



CONNECTAD GREEN LINE
LEADING THE WAY IN SUSTAINABLE ADVERTISING



WHY CHOOSE THE GREEN LINE NETWORK?

The ConnectAd Green Line network is your pathway to partnering with certified publishers who are deeply committed to sustainability. This is not just an advertising network—it's a movement towards responsible and sustainable advertising.

By joining this network, your brand aligns with eco-friendly media, reaching a highly engaged audience that will resonate with your commitment to sustainability.



BUILDING TRUST THROUGH A TRANSPARENT CERTIFICATION PROCESS

TECHNICAL CRITERIA

100 POINTS MAX = 60% OVERALL WEIGHT

IMPACT METRICS 15 POINTS



VIEWABILITY SCORE

Measuring the effectiveness of ad placements



ADS.TXT DENSITY

Analyzing transparency and efficiency by number of added lines

PERFORMANCE METRICS 30 POINTS



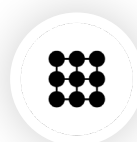
FILL RATE

Measuring utilization of ad inventory



GeCPM

Measuring monetization efficiency



BID DENSITY

Analyzing overcrowded auctions

EFFICIENCY METRICS 35 POINTS



LAZY LOADING/ ASYNC LOADING

Analyzing page performance by reducing data load



AD DENSITY

Checking for balance in monetization & user experience



AD REFRESH RATE

Measuring balanced resource usage



OUTSTREAM VIDEO

Detection of less effective video formats

SUPPORTIVE METRICS 20 POINTS



INTEGRATION METHOD

Analyzing overall technical efficiency



BID DUPLICATION

Measuring redundant data transfer



USER MATCHING RATE

Analyzing targeting efficiency



ID SOLUTIONS

Implementation of Identifiers

This transparent process ensures that only publishers with supply-path-optimized setups & a genuine effort towards sustainability receive the Green Line certification, providing you with a trustworthy & eco-friendly inventory for your campaigns.



BUILDING TRUST THROUGH A TRANSPARENT CERTIFICATION PROCESS

PUBLISHER SELF-DECLARATION

100 POINTS MAX = 40% OVERALL WEIGHT



ENERGY EFFICIENCY AND RENEWABLE ENERGY USAGE

20 POINTS



EMISSIONS REDUCTION TARGETS

13 POINTS



SUPPLY CHAIN EMISSIONS

10 POINTS



SUSTAINABLE EMPLOYEE PROGRAMS

5 POINTS



SUPPLIER ENGAGEMENT

5 POINTS



RENEWABLE ENERGY IN OPERATIONS

15 POINTS



CARBON FOOTPRINT MANAGEMENT

12 POINTS



WASTE MANAGEMENT AND RECYCLING

10 POINTS



RENEWABLE ENERGY CERTIFICATION

5 POINTS



DATA EFFICIENCY PRACTICES

5 POINTS

A Green Line Certification is awarded when a publisher achieves a combined score of at least 70% from both the Technical Assessment and the Publisher Self-Declaration.



WHY PARTNER WITH CONNECTAD GREEN LINE?



ALIGN YOUR BRAND WITH SUSTAINABILITY

Engage with your audience by advertising through a network of certified green publishers, enhancing your brand's commitment to environmental responsibility.

ACCESS TO PREMIUM INVENTORY

Advertise within an exclusive network of publishers who meet the highest sustainability standards, ensuring that your ads contribute to a responsible and ethical advertising ecosystem.



JOIN THE MOVEMENT

BY MAKING ADVERTISING MORE SUSTAINABLE

GET STARTED TODAY

Access the ConnectAd Green Line network
and make a positive impact with your advertising campaigns.

CONTACT US | marketplace@connectad.io

