

# Amnet cuts carbon emissions and finds improved campaign results with Climate Shield



## Problem

Amnet France is a trading desk managing performance and branding digital campaigns for more than 200 advertisers in France and all around the world. Amnet FR wanted a solution to easily reduce the carbon footprint of its campaigns through The Trade Desk.

## Solution

Amnet FR chose Scope3's Climate Shield segments to avoid high-emissions inventory. To test Climate Shield's effectiveness, Amnet FR conducted an A/B test for a 3-week video campaign, comparing a baseline campaign to the same campaign with Climate Shield, holding all else equal.

## Results

**25%**

Lower carbon per impression

## Results

**3%**

Better video completion rate

## Results

**27%**

Lower eCPM

## Results

**29%**

Lower CPCV

**"We found Climate Shield valuable not only for carbon reduction but also for reaching more effective inventory and with a scalable process to activate it over all our campaigns"**

—Anthony Loyez, Associate Director, Amnet France

