Peer39:
climate shield segments
carbon reduction for campaigns

SCOPE3

Protection from climate risk inventory

Take action to lower campaign emissions from your media buys.

Scope3's Emissions Model measures the carbon footprint across the digital advertising ecosystem. For those in the industry factoring in carbon emissions and how to reduce a rapidly rising impact on global climate change, acting on Scope3's data is now easy.

Climate Shield Segments, powered by Scope3 emissions data, seamlessly block the highest carbon web and mobile app inventory. Advertisers can make progress on sustainability goals and drive systemic, industry change within their chosen DSP. These categories update dynamically each month for each country.

Lower the impact on the environment for every unit of effective advertising.

- **Contribute to the wider sustainability movement** by avoiding high carbon domains and apps.

- **Eliminate wasted investment** by avoiding "Made for Advertising" sites, which are among the most carbon-intensive.

- **Make immediate, demonstrable progress towards sustainability goals alongside** existing targeting strategies by layering Climate Shield Segments onto targeting.
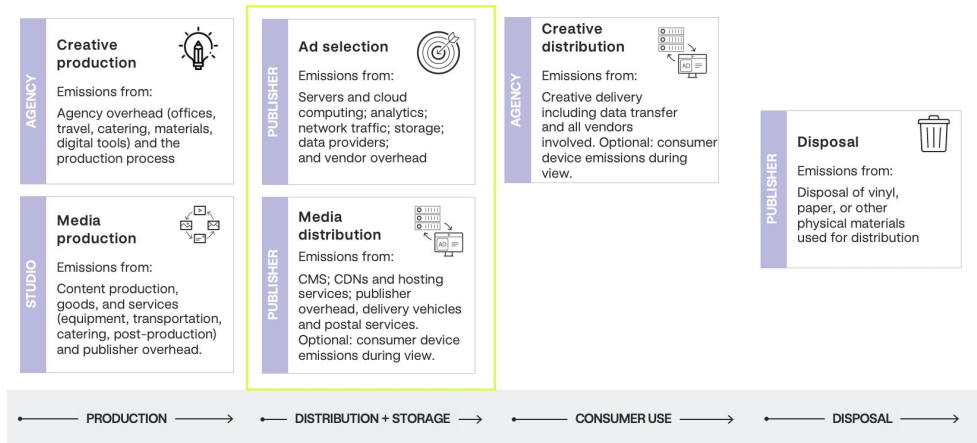
Champion sustainable media and advertising beyond carbon reduction.

Rate:
$0.10
CPM

For more information on how to get started
contact your account manager at Peer39AM@Peer39.com
or reach out to Sales@Peer39.com

Scope3's Emissions Model

Scope3 has built a robust and detailed life cycle model for calculating the emissions from the delivery of one ad impression. Both public and private data sources are used to model the emissions from each participant in an ad's value chain. The model applies to all digital media and is available for further exploration here.

| AGENCY | **Creative production**
 Emissions from:
 Agency overhead (offices, travel, catering, materials, digital tools) and the production process | PUBLISHER | **Ad selection**
 Emissions from:
 Servers and cloud computing; analytics; network traffic; storage; data providers; and vendor overhead | AGENCY | **Creative distribution**
 Emissions from:
 Creative delivery including data transfer and all vendors involved. Optional: consumer device emissions during view. | PUBLISHER | **Disposal**
 Emissions from:
 Disposal of vinyl, paper, or other physical materials used for distribution |

| STUDIO | **Media production**
 Emissions from:
 Content production, goods, and services (equipment, transportation, catering, post-production) and publisher overhead. | PUBLISHER | **Media distribution**
 Emissions from:
 CMS; CDNs and hosting services; publisher overhead, delivery vehicles and postal services. Optional: consumer device emissions during view. |

← PRODUCTION → ← DISTRIBUTION + STORAGE → ← CONSUMER USE → ← DISPOSAL →

Green Media is Good Media

Initial assessments have shown a positive correlation between a focus on emissions and improved performance.

Eliminating the 5-7% worst-offending domains globally can have a major positive impact on total emissions, reducing the carbon footprint of campaigns by 25-30% *with no negative impact on performance.*

In one example, removing the top 10% worst offending domains for a brand reduced gCO$_2$PM[†] 10% while boosting clickthrough rate 2.5%.

Pausing
10% of domains

Result	
gCO$_2$PM	-9.9%
CTR	+2.5%
VCR	+1.4%

† CO$_2$e = grams of carbon dioxide equivalent (greenhouse gases) per 1000 impressions

A first step to net zero

As the global temperature continues to rise and demand for sustainable solutions in advertising increases, Climate Shield Segments powered by Scope3 offer an easy, actionable and powerful step for advertisers looking to reduce their footprint.

PEER39

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Sales@Peer39.com