

Driving Efficiency & Sustainability in Programmatic Advertising



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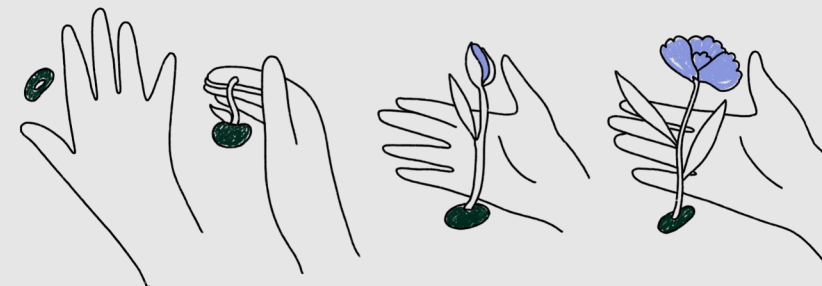


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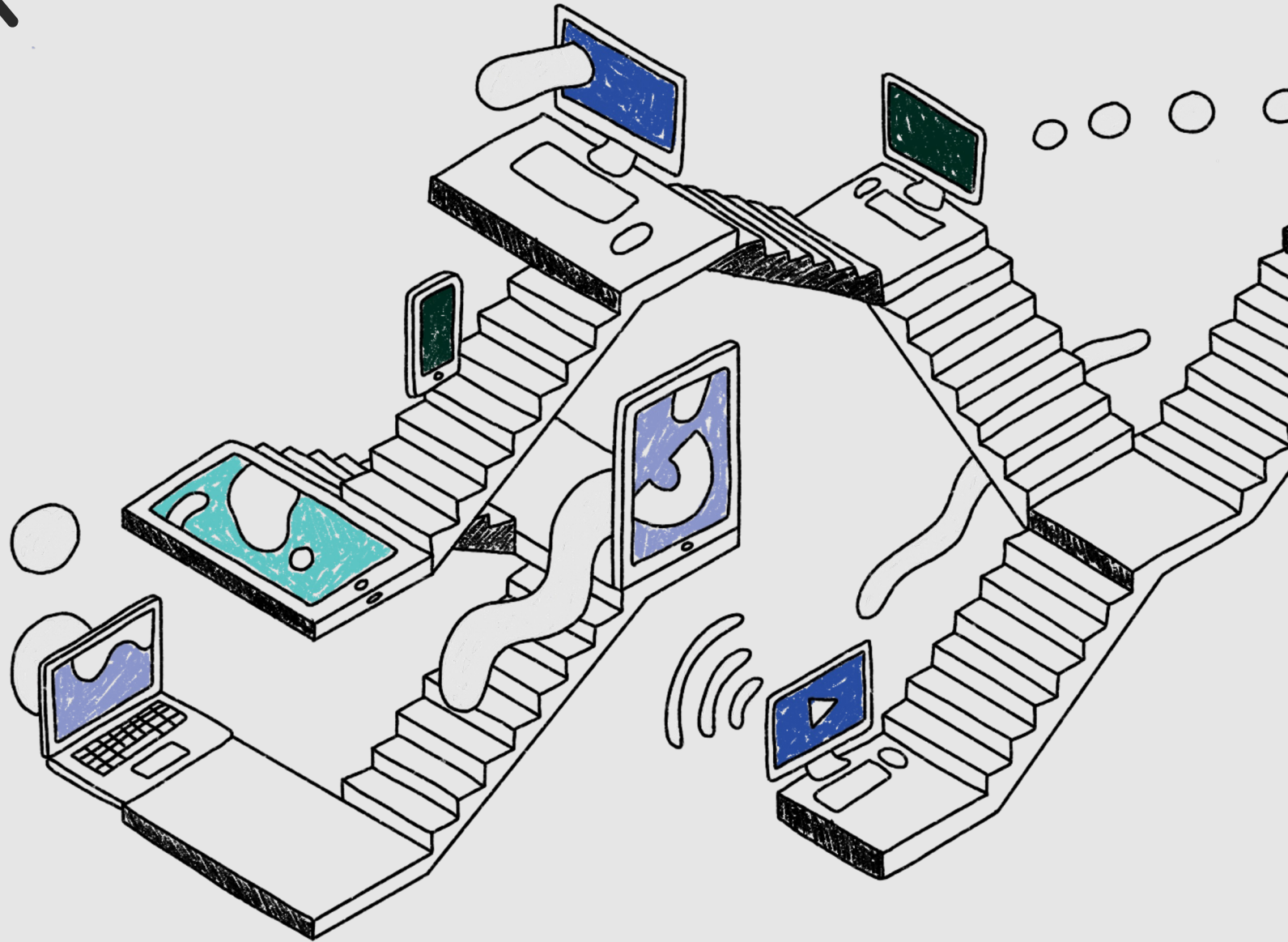
Index⁷
Exchange

