Ads Driving Higher Attention Can Cut Carbon Emissions by 63%

> Hear from the Big Ten Conference CIO on how they create a unified data strategy to amp up fan engagement and drive sales.
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As it turns out, serving digital ads to real human eyeballs is good not just for advertisers but also the planet.

A report from attention-based ad-tech platform Playground xyz used emissions data from Scope3 to show that serving ads that drive higher attention metrics cuts carbon emissions.

“We wanted to merge these two worlds: One track is advertisers going after ad effectiveness by attention, and another is trying to curb or remove carbon emissions,” Rob Hall, CEO of Playground xyz, explained to Adweek.



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