Vodafone Germany cuts carbon waste and improves acquisition performance

Problem

Vodafone Germany wanted to increase the sustainability of its advertising program but first had to figure out which of its advertising investments were driving a disproportionate number of carbon emissions.

Solution

Vodafone partnered with Scope3 and Adform to identify the highest-emission domains, activate a dynamic exclusion list, and remove 30% of the highest-emitting domains in the digital ad market.

Results

40%
Lower CO_2e

Results

28%
Lower gCO_2PM

Results

35%
Increase in conversions

Results

12%
Reduction in CPA

"At Vodafone Germany, sustainability is important to us as a core value, and that's why we've partnered with Adform and Scope3 to drive carbon reduction in our digital advertising efforts."

—Ivan Ivanov,
Vodafone Germany Senior Online Marketing Manager