

# Deakin University lowers carbon footprint and acquisition cost



Source: Adobe Advertising Data & Index Exchange  
Scope3 Data (1st to 29th February 2024)

Scope3 PBC, [scope3.com](https://scope3.com)

## Problem

Deakin University, a public university in Victoria, Australia, wanted to shift its advertising program to align with its core value of sustainability.

But meeting that goal required understanding where its ad investments were driving disproportionate emissions and how to reduce them.

## Solution

Deakin activated an A/B test with Index Exchange Green Media Products (GMP) powered by Scope3 within the Adobe Advertising DSP.

The test compared the top 300 Sites with the lowest carbon emissions against standard inventory across Index Exchange and leveraged Adobe Advertising's optimization to prioritize placements with the lowest Cost Per Page View.

## Results

**31.9%**  
Reduction in Cost Per Page  
View

## Results

**31.8%**  
Lower Carbon Footprint  
(gCO2PM)

## Results

**49%**  
Decrease in Cost Per Site  
Visit

## Results

**20%**  
Increase in Click-Through  
Rate

