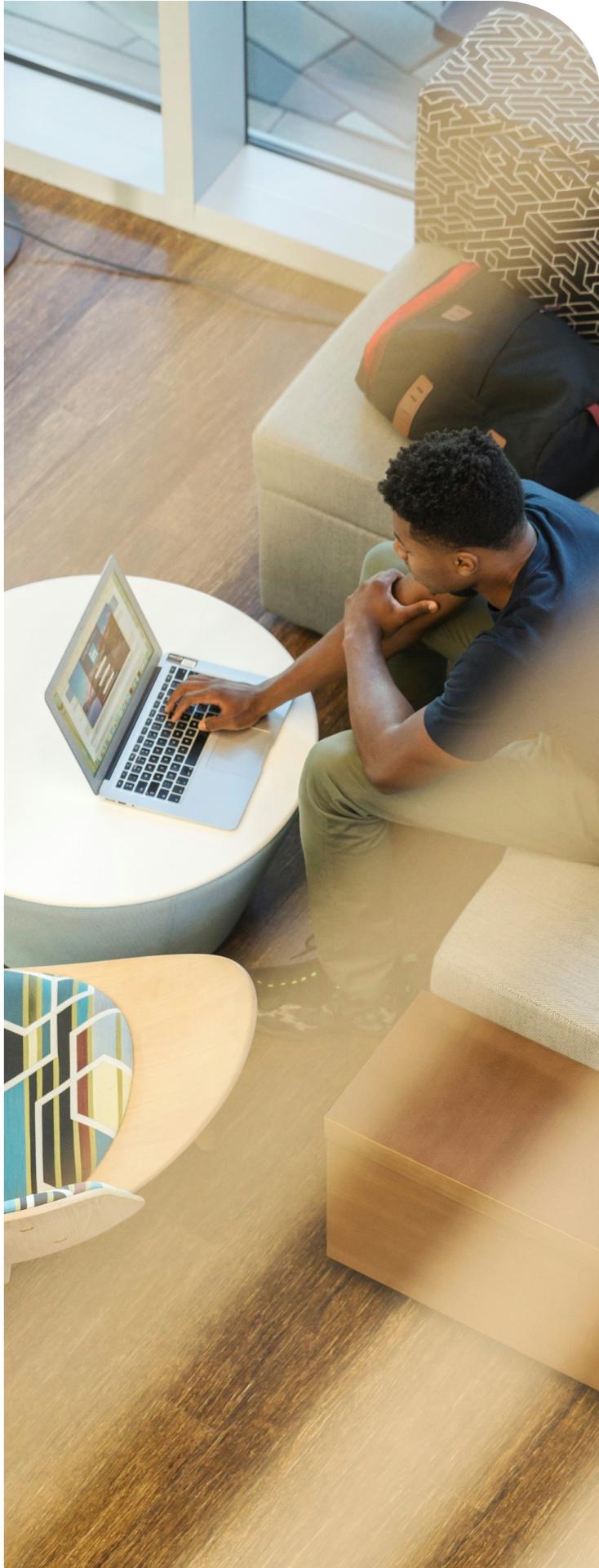


“Scope3's comprehensive approach to measuring end- to-end carbon emissions in the digital media advertising supply chain presented a unique opportunity for Acquire. We wanted to get a better understanding of the carbon footprint of the publishers involved in our current media purchases. Thanks to our collaboration with Adform and their seamless integration with Scope3, we were able to effectively measure and analyze this impact. This invaluable data empowered us to make informed decisions and implement strategic changes in our media buying strategies, ultimately reducing our carbon emissions”

Zane Furtado
GM – Technology and Innovation, Acquire

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Why Adform?

Acquire is a leading data-driven marketing agency based in New Zealand. Since 2021, the agency has worked with Adform as its ad tech partner of choice, valuing its unique approach and commitment to constant innovation.

Initially, Acquire benefitted from a proactive approach to navigating cookieless environments with ID Fusion – Adform's award-winning response to third-party cookie deprecation.

With the launch of Adform's Carbon Reduction feature*, Acquire wasted no time in harnessing the solution and testing against competitor offerings. This marked an important milestone in the continuing pursuit of marketing excellence between the two companies.

Challenges

As the world continues to place necessary focus on the climate crisis, tech providers, brands, and publishers are making a collective effort to ensure the advertising supply chain is energy efficient. Acquire's client, a leading University in New Zealand, had been testing carbon reduction features with other platforms. Overall, these had not been positive experiences, with several issues around reporting and insights, as well as some operational friction and delivery challenges.

Adform's Carbon Reduction Feature, powered by Scope3, presented a solution for Acquire to actively reduce the carbon emissions of their campaign, and provide their client with insights and market comparisons on domain level carbon emissions.

Solution

Adform's carbon reduction feature* gave Acquire valuable reporting data that revealed in daily updates which domains were responsible for higher emissions. Using this information, Acquire excluded the top 30% highest emitting domains from their client's campaign. The feature* was activated through a simple toggle in the Adform FLOW UI.

By focusing ad spend on lower emitting domains, Acquire saw a significant drop in the number of grams of CO2 per thousand impressions.

*Adform's Carbon Reduction Feature is Powered by Scope3. It does not form part of the 'Climate Shield.'