

Validate your creative CO₂ savings with Nexd, powered by Scope3 data

We can guarantee at least **25% emission reduction** when making your video, HTML5s and rich media ads with us vs. with other service providers available on the market.

The CO₂ savings displayed in our Campaign Manager's dashboard now show real-time data. [Log In to the Campaign Manager](#) to view the data on your campaigns.



WHERE DO WE GET OUR DATA?

Our calculations are based on data provided by Scope3. Their emissions model is open source for feedback and collaboration. Scope3 has a Climate Advisory Council made up of leaders from across the advertising and sustainability industries giving feedback and validating measurement decisions. [Measurement methodology is available here.](#)



NET VS. GROSS EMISSIONS:

Gross CO₂ emissions represent the total amount of carbon dioxide released into the atmosphere directly or indirectly as a result of creating and serving an ad. Net CO₂ emissions take into account not only the carbon dioxide emitted but also any carbon dioxide that is removed or offset by the company's activities.



HOW DO WE CALCULATE SAVINGS?

Our calculations are based on the total size of the ad served. When calculating CO₂ savings, we base the calculations on the weight difference between the original assets and assets optimized by our technology.

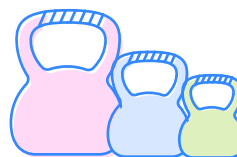


SAVINGS WITH US AND WITHOUT:

The numbers that we show are net emissions, gross emissions, and savings by using the NEXD product. Gross emissions are the total amount of CO₂ emitted by your campaign. Net emissions represent the amount of CO₂ emitted after offsets. The savings number comes from asset optimization and is calculated by subtracting the gross amount of CO₂ emitted by using NEXD from the gross amount that would be emitted if one of our alternative solution' services were used.

Average CO₂ emissions for 1MB ad / shown 100M imps according to Scope3:

Industry avg 14 tons of CO₂
A competitor solution = 6 tons of CO₂
NEXD = 1.5 tons of CO₂



(4x less)