



BEST PRACTICE IN SUSTAINABLE MEDIA PLANNING (CARBON MEASUREMENT AND MANAGEMENT USING INNOVATIVE PROCESSES)

SPOTIFY X GREENBIDS: MORE PERFORMANCE, LESS CARBON



Challenge

To deliver both high performance and carbon reduction in Spotify Wrapped campaign within a short window of only 2 weeks without impacting the campaign process or end user experience.

Brief

Find the right technical partner capable of scaling across markets, to optimise ad delivery, balance performance and reduce carbon impact, with no disruption to user experience or campaign processes.

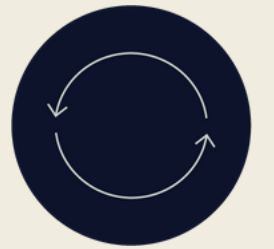
Solution

Partner with Greenbids to dynamically adjust ad placements based on energy efficiency and reduce emissions without impacting ad quality.

Execution

- Optimised ad delivery based on different variables including time of day, day of week, device type, creative, viewability and cost-per-KPI.
- Conducted real-time updates, adjusting the algorithm daily for peak performance and minimal carbon intensity. (For example, choosing to deliver impressions at times of the day when renewable energy was a higher % of the local market electricity grid, or when the device was connected on Wi-Fi instead of mobile data).
- Launched across 16 global markets, including key countries like the UK, Germany, and South Africa.
- Monitored by DV360 and Global Media Sustainability Framework (GMSF) to validate carbon savings and performance.
- Leveraged Greenbids' technology to adapt bidding strategies for each impression.

Results



1st in 13 of the 16 EMEA markets for prioritise Carbon Optimisation in YouTube campaign.



13% drop in CPM for the Bumper Format and a 40% reduction in CPV for the Trueview Format.



38% reduction in carbon intensity per view.

