



CATEGORY: BEST START-UP

GREENBIDS AI: LEADING THE CHARGE FOR SUSTAINABLE DIGITAL ADVERTISING

Challenge

The automation of ad buying in digital advertising has led to increased complexity and a surge in carbon emissions due to the multiplication of purchasing paths, creating a need for a solution that balances carbon optimisation with media performance.

Brief

Greenbids AI was founded to make the advertising sector more sustainable by reducing the carbon impact of campaigns while maximising media performance for advertisers and revenue for premium low-carbon publishers.

Solution

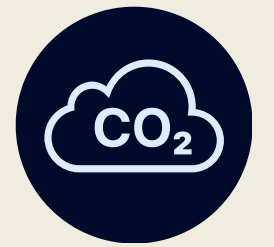
Greenbids AI uses a unique algorithm that combines traditional DSP signals with carbon measurement data from partners like Scope3 and the SRI/IAB framework to balance media performance with carbon reduction, improving both performance and sustainability.



Execution

- Developed the Greenbids AI algorithm, which uses both traditional DSP signals and carbon measurement data to optimise ad buying for reduced emissions and better media performance.
- Created Greenbids for Publishers, a solution designed to reduce carbon emissions by minimising the number of ad partners and increasing revenue for publishers.
- Launched Greenbids for SSPs, a technology that optimises cloud infrastructure efficiency with throttling algorithms, reducing carbon emissions from cloud hosting and networks.
- Partnered with Scope3, OneFrame (SRI-IAB), Magnite, Equativ, and a portfolio of publishers, ensuring transparent and measurable impact through third-party validation.
- Expanded its international partner network, working with top advertisers like Coca-Cola, Chanel, Axa, and Spotify, and publishers such as DailyMail, Immediate Media, and Tripadvisor.

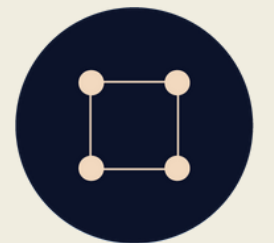
Results



7,500 tons carbon saved per month, equivalent to 2,000 round trips from Paris to New York for one person.



26% improved media performance by while reducing carbon emissions by 35%



Expanded global reach, with Greenbids now activated in 27 countries and working with major clients and publishers across EMEA and globally.

