

Leading Telco Achieves Sustainable Scale by Leveraging Equativ GreenPMPs™

> Background

A leading **U.S. broadband provider**, serving 57 million homes and businesses across 41 states, sought to align performance targets with corporate sustainability goals.

To decarbonize its digital presence, the company partnered with **its lead agency** and **Equativ**, the global, end-to-end media platform, to prioritize a triple-mandate of sustainability, performance, and efficiency via **GreenPMPs™**. This collaboration enables eco-conscious programmatic buying that cuts hidden supply chain costs and reduces the carbon footprint of the brand’s always-on campaigns—ensuring every impression supports both decarbonization and cost-efficient customer acquisition.

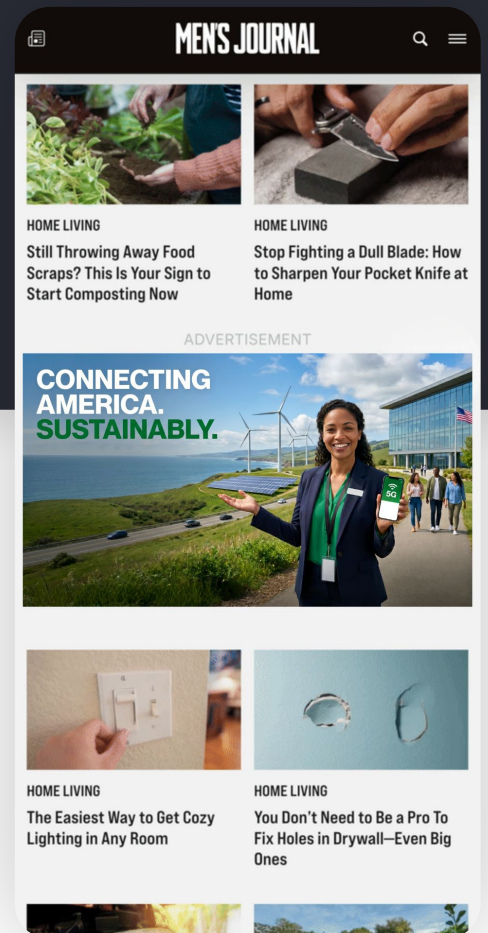
> Challenge

As an always-on telco advertiser, the brand must balance decarbonizing its media spend with driving residential and small business customer acquisitions. The primary challenge is to eliminate high-emission sites and placements while maintaining the scale, cost-efficiency, and reach needed to convert high-intent audiences within premium, contextually relevant environments.

> Solution

The advertiser leveraged Equativ’s GreenPMPs™ in collaboration with its agency partner to prioritize low-emission, premium inventory, ensuring a direct and sustainable supply path.

By activating contextual Deal IDs and continuously optimizing toward top-performing Display and Online Video (OLV) segments, the team maximized customer acquisitions and efficiency. This approach provided the transparency and control necessary to hit high-performance Video Completion Rate (VCR) and CPM targets at scale, proving that sustainability and performance can coexist.



Solution

Targeting Strategy:

Audience & Intent Signals:

Priority audiences—including Movers, Residential segments, and Small Business environments—were activated via GreenPMPs™ and contextual Deal IDs to ensure high-intent reach within low-carbon, premium supply paths.

Premium Scale:

Scaled reach was achieved by prioritizing top-performing contextual Deal ID segments, ensuring high-quality, sustainable environments without compromising on performance or volume.

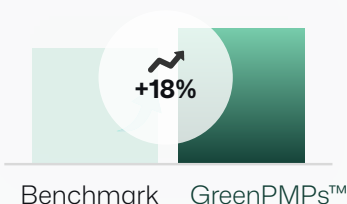
Always-on Optimization:

Budgets were dynamically shifted across formats and inventory paths to favor the most efficient, carbon-optimized deals, sustaining peak campaign performance while meeting decarbonization goals.

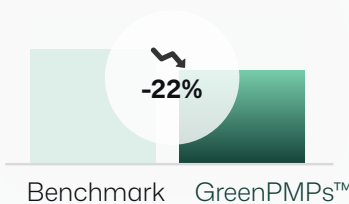
Results

Performance KPIs

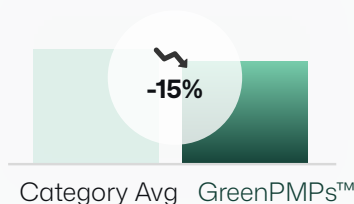
Improved VCR



Lower CPSV



Lower CPM



Sustainability KPIs and Equivalents

135.86

Metric tons of CO₂ saved thanks to GreenPMPs™

55.87%

Of emissions reduced compared to benchmark



The fuel in
326.7K

Miles driven by an average car



Fully charging
61.9M

Smartphones



Heating
5K

Houses during one year



Emissions pp of
106

Round trips Boston-London