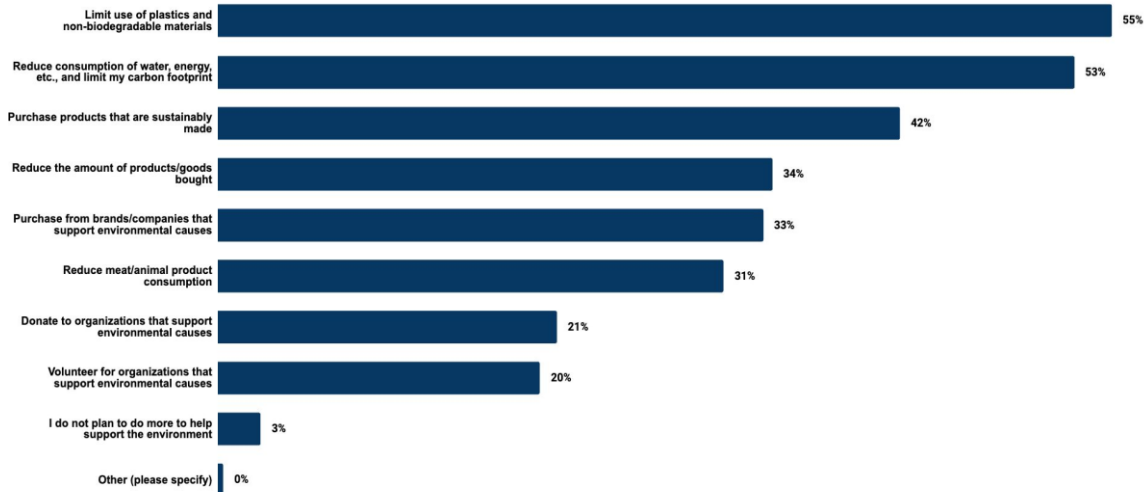# The majority of IT consumers plan to do more to support environmental causes and help mitigate climate change

IAS

97%

of IT consumers plan to engage in more activities to help support environmental causes and help mitigate climate change

Activity	Percentage
Limit use of plastics and non-biodegradable materials	55%
Reduce consumption of water, energy, etc., and limit my carbon footprint	53%
Purchase products that are sustainably made	42%
Reduce the amount of products/goods bought	34%
Purchase from brands/companies that support environmental causes	33%
Reduce meat/animal product consumption	31%
Donate to organizations that support environmental causes	21%
Volunteer for organizations that support environmental causes	20%
I do not plan to do more to help support the environment	3%
Other (please specify)	0%

Q. Do you plan on doing more to support environmental causes and help mitigate climate emergency? What activities do you plan to do? Please select all that apply:

IT consumers have also become mindful of their shopping and purchase habits in support of environmental causes and more sustainable practices

IAS.

50%
of IT consumers changed their shopping and purchase habits to help support environmental causes when they can

42%
of IT consumers plan to purchase products that are sustainably made, or made of sustainable products/materials

33%
of IT consumers plan to purchase from brands that support environmental causes

Q. When thinking about climate change and sustainability, which of the following statements do you agree with? Please select all that apply: "*I have changed my shopping and purchase habits to help support environmental causes when I can*"; Do you plan on doing more to support environmental causes and help mitigate climate emergency? What activities do you plan to do? Please select all that apply:

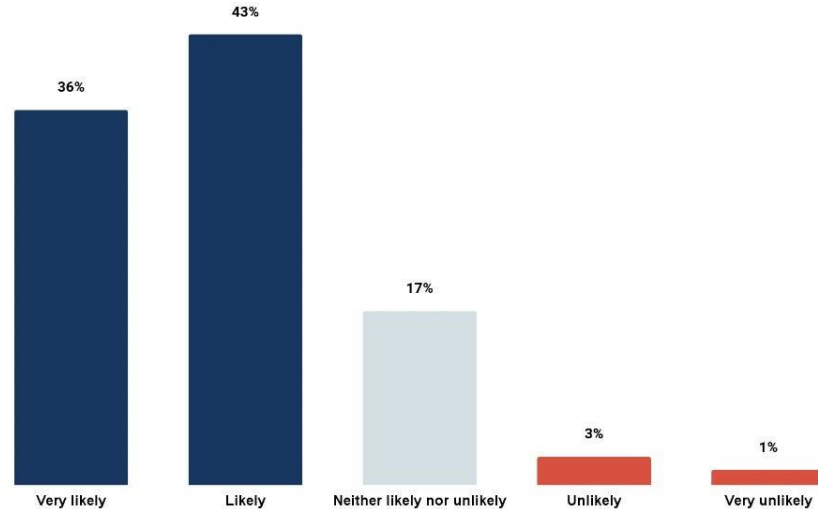# Almost half of IT consumers believe individual actions can help save the environment

45%

of IT consumers believe their individual actions have significant impact in helping to save the environment

A significant majority of IT consumers are likely to favour brands/advertisers that advocate for environmental causes

79%

of IT consumers are more likely to have a favourable view of brands that advocate for environmental causes

Chart data:
- Very likely: 36%
- Likely: 43%
- Neither likely nor unlikely: 17%
- Unlikely: 3%
- Very unlikely: 1%

Q. How likely are you to favour brands/advertisers that advocate for environmental causes, sustainability, and climate action?

