



CATEGORY: BEST PROGRESS / LONG-TERM CHANGE

OPENX PATH TO NET-ZERO



Challenge

The programmatic advertising industry consumes large amounts of data and power, and in response to the pressure the industry is facing, OpenX aims to drive transparency in emissions reporting across the digital supply chain.

Brief

OpenX aimed to drive a transformational reduction in carbon emissions within its operations and throughout the programmatic advertising industry by achieving net zero and encouraging transparency in emissions measurement.

Solution

OpenX implemented the "Path to Net-Zero" initiative, becoming a leader in sustainability by achieving Net-Zero certification, reducing emissions, and motivating the industry to measure and report emissions across the digital supply chain.

Execution

- Transitioned from on-premises data centres to an energy-efficient cloud-based platform powered by renewable energy.
- Reduced office space and implemented a remote-first work policy to lower emissions.
- Provided transparent measurement, and public reporting, and focussed on reduction.

- Committed to meeting the key requirements of the Net-Zero Standard established by the Science-Based Targets initiative (SBTi), thus setting a high benchmark.
- Launched APEX Greener Outcomes campaign in partnership with Spark Foundry and APEX, enabling a leading electronics retailer to run a carbon-neutral programmatic campaign.

Results



OpenX became the only ad tech company certified as CarbonNeutral® with any emissions produced being neutralised by carbon offsets.



'APEX Greener Outcomes' campaign reduced over half a ton of CO2 emissions and improved campaign performance by 15%.



Met Net-Zero targets for two consecutive years in 2023, demonstrating consistent emissions reduction progress.

