



GumGum & Assertive Yield
Case Study

The Carbon Intelligence Platform

Sustainability Partnership Overview

GumGum is a leading contextual-first, global ad platform

Partnered in early 2023 to measure comprehensive Scope 1-3 emissions

Aligned with GMSF standards for media campaigns

Collaborating to develop carbon reduction strategy



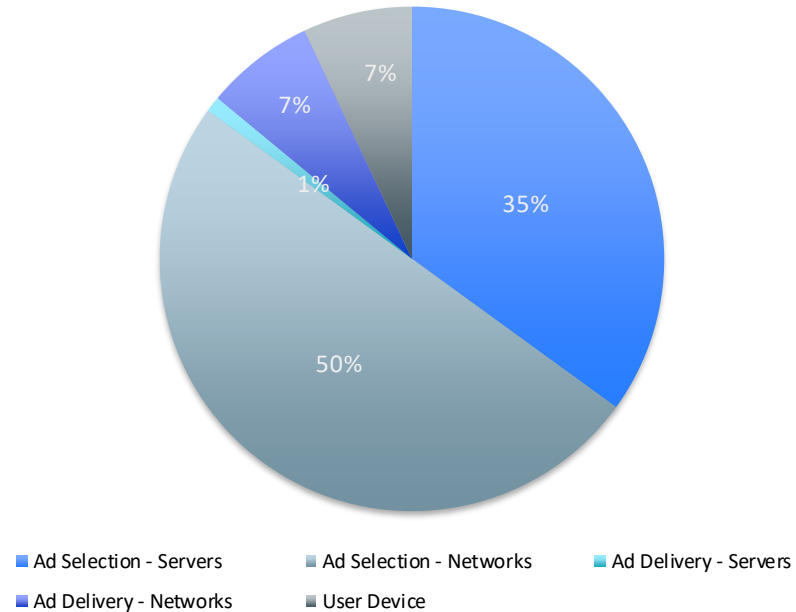
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Media Delivery Emissions

Comprise majority of Scope 3 emissions for digital ad platforms

Avg % of Programmatic Media Emissions



Optimizing the Bidstream

GumGum engaged with Assertive Yield, a leading provider of traffic shaping solutions

Leveraged AY to reduce and manage QPS being sent to DSPs

Machine learning optimizes towards selection of monetizable requests

Enables QPS thresholds by DSP partner

No sacrifices to campaign delivery and improves DSP relationships

Lowers infrastructure costs and reduces energy usage / carbon emissions



Reduction case study



Use case

GumGum, a contextual-first, global ad platform announced a partnership with Assertive Yield, a pioneer in AI-driven trafficshaping solution, to help with more efficient bidstreams between platforms and publishers. GumGum optimized relationships with demand-side platforms by applying Query Per Second thresholds tailored to each partner's specific needs.



Results

Leveraging Cedara's enterprise software, GumGum can accurately measure, reduce, and report on its carbon emissions. Analyzing data from pre- and post-throttling bid requests throughout 2023, GumGum observed a reduction from 161.2 billion to 99.2 billion requests – or 38% - indicating the effectiveness of the throttling solution. It helped GumGum avoid an average of 7 tons of CO2 emissions daily, primarily from network transmission. According to the US EPA, 7 tons of CO2 emissions is equivalent to 17,903 miles driven by an average gas-powered vehicle per year.

38%

Reduction in bidstream emissions



Thank you