CONNECTAD GREEN LINE
PIONEERING SUSTAINABLE ADVERTISING

WHY PURSUE THE GREEN LINE CERTIFICATION?

The ConnectAd Green Line certificate is more than just a badge—it's a powerful statement of your commitment to sustainability. This certification reflects your dedication to responsible publishing standards and environmental stewardship.

As a publisher, your influence extends beyond the content you create. By adopting sustainable practices, you are actively shaping a more eco-friendly digital world and setting a higher standard for the industry.

Become a leader in sustainability, showcasing to your audience and partners that you are deeply committed to making a positive impact.

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 rigorous and transparent process ensures that certified publishers meet the highest technical standards and demonstrate a genuine commitment to reducing their environmental impact.

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 GET GREEN LINE CERTIFIED?

SHOWCASE YOUR COMMITMENT TO SUSTAINABILITY

Demonstrate to your audience and advertising partners that you are serious about reducing carbon emissions and supporting a sustainable future.

UNLOCK PREMIUM eCPMs

Gain access to exclusive private marketplace deals and attract higher demand from DSPs as a member of an elite group of green-certified publishers.

TAKE THE NEXT STEP
TOWARD CERTIFICATION NOW

APPLY TODAY

Join the ConnectAd Green Line initiative and set your brand apart in the eco-conscious digital space.

CONTACT US | support@connectad.io