

MINIMISING 2,09 TONS OF CARBON EMISSIONS IN VIDEO PROGRAMMATIC CAMPAIGN

A SUCCESS CASE:

■ PubMatic

group^m

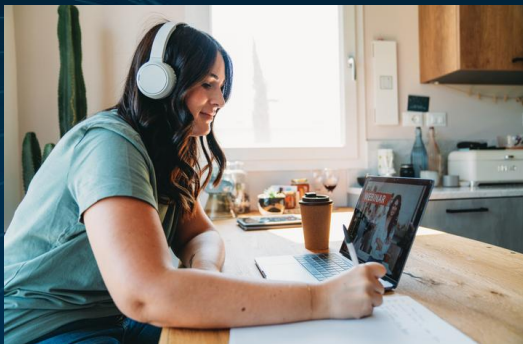
SEEΠ
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MEASURABLE IMPACT: SUSTAINABILITY AND PERFORMANCE ALIGNED



**2,09T OF CO2
EMISSIONS MINIMIZED**



**+49% VTR OVER THE
PERFORMANCE GOAL**



**+31% VIEWABILITY OVER
THE PERFORMANCE GOAL**



**40% CO2 REDUCTION
FROM CREATIVE DELIVERY**



**57% DATA WASTE AVOIDED
FROM CREATIVE DELIVERY**

REAL WORLD ENVIRONMENTAL IMPACT



**255,610 FULLY CHARGED
SMARTPHONES**



**6 FLIGHTS
LONDON TO MADRID**



**16,000KM
DRIVEN BY CAR**