

# Presentation of Case study by Impact Plus



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Impact Plus***

## OUR MISSION

Making advertising better, by empowering marketers to develop, achieve and exceed their sustainability goals



is a global sustaintech partner,

providing innovative solutions to help the advertising industry evaluate and reduce the greenhouse gas emissions due to their media strategies



SINCE 2020

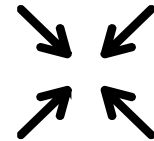
# We specialize in media solutions and tailored metrics to support brands and their partners in building Sustainable Media Strategies



Combined expertise  
in environmental  
impact and media



Strong collaboration  
across the  
advertising industry



Deep understanding  
of industry challenges  
and objectives

# We offer the tools and support needed to reduce carbon emissions from digital advertising campaigns

## Evaluate



environmental impact

- Track GHG emissions at a granular level
- Understand the sources of GHG emissions
- Create baselines to measure progress against media spend

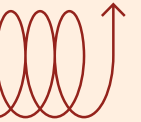
## Reduce



GHG emissions

- Discover and understand opportunities for reduction
- Act on opportunities while maintaining effectiveness
- Quantify the reduction of GHG emissions

## Scale



for global impact

- Integrate and automate with other solutions/techstack
- Track progress across client's entire business
- Drive change and set industry best practices

# L'ORÉAL

## From pilot campaigns to global success stories

### Objective

L'Oréal has demonstrated a long-standing commitment to sustainability, setting its first CO2 emissions reduction targets for its sites in 2009.

### Solution

The partnership with Impact Plus began in 2021 in France. Over the years, Impact Plus has empowered L'Oréal to measure the CO2 emissions of its digital media campaigns across more than 30 markets. By implementing the Environmental Sustainability Platform (ESP), L'Oréal is in the process of automating the measurement of its digital media CO2 baseline.

This initiative allows the company to identify actionable levers to reduce Greenhouse Gas (GHG) emissions.

[Source](#)

### Results

#### EVALUATION

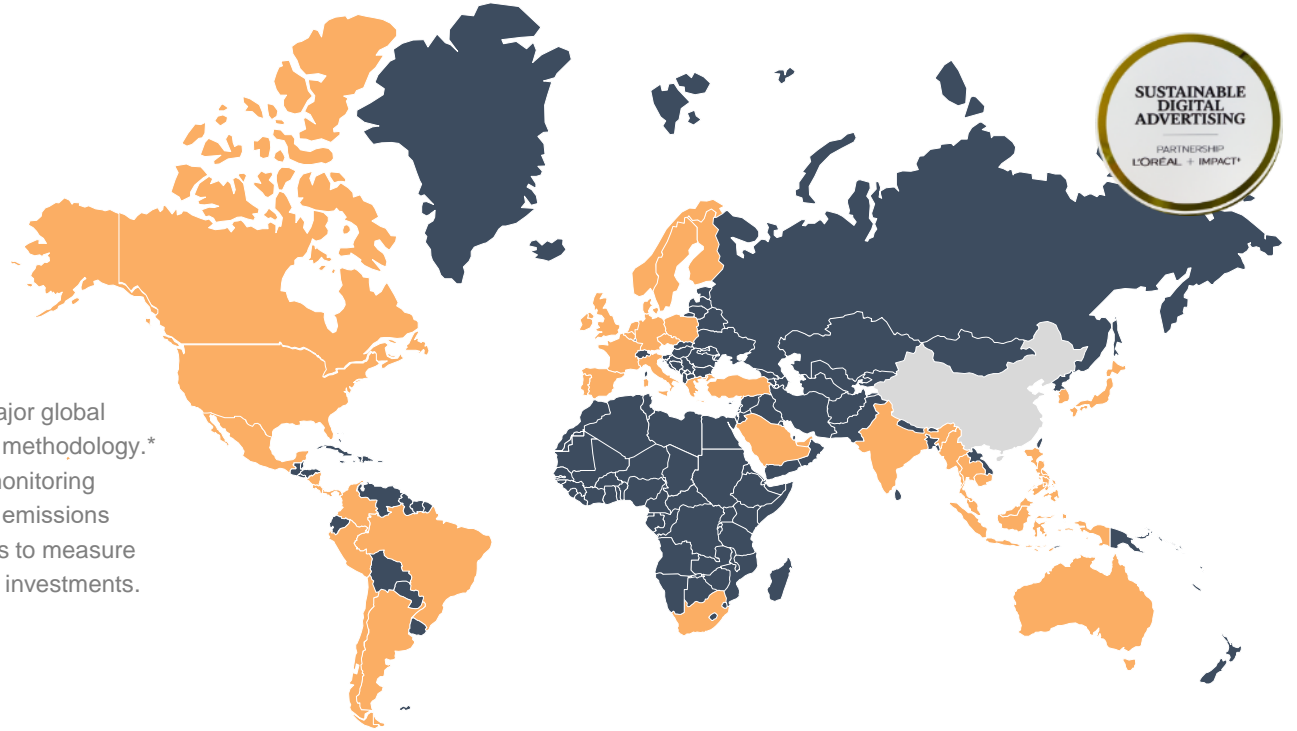
Impact Plus has enabled the GHG measurement of major global brands across multiple countries using a standardized methodology.\* This methodology provides unified performance and monitoring metrics, enabling L'Oréal's global teams to track GHG emissions across regions efficiently. It also empowers local teams to measure and manage GHG emissions tied to their digital media investments.

