

Audi reduces ad emissions while meeting marketing KPIs



Scope3 Q1 State of Sustainable Advertising – March 2023 – media distribution & ad selection emissions
gCO2PM : grams of CO2 per thousand impressions

Scope3 PBC, scope3.com

Problem

Audi is a globally recognized car brand with a goal of achieving carbon neutrality by 2025. In their pursuit of energy-efficient solutions, Audi was eager to adapt a more environmentally friendly approach to digital advertising.

Solution

Audi and their agency PHD's Czech team wanted to reduce the CO2e output of their campaign while ensuring performance and delivery remained unaffected. Using Adform's FLOW platform, the team:

- Optimized and monitored ad emissions directly in the Adform DSP, powered by Scope3 data.
- Measured and dynamically excluded the 30% highest-emitting domains in the market using Scope3 data.
- Monitored click-through rates to ensure KPIs were met.

Results

81%
Lower gCO2PM than the
Adform average in Czech



Results

65%
Higher click-through-rate
than previous performance

