

# PAN-EUROPEAN CASE STUDY: DECARBONISING THE DIGITAL ADVERTISING SUPPLY CHAIN



## Countries

United States (75%) and Europe (18%). In Europe the top 5 markets are UK, Germany, Spain and France.

*In an era where environmental responsibility is critical, Tappx is setting a new benchmark in sustainability for the AdTech sector. By significantly reducing emissions and championing industry collaboration, Tappx is leading the charge toward a greener future in digital advertising.*

## About the Initiative

Tappx, a leading AdTech company specialising in digital advertising for in-app, web, and CTV platforms, has made significant strides in reducing its carbon footprint through a dedicated sustainability programme. In 2023, the company achieved a remarkable 33.3% reduction in greenhouse gas (GHG) emissions, cutting a total of **62 tons of CO<sub>2</sub>e** compared to the previous year. Tappx's commitment to carbon neutrality was confirmed in 2024, as it compensated for all the emissions it generated. With a focus on decarbonising its operations and optimising its environmental impact, Tappx has positioned itself as an industry leader in sustainability and is setting the standard for others in the digital advertising sector.

## Objective

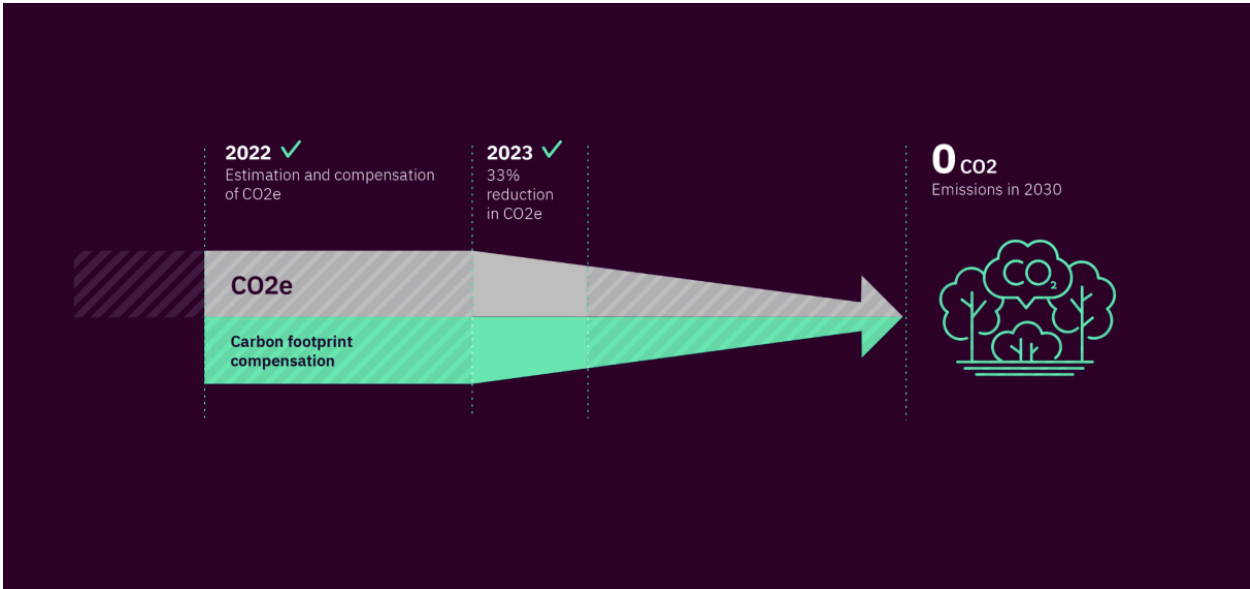
Tappx strives to substantially reduce its annual carbon footprint by streamlining operations and minimising energy use, particularly within its server infrastructure. In the last two years Tappx has prioritised carbon neutrality by offsetting all emissions, ensuring its operations align with global sustainability objectives and mitigating environmental impact. By enhancing operational efficiency through advanced algorithms and proactive collaboration with stakeholders, Tappx tackles resource consumption and emission reductions, especially addressing Scope 3 emissions, which present the greatest challenges.

## Relevance

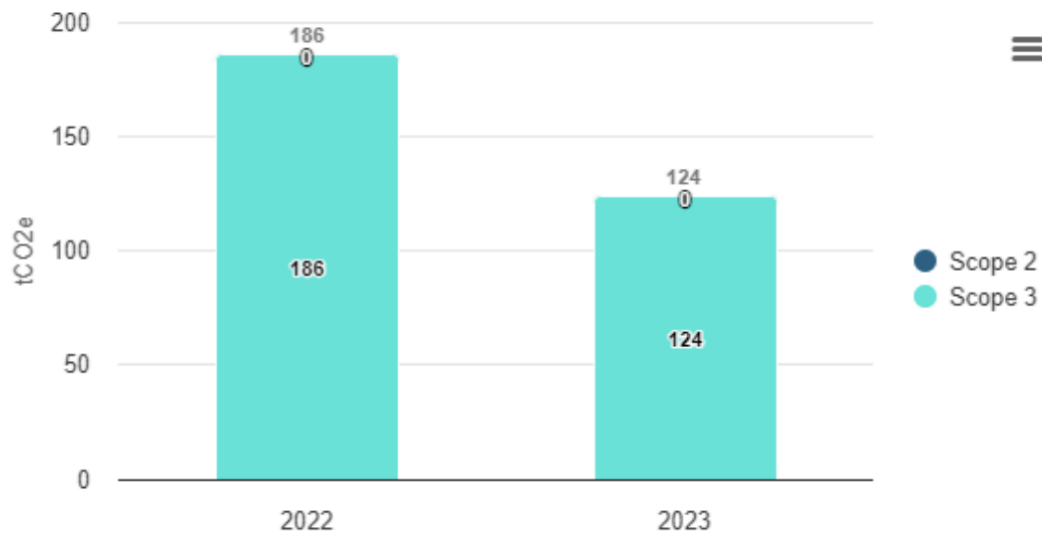
Tappx's commitment to sustainability is highly relevant in the context of the digital advertising industry's growing environmental concerns. As a leading AdTech company, Tappx is addressing the need for decarbonisation within its operations and driving awareness within the industry.