IAS

More than half of IT consumers believe that media has been reporting on sustainability issues exhaustively

52%

of IT consumers agree that media is exhaustively reporting on sustainability issues

And they are consuming media on climate change topics to educate themselves and become more informed

IAS

44%

of IT consumers educate themselves and consume content on topics that cover climate change, sustainability and environmental issues

IAS Solution protects Media Investments

IAS

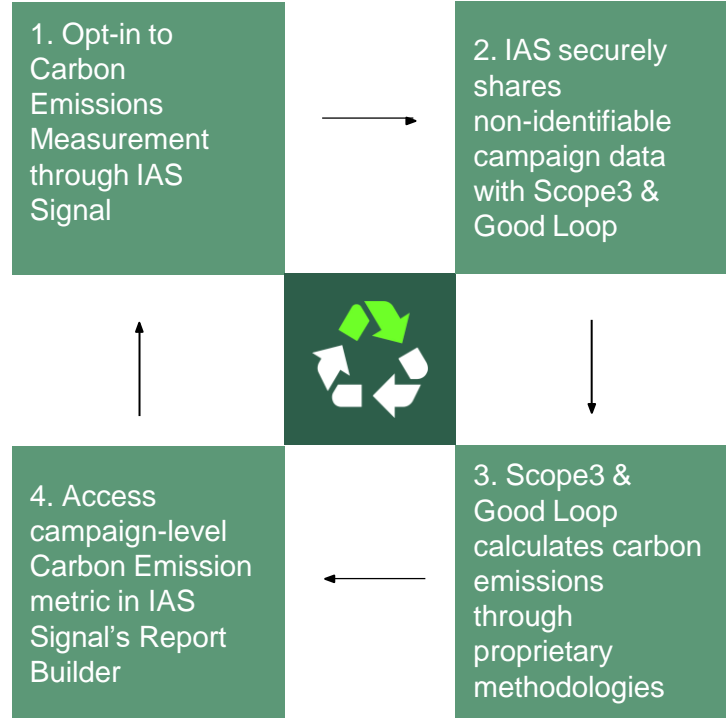| Market Challenges	IAS Goal	IAS Solution	Your Outcome
Increasing fragmentation and complexity in media market • Channels • Technology • Regulation • Risks ...	Provide our customers with the most actionable data to fuel superior results	Market leading media verification and optimization platform for agencies, advertisers and publishers	• Increased Media Quality • Reduced Waste Budget

Sustainable Ads Everywhere:

All relevant media quality criteria can be combined with sustainability factors

IAS

FRAUD FREE

VIEWABLE

IN GEO

SAFE & SUITABLE

MEASURE YOUR BRAND'S DIGITAL FOOTPRINT THROUGH IAS SIGNAL

Take meaningful steps to reduce the environmental impact of your digital ads

No additional tagging required!

IAS.

1. Opt-in to Carbon Emissions Measurement through IAS Signal

2. IAS securely shares non-identifiable campaign data with Scope3 & Good Loop

3. Scope3 & Good Loop calculates carbon emissions through proprietary methodologies

4. Access campaign-level Carbon Emission metric in IAS Signal's Report Builder

View your campaigns' END - TO - END Carbon Emissions alongside other IAS Ad Quality Metrics

Additional Available Data points used on IAS's Carbon Footprint solutions:
Campaign, Media Partner, Placement, Creative Size, File Type, Site/URL served, Impressions, Date, Time of day, Device Type, In-App, Browser, OS, Geo

SCOPE3

Campaign ID	Campaign	Date	Total Tracked Ads	Scope 3 CO2 (eKg)
1234567	E2E Scope 3 IAS Campaign	06/02/23	2.667.667	0,880
1234567	E2E Scope 3 IAS Campaign	05/31/23	1.352.334	0,330
1234567	E2E Scope 3 IAS Campaign	05/28/23	676.880	0,190
1234567	E2E Scope 3 IAS Campaign	06/03/23	653.004	0,210

GOOD-LOOP

Date	Carbon Emissions (kg CO2e)	Impressions	Carbon Emissions (kg CO2e) / 1000 imps
26/10/22	318,0057933	362.494	0,877
27/10/22	610,0337825	657.495	0,928
28/10/22	684,3940169	700.603	0,977
29/10/22	812,8587540	825.586	0,985
30/10/22	987,7134866	928.886	1,063
31/10/22	43,8222325	52.357	0,837
01/11/22	830,1139444	798.906	1,039

Knowing is the first step...

IAS.

A global healthcare company wanted to **better align their advertising with their corporate ERG goals**

IAS and its partners ran this feature on a one-month campaign to help this brand see insights into their carbon emissions

The campaign emitted

119 tons

of CO2e

The same as

7 flights

from NY to London

Ways to lower your emissions

IAS

1

Target viewability:
Good-Loop study showed that
non-viewable ads created 25% of
carbon emissions per campaign

2

Be mindful of time-of-day:
Emissions during **prime evening** hours
were 2x higher than mid-morning

3

Publisher choice impacts emissions:
Technology choices made by publishers
can impact emissions by up to 5x

4

Optimize creative weights
An optimized standard IAB formatted
creative can reduce ¾ of a ton of CO2
(over 10M impressions)