HOW DOES OPTI DIGITAL LIMIT THE CARBON FOOTPRINT OF ONLINE MEDIA?

Opti Digital is a media advertising hub that prioritizes environmental responsibility at the heart of its Corporate Social Responsibility (CSR) policy and product development strategy, striving to find the best balance between sustainability and efficiency.

THE LIGHTEST CLOUD WRAPPER

Opti Digital provides the **lightest cloud-based ad wrappers** on the market. While typical ad scripts average 1.6MB with 300 requests per page load, Opti Digital's script is just 300KB and makes only 30 requests—**five times lighter and ten times fewer requests**. Optimized to boost **Core Web Vitals** and support **SEO**, our wrapper enhances site performance and significantly **lowers the carbon footprint of ad serving**.

LAZY LOADING

Opti Digital's advertising tags wait until the user navigates close to the ad before sending an advertising request to advertisers and loading the ad on the site. In addition to the positive impact on increasing revenues, this technique has 2 positive effects on the environment: **it reduces the number of ad calls and the number of ad displays.**

PRICE FLOORS

Opti Yield AI-based dynamic floors calculates the minimum price of an ad impression and forwards it upstream in the requests sent to advertisers. Only DSPs with bids that exceed this price respond to the ad calls. This solution enables media publishers to boost their revenues and has two positive effects on reducing campaigns' CO_2 emissions: **it limits the number of advertising responses from advertisers to only eligible ones**. Furthermore, only ads meeting this minimum price criterion are displayed, reducing the number of impressions on a site to only high-value ads.

BID THROTTLING

Opti Digital employs a traffic shaping technology **to refine its server-side bids**, using various criteria to selectively direct requests to specific SSPs. This process helps Opti Digital **reduce the volume of calls sent to underperforming SSPs**, ultimately benefiting media publishers by **decreasing their carbon footprint** and enhancing the loading speed of their websites.

HEADER BIDDING SERVER-SIDE

Opti Digital's Prebid server-to-server wrapper **centralizes all ad calls from a single point** rather than conducting auctions from the browser of each end user as is the case when using a Prebid.JS wrapper. This **enhances the web performance** of the media, resulting in faster site loading and reduced carbon footprint.

SELECTING PARTNERS AND STREAMLINED ADS.TXT FILES

We advise publishers on optimizing their bids and updating their ads.txt file. By **reducing the number of resellers** to only value-added players, Opti Digital **mitigates the risk of ad fraud** and decreases the carbon footprint associated with the volume of ad requests to sell the same advertising space.

ELECTRONIC SIGNATURE

To reduce our carbon footprint, Opti Digital **no longer prints paper**. All contracts are signed electronically using secure software.

GREEN CHALLENGE

For three years now, Opti Digital has been organizing a summer sports challenge to **promote workplace well-being through sports** and to **offset its carbon footprint**. This event, followed by numerous industry players, results in **an annual donation to an association dedicated to environmental protection.**