

Press release

The Invibes' approach to sustainable advertising: obtaining great results through positive attention

Milan, 7 March 2023 – Invibes Advertising (Invibes), international tech company specialised in digital advertising, delivers high-performance, sustainable advertising by successfully capturing user attention.

As sustainability becomes increasingly important for consumers, it's also becoming a priority for advertisers in measuring the impact of campaigns. Invibes is working to reduce the industry's carbon footprint by making its campaigns greener through its certified* low-emission campaigns and internal carbon reduction goals together with its [Carbon-Neutral label](#) offering. However, in addition Invibes is constantly working to innovate its high-impact formats and intelligent targeting solution that drives impressive results for attention; a metric that shows promise in not just improving campaign efficiency but also campaign sustainability.

The environmental impact of Digital Advertising

Contrary to what one might think, digital does not automatically mean more sustainable. In fact, it takes a lot of energy to power the servers needed to deliver an online ad, and energy equals emissions. This is heightened by the fact that only one third of the ads delivered manage to get the full attention of the audience (Dentsu Aegis Network research on [The Attention Economy](#)), becoming not only a challenge for advertisers, but also a situation that weighs significantly on the environmental impact.

According to a recent study by Ebiquity and Scope3, out of 116 billion monitored display impressions, the average digital ad emissions are around 670g of CO2 per 1,000 impressions: a figure which is drastically higher than Invibes' campaign emissions of only 27 CO2g. Considering the number of campaigns that a single advertiser or agency handles in a year, this figure increases exponentially to as much as trillions. However, this can mean that many of the resources used to spread a campaign are wasted because it fails to reach the desired target audience effectively. Therefore, it becomes imperative to initiate change.

Sustainability and Attention

The increasing use of attention as a key metric in campaign measurement is a strategy that benefits not only the advertisers who adopt it and the end consumers, but also the environment. Indeed, attention metrics help to understand where and how to make advertising investments, with positive outcomes for one's branding strategy and an increased brand recall. Focusing on the people potentially most interested in the message to get their attention, rather than adopting a generalised targeting with the aim of reaching as much reach as possible, ensures that adverts are not simply seen by the chosen target audience, but are actually assimilated. Prioritising quality over quantity

means saving resources that would be wasted, avoiding unnecessary CO2 emissions and achieving more valuable engagement by spending the same.

Invibes' formula

Invibes' in-feed campaigns are successful in capturing users' attention and reducing the risk of the ad not being seen through high-impact formats. Tested by Lumen against industry benchmarks, Invibes formats have been shown to generate 4 times more attention than standard display and 8 times more than social. Additionally, Invibes Smart Targeting uses a combination of contextual and user targeting, which minimises the impact of campaigns in terms of CO2 while increasing their effectiveness by actually reaching the target audience interested in the message.

Thanks to this strategy, Invibes in-feed campaigns are proven by ESG Score to produce 95% lower carbon emissions than other players in the advertising industry: with Invibes campaign emissions sitting at only 27 CO2g/1000 impressions against the industry benchmark of 670 CO2g/1000 impressions. This figure, which is set to decrease even further in the coming years as Invibes switches to powering its outsourced servers with renewable energy, decreasing energy consumption. Additionally, the launch of the [Invibes Carbon-Neutral label](#) now offers an opportunity for clients for further their own sustainability goals by investing in carbon-neutral advertising campaigns.

"Considering that up to now the advertising industry has been responsible for a high number of emissions, at Invibes we want to pioneer a global change that involves the entire advertising supply chain," says **Alvise Zennaro, Country Director Italy of Invibes Advertising**. "The results already show that the levels of attention achieved through our creative, innovative formats and smarter target technology have clear benefits both in terms of media and brand lifting KPIs and, consequently, in terms of reduced environmental impact. More and more customers believe in this project already and they are participating with us to take this strategy forward."

*ESG Score – ESG Certification

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specializing in digital advertising innovation. Founded in 2011 by co-CEOs Kris Vlaemynck and Nicolas Pollet, Invibes has developed an integrated technology platform designed to strengthen the relationship between brands and consumers through in-feed ads.

At Invibes we believe in the power of connections.

- The power of connecting brands directly with consumers to enable more meaningful interactions.
- The power of connecting big data, innovative in-feed formats, wide reach and extensive intelligence services in a single, holistic platform to bring brands and consumers together seamlessly and efficiently.
- The power of connecting a unique pool of passionate, dynamic and knowledgeable in-feed specialists from across the globe to make up the extraordinary team that is Invibes.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Volkswagen, Dell, IKEA and Toyota, we rely on even greater people to share our innovations with the world. Along with our unwavering belief in technological potential, more fundamentally, we believe in the potential of our people. At Invibes we actively strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

Want to hear more about Invibes? Visit: www.invibes.com

Invibes Advertising is listed on the Euronext Stock Exchange (Ticker: ALINV – ISIN: BE0974299316)

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