



footprint.
with LABELIUM

Your **digital**
sustainability partner



footprint.

Our mission & vision

TO DRIVE
THE CHANGE ...

We build **change management programs** tailored to your business

... TOWARDS THE DIGITAL
ECOSYSTEM OF
TOMORROW...

We measure carbon emissions across the **full value chain** of digital advertising

... THROUGH
SUSTAINABLE
PERFORMANCE.

We reconcile **business & environmental performances.**

Our expertise.

Our team is uniquely polyvalent and multidisciplinary, composed of seasoned environmental & digital experts to reconcile sustainability with digital performance.

SUSTAINABILITY

15 years expertise in environmental research & management in the public and private sector.

*Environmental Research
Carbon Measurement
GHG Protocol
Standard ISO & IPCC guides*

MEDIA & E-COMMERCE

10+ years expertise in digital media strategy & performance across Luxury, Beauty, Fashion & retail sectors

*Media Strategy & Performance
E-Commerce
Paid Media Experts
Influence*

DATA & WEB DEVELOPMENT

15 years expertise in data analytics and e-commerce performance

*Data & Analytics
E-Commerce
Full-Stack Web Development
Security*

Our methodology.

We partner with sustainability experts and media & tech partners to work together at the crossroads of sciences.

Partnerships & networks of experts.

From non-governmental organizations leading the industry change to media and tech partners, we have joined various networks of experts and formed partnerships, to share expertises and knowledges.

Thorough and proven methodology

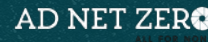
Our full stack of sustainable digital solutions is built with a methodology based on the latest industry research and continuously consolidated by our seasoned environmental and tech experts.

Enriched methodology with real-time environmental data

To carry out our measurement and analysis processes, we have set up partnerships with trusted environmental data sources (emissions index, energy consumption forecast, marginal emissions etc)

From Good Tech to Tech for Good

Through our network of trusted media & tech partners, vetted by our experts and in line with our values, we help brands create media strategies & activations that generate positive social impact.



Our services.

We empower our clients in reducing their carbon emissions by looking at the **full value chain of digital advertising, from pre-impression to post-click.**



**Creative
Production**



**Media
Distribution**



**Sustainable
Web Design**



**Ecosystem
Amplification (e-retail
/ influence)**

THOROUGH METHODOLOGY & SPECIALIZED EXPERTISE SOCLE



ISO 14067 and **PAS 2050** complemented with industry specific standards



GMSF / IAB reference compliance enhanced with real-time environmental data



Afnor & HB 491
Compliance with 200+ control points



SRI reference & HB 491
applied to e-retailer & influencer ecosystems.

What sets us apart



**20NET
50ZERO**

A SHARED COMMITMENT:

Validated SBTi Net Zero targets at group level, including media in our Scope 3.

SUSTAINABILITY WITHOUT COMPROMISE

Drive both environmental impact and media performance with a results-driven approach.

HOLISTIC MEASUREMENT & WORLDWIDE COVERAGE

Activate carbon intelligence across all your media channels and markets.

TAILORED DIGITAL SUSTAINABILITY PROGRAMS

From SaaS tech to hands-on training and in-campaign support, our modular services adapt to your needs.

ANCHORED IN PERFORMANCE

Unequivalent granularity to optimise in real-time media plans and improve performance.

COLLABORATIVE APPROACH

Our flexible model integrates with your ecosystem and partners to deliver targeted value.

FROM CONSTRAINT
TO OPPORTUNITY

Digital sustainability as a *performance catalyst*

Decarbonizing our media efforts is an optimization process that puts **efficiency** at the forefront, which will mechanically translate to performance gains.

1

Optimizing costs & efficiency

Reduced web hosting costs and
wasted media impressions

2

Improving brand engagement

Improved media efficiency
through high impact assets for
better engagement

3

Setting an industry standard

Positioning as leader in
sustainable media for your
industry

4

Retaining digital talents

In the era of the “conscious
quitting”

OUR DIGITAL SUSTAINABILITY PROGRAMS
CHAMPIONING **SUSTAINABLE MARKETING ACTIVITIES**
WITH STRONG MARKETING RETURN ON INVESTMENTS

1

**BUILD YOUR
MEASUREMENT
FRAMEWORK**

Reconcile environmental performance data with traditional media KPIs

2

**INITIATE YOUR
REDUCTION
JOURNEY**

Eliminate waste from your media plans while boosting media performances.

3

**EMPOWER
YOUR TEAMS**

Tailored training programs on digital sustainability

Initiate your reduction journey

Environmental KPIs are a new prism through which to look at media efficiency. It's an approach that will **reward brands with the most impactful assets**, and help us reach our business goals while minimising wasted impressions.

