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5 SUSTAINABLE TRADING TIPS

Adform is committed in reducing the carbon emissions required to run digital advertising delivered through its platforms.

Adform already invests in reducing emissions of carbon from the electricity used when our clients use our platforms.

But we also want to go beyond and guide you to drive together with our clients a bigger impact by lowering the level of electricity required in your trading choices.

In this guide, we identify 5 trading tips that help reduce the amount of electricity required to run digital advertising.

What about the level of CO2/kWh?

Adform has already taken very strong action with its data centers' CO_2/kWh consumption. 97% of energy consumption is from sustainable energy including 100% for European data centers.

Ad delivery: Make every impression count

1 Master your frequency capping

Cookieless environments can undermine your frequency controls and it is getting worse as the world continues to turn off third-party cookies

USE CASE:
ID Fusion allows you to control your frequency in first and third-party ID environments.

RESULT
-29% lower frequency to reduce media inefficiencies. Discover the full analysis done with PwC here.

2 Optimize with efficient algorithms

There are several ways to reach a KPI. Some strategies are resource heavy. Some are more capable of reaching a specific KPI with fewer impressions.

USE CASE

Algorithms selected in Campaign Goals can have an impact on the number of impressions required to reach your KPIs. The latest of Adform's video optimization algorithms, AVOC allows you to focus on the best inventories and to drive attention. Similarly for Display, select "Maximize viewability rate" vs "Minimize viewable CPM" to reduce the volumes required while still having vCPM optimization in mind.

RESULT
-64% fewer impressions are required to drive the same amount of attention (AVOC impressions) vs our classic VCR algorithm.

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3 Prioritize higher quality apps and sites

If you are looking at optimizing your VCPM or your CPC, sometimes cheap inventory with low CTR or viewability will compete with higher CPMs and higher CTR/Viewability.

USE CASE

Two complementary solutions are available: default prebid filtering and inflight optimization. Prebid works really well in brand safety and viewability, while limited to generic measures and excluding unknown environments. Adform's unique "Actionable Analytics" feature allows you to filter apps and sites based on your actual KPIs. Exclude those with <50% viewability in 2 clicks from your sitelist.

RESULT -50% impressions required to reach the same number of clicks by focusing on CTR improvement from 0.1% to 0.2%. This impacts the buying CPM but also allows savings in ad serving and tracking.

Sourcing and supply path

4 Choose a clean, direct supply path with PMPs

The programmatic supply path is full of intermediaries. Publishers can have thousands of authorized resellers while SSPs buy and resell inventories from other SSPs.

USE CASE

Discuss the best path with your top publishers and help them raise their success rate with your buying strategies:
- Remove indirect paths to avoid useless intermediaries and get more control.
- Discuss Header Bidding limitation with your top publishers. Header Bidding means exponential wasted ad calls from SSPs to DSPs and buyers often overbidding themselves.

RESULT -79% less bid request wastage in open auction by limiting Header Bidding from 5 active SSPs to 2, assuming each SSP calls the same 10 DSPs for the same ad opportunity.

RESULT -67% reduction of bid request wastage with PMPs vs limited Header Bidding open auction (-93% vs full Header Bidding open auction).

Bid reduction estimations

-79%   Full HB open auction

-67%   Limited HB open auction

Private Marketplace
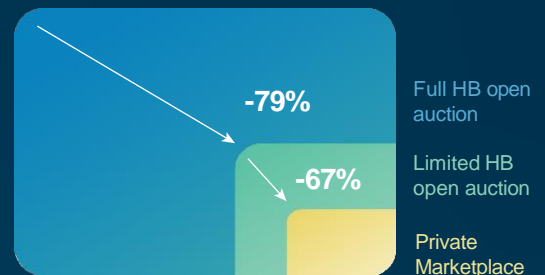
5 [soon] Reduce the supply chain carbon footprint with Scope3

The evaluation of Supply side carbon emissions is very granular and in-depth work. This is why we partnered with Scope3 to provide the right information and optimize on it.

USE CASE

Adform is the first global DSP to integrate with Scope3 and give brands the opportunity to benchmark, plan, optimize, and monitor their campaigns' carbon footprint directly in the buying process.

CURRENTLY
SOON
CALIBRATION PHASE

RESULT Coming soon This program is currently in the **Calibration phase**. Please contact your Adform representative or sales@adform.com if you are interested in receiving updates on future opportunities.

●●○○ SCOPE3