#### IMPLEMENTATION

To accelerate onboarding and rollout, Impact Plus has provided continuous training and upskilling support, as well as quarterly market-specific analyses.

#### EXECUTION

In 2023, through the measurement and optimization of more than 130 digital media campaigns, an average 30% reduction in emissions was achieved within the optimized scope.



*"L'Oréal is partnering with Impact Plus to measure the GHG emissions associated with its digital media activities. Together with the Impact Plus team, we are developing a robust plan to activate all available levers for reduction."*

MATHIAS CHAILLOU, CHIEF MEDIA OFFICER, L'ORÉAL

# Phase 1 (launched in 2021)

## Measuring and identifying reduction levers

### Campaign Studies

Understand one or multiple campaigns:  
a first step towards reducing  
your emissions

→ Evaluate

→ Reduce

Fully managed service by Impact Plus Analysts

Testing of over 200 advertising campaigns using our 'Campaign Studies' tool.

- Provides insights into GHG emissions and KPIs **per euro spent and per impression**
- Lays the **foundation** for innovative reduction practices
- Formulates concrete **reduction levers** and implements them:
  - Optimizing creative assets size
  - Targeting based on user connection type (mobile data or Wi-Fi)
  - Planning campaigns based on the carbon intensity of the day.

# Phase 2 (launched in January 2024) Deployment and Automation

## Environmental Sustainability Platform (ESP)

Automate your emissions measurement day by day, for long-term impact across all your activities