## Quantifiable Results

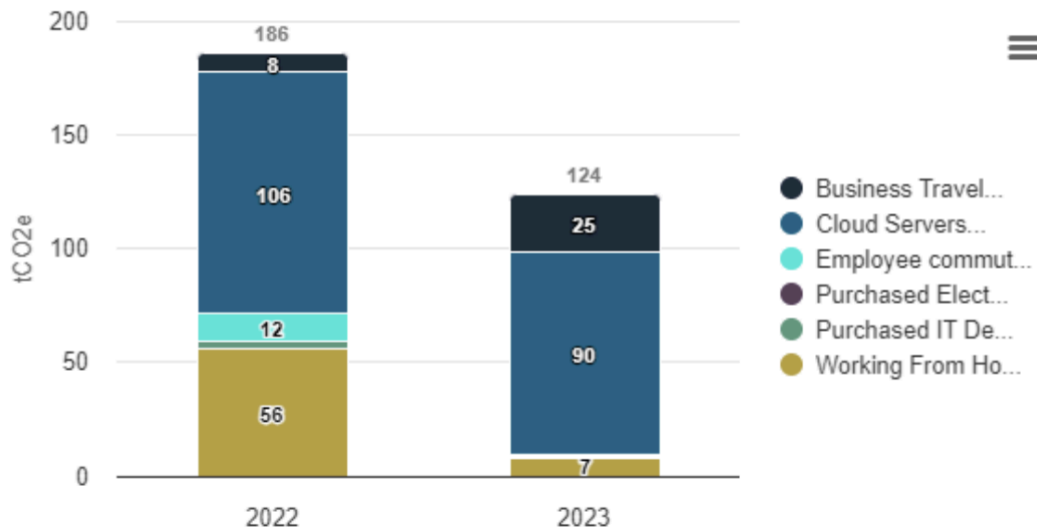
In 2023, Tappx reduced its CO<sub>2</sub>e emissions by 33.3%, equating to 62 tons less than in 2022. This is a clear, quantifiable achievement, demonstrating the effectiveness of its decarbonisation efforts. Tappx's commitment to carbon neutrality in 2024 confirms its commitment to sustainability.



## EMISSION BY SCOPES



## EMISSION BY CATEGORY



## **Innovation**

Tappx has implemented innovative decarbonisation strategies, including the use of optimised algorithms to reduce server infrastructure emissions, which account for 72% of its total emissions. Furthermore, Tappx's collaboration with the consultancy company *51 to Carbon Zero* showcases forward-thinking strategies aimed at achieving zero greenhouse gas emissions by 2030.

In addition to reducing their infrastructure emissions, Tappx have also rationalised corporate travel to reduce the impact wherever possible. Journeys shorter than three hours will be made by train wherever possible. At the time of contracting, hotel emissions are observed in order to select the best possible options.

## **Scalability**

Tappx's sustainability program is scalable across the AdTech industry. The company's focus on reducing emissions through operations optimisation and strategic partnerships with ecosystem partners highlights how such initiatives can be adopted industry-wide, ensuring broader impact.

## **Stakeholder Collaboration**

Tappx collaborates with partners who help measure and achieve its sustainability goals, such as *51 to Carbon Zero* or *Patch.io*. It also promotes relationships with clients and suppliers concerned about decarbonising the programmatic supply chain. Furthermore, Tappx participates in industry sustainability working groups, educates its employees, and engages in talks and events to raise awareness within the digital advertising industry.

## **Continuous Adaptation**

Tappx has demonstrated a commitment to continuous adaptation by optimising its internal operations and refining decarbonisation strategies, including rationalising corporate travel and optimising server infrastructure. Additionally, the company is committed to reducing emissions regardless of business growth, ensuring its sustainability practices remain effective over time.

## **Adherence to Standards**

Tappx adheres to industry sustainability standards since 2022 and aligns its practices with leading sustainability frameworks. The company's work towards carbon neutrality and

reducing its emissions is in line with global decarbonisation goals, making it a leader in the AdTech sector.

## **Conclusion**

Tappx's ambitious sustainability initiative reflects a robust commitment to reducing its environmental impact while positioning itself as an innovator in the AdTech industry. By collaborating with stakeholders and adhering to industry standards, Tappx is paving the way for a more sustainable digital advertising ecosystem.

## **Contact**

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If you would like to know more about [IAB Europe's Pan-European Case Study Programme](#) or how you can participate in our work, please contact Colombe at [michaud@iabeurope.eu](mailto:michaud@iabeurope.eu).