MEDIA EFFICIENCY GAINS & PERFORMANCE BOOST

Introducing new efficiency metrics

Total Emissions
tCO₂e

Measures the total carbon footprint of the investment

Carbon Efficiency
kgCO₂e/\$ invested

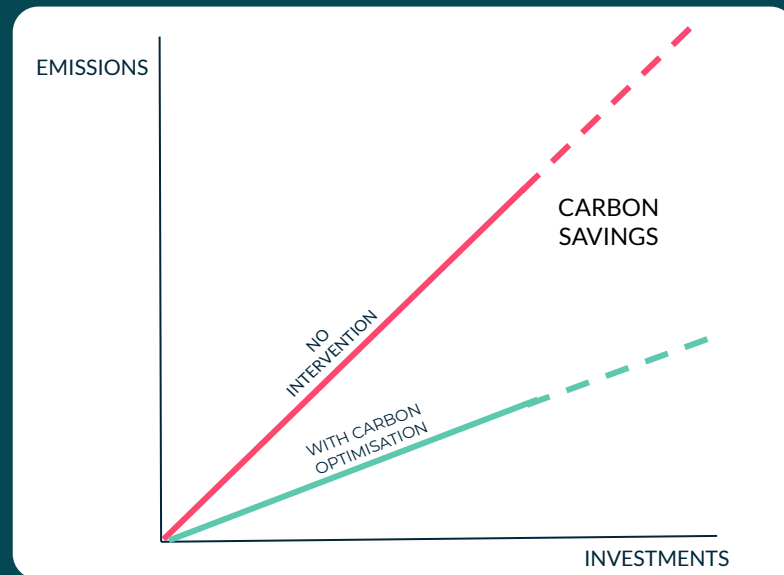
Measures the emissions generated for each \$ invested

CO₂e/KPI
CO₂e/KPI

Measures the emissions generated per campaign objective (clicks/conv etc.)

Set on a continuous improvement journey

Our objective is to ensure that as our media investments increase YoY, carbon emissions don't increase proportionally.



Empower your teams

Dedicated trainings to empower your teams to drive the change, from better understanding sustainability indicators to implementation, optimization and reporting guidelines.

TAILORED PROGRAMS OR TRAININGS À LA CARTE

The Business Case For Digital Sustainability

30 mins
Level *

Training on why steering media investments towards sustainability is crucial in our race to save the planet but also a great business opportunity.



All teams (ESG, Media, E-Commerce, Marketing)

Digital Sustainability Fundamentals

2 hours
Level **

Training on how to read media performances through a sustainability lens, applied on the brand's post-mortem campaign analysis.



All teams (ESG, Media, E-Commerce, Marketing)

Decarbonizing your Media Value Chain

2 hours
Level *

Understand the impacts of advertising on the planet and the required journey for the sector to reach net zero by 2030



Media, E-Commerce, Marketing teams

Sustainable Web Design

2 hours
Level **

From core principles of sustainable web design to best practices to keep in mind to improve your website's performances and energy efficiency.



E-Commerce

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Case **study**



OUR OBJECTIVE

Empowering a major B2B advertiser to measure, track, and reduce the environmental footprint across its global multichannel digital campaigns - without compromising on performance.

Markets: *France, Germany, UK, Spain, Canada, US, India, Japan*

Channels: Paid Social, Programmatic, Gré à gré, SEA



44

Tons of CO2e avoided across two main campaign activations

Integrated media and environmental performance tracking.

Leveraging **integrated media carbon tracking** to track digital media emissions in real-time along with media performance.

Piloting for environmental and media performance.

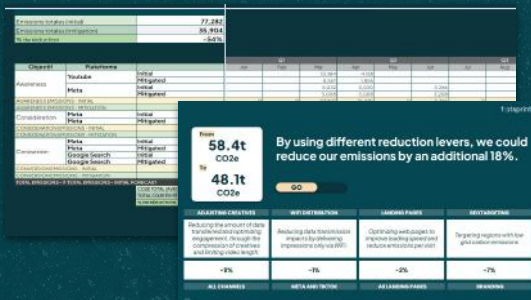
Media carbon audit of activations across all channels to identify key optimisations in order **to minimize emissions while optimizing for media performance.**

A seamless integration within performance management processes

PRE-CAMPAIGN

Carbon Forecast & reduction pathways simulation

Enabled the brand & agency to visualize the carbon impact and align on high impact reduction pathways prior to launch.



IN-CAMPAIGN

Real-time carbon tracking & A/B testing

In-campaign environmental reporting integrated with media insights & identification of key optimizations with rigorous A/B testing.



POST-CAMPAIGN

Complete GHG assessment & impact measurement

Analysis of emissions reduced and avoided against forecasted baseline. Integration of best practices into media planning process



-19%

EMISSION REDUCTION

vs campaign baseline

KEY RESULTS

Pre and in-campaign optimization efforts enabled us to reduce carbon emissions by **19%**.



CREATIVE COMPRESSION:

NO VISUAL IMPACT FOR HIGH REDUCTIONS

Reducing the amount of data transferred and optimizing engagement, through the compression of creatives

-12%

No impact on media

GEOGRAPHICAL & PLACEMENT TARGETING

ALIGN BUSINESS GOALS & ENVIRONMENTAL IMPACT

In-campaign performance optimization to align business priorities by market & region with the carbon intensity of electricity.

-5%

+62% VTR ; -7% CPV

DEVICE & CONNECTION TARGETING

MAXIMIZING EFFECTIVE IMPRESSIONS

In-campaign optimization of distribution contexts to boost media performance while improving carbon efficiency

-2%

+2% VTR ; -2% CPV

Activating carbon intelligence as a performance catalyst: a continuous improvement journey

Scaling sustainable media best practices through process design and implementation support

-48%
CARBON INTENSITY
REDUCTION
Campaign over campaign

EMPOWERMENT

Training & onboarding of marketing, media & agency teams on Sustainable Media Guidelines & best practices

PROGRESS-TRACKING

Implementation of briefing, tracking & governance processes to monitor & report on progress.

INNOVATION

Continuous innovation on a campaign by campaign basis to explore new reduction pathways.



- + Audio
- + Print
- + Performance Max
- + Influence
- + Creative Production
- + Feed Management

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Thank **you!**