→ Evaluate

→ Reduce

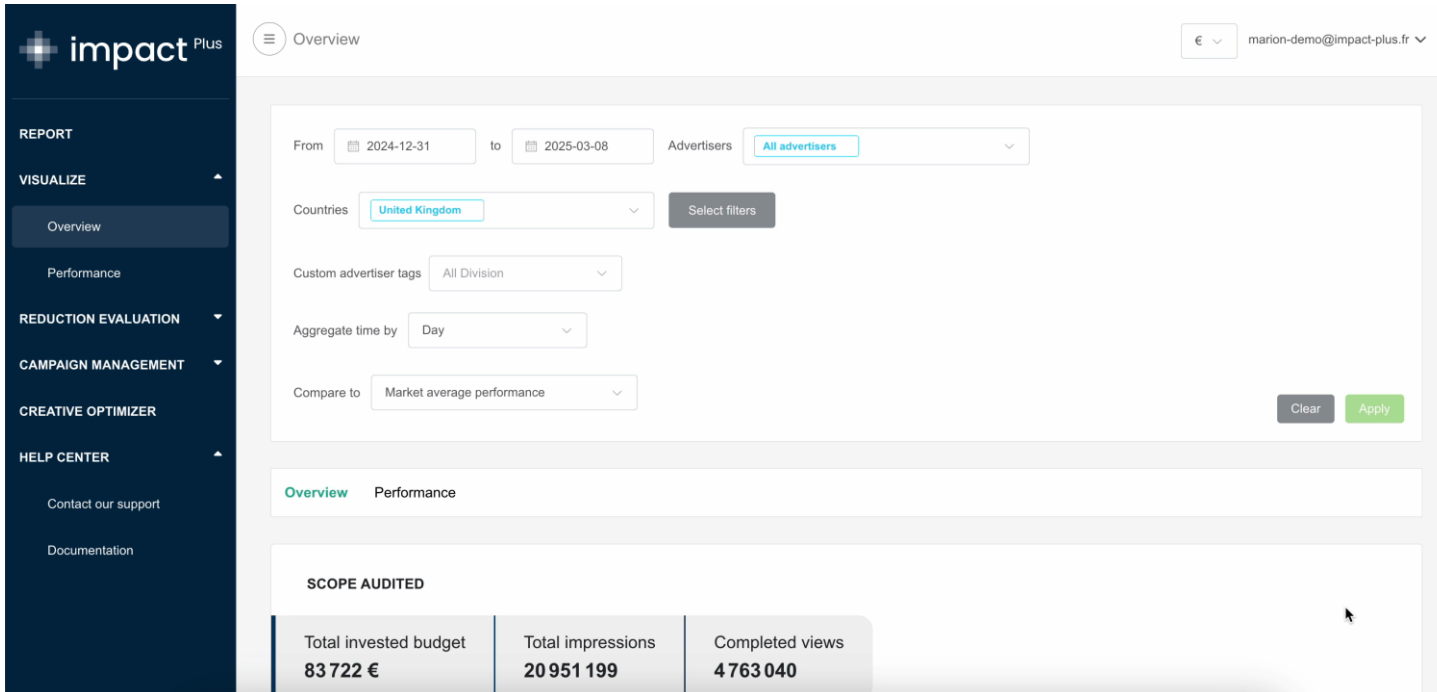
→ Scale

Self-service with Impact Plus Analysts' support

Establishing the digital media CO2 baseline for the Group leveraging our SaaS platform ('ESP') for automated GHG emissions measurement (CO2eq)

- **Automating data collection** from advertising platforms
- Offering dashboards to manage **the reduction strategy**
- Enhancing understanding of environmental performance indicators **linked to media KPIs**
- Enabling data-driven, informed **decision-making**

# Scalability Factors



The screenshot shows the 'Overview' page in the impact Plus dashboard. The left sidebar contains navigation options: REPORT, VISUALIZE (with sub-items Overview and Performance), REDUCTION EVALUATION, CAMPAIGN MANAGEMENT, CREATIVE OPTIMIZER, and HELP CENTER (with sub-items Contact our support and Documentation). The main content area includes a filter section with the following settings: From 2024-12-31 to 2025-03-08, Advertisers: All advertisers, Countries: United Kingdom, Custom advertiser tags: All Division, Aggregate time by: Day, and Compare to: Market average performance. There are 'Clear' and 'Apply' buttons. Below the filters, there are tabs for 'Overview' and 'Performance'. A 'SCOPE AUDITED' table is displayed with the following data:

SCOPE AUDITED		
Total invested budget	Total impressions	Completed views
83 722 €	20 951 199	4 763 040

- The ESP is **globally available and compatible** with most platforms and partners
- Provides real-time, granular reports on CO2eq emissions **with actionable insights** for reduction
- **Comprehensive training** to empower client teams to independently plan, deploy, and track sustainable media practices
- **Data export** to other reporting or optimization tools (e.g., custom bidding)
- Add-on: “**Creative Optimiser**” tool for optimizing creative asset sizes



# Key takeaways

- ↳ Scaling sustainability in digital media is not just achievable—it's already happening. The approach with L'Oréal can be replicated by other companies.
- ↳ Through collaboration, technology, and standardization, we're making a lasting impact on the planet.
- ↳ Standardization plays a crucial role in creating consistency in how the industry measures and reduces its carbon footprint.

## Check out our latest guide.

It provides a clear, step-by-step approach to scaling sustainability in your digital campaigns—from measuring emissions to reducing and scaling efforts:



Download now:



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

DOWNLOAD NOW