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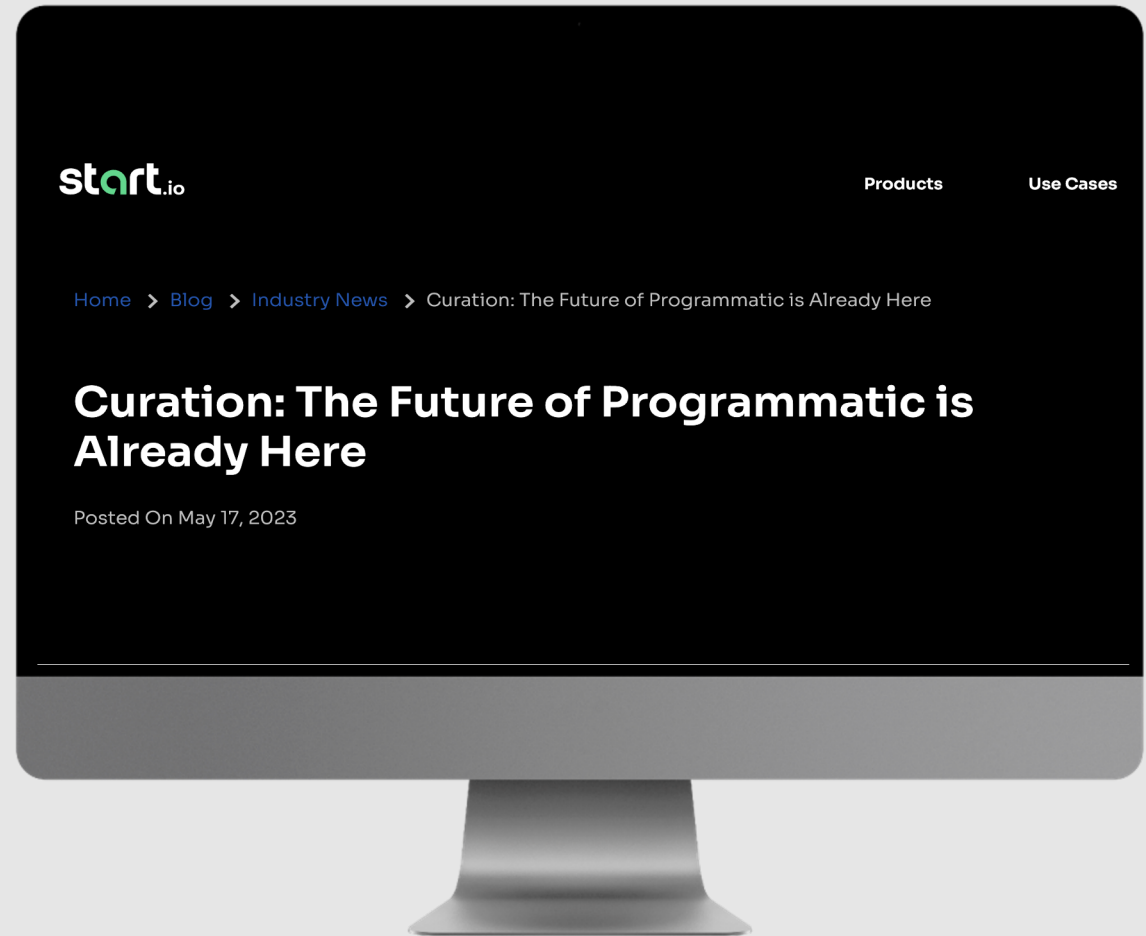
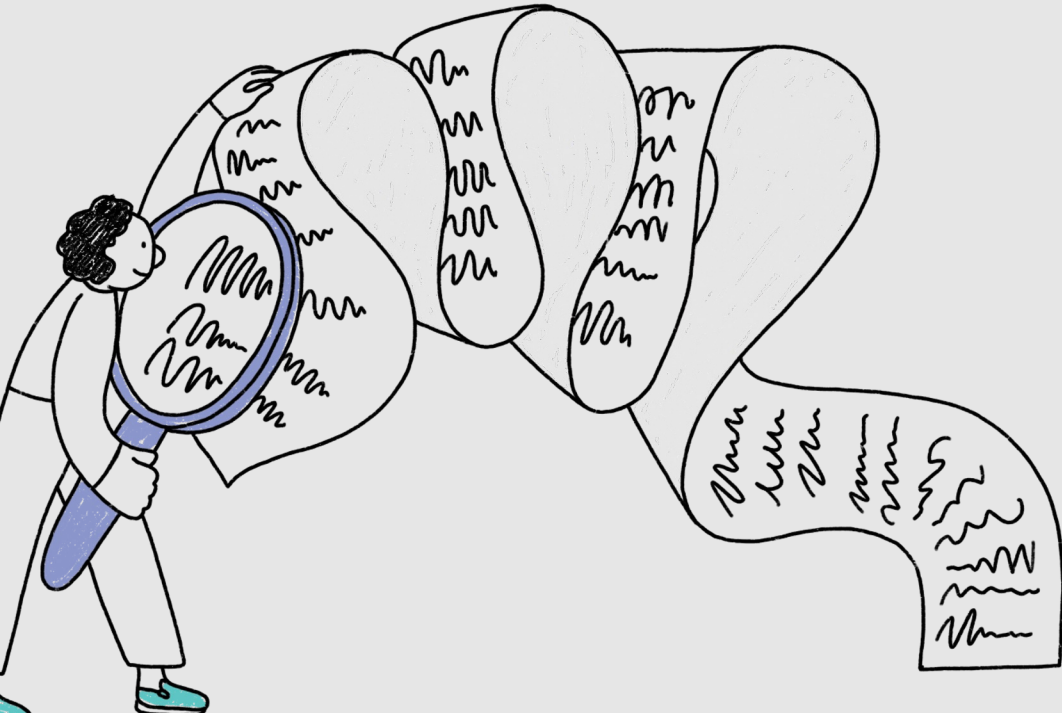


About Index Exchange

We're a proud industry pioneer with nearly 20 years' experience accelerating the evolution of ad technology for the world's leading experience makers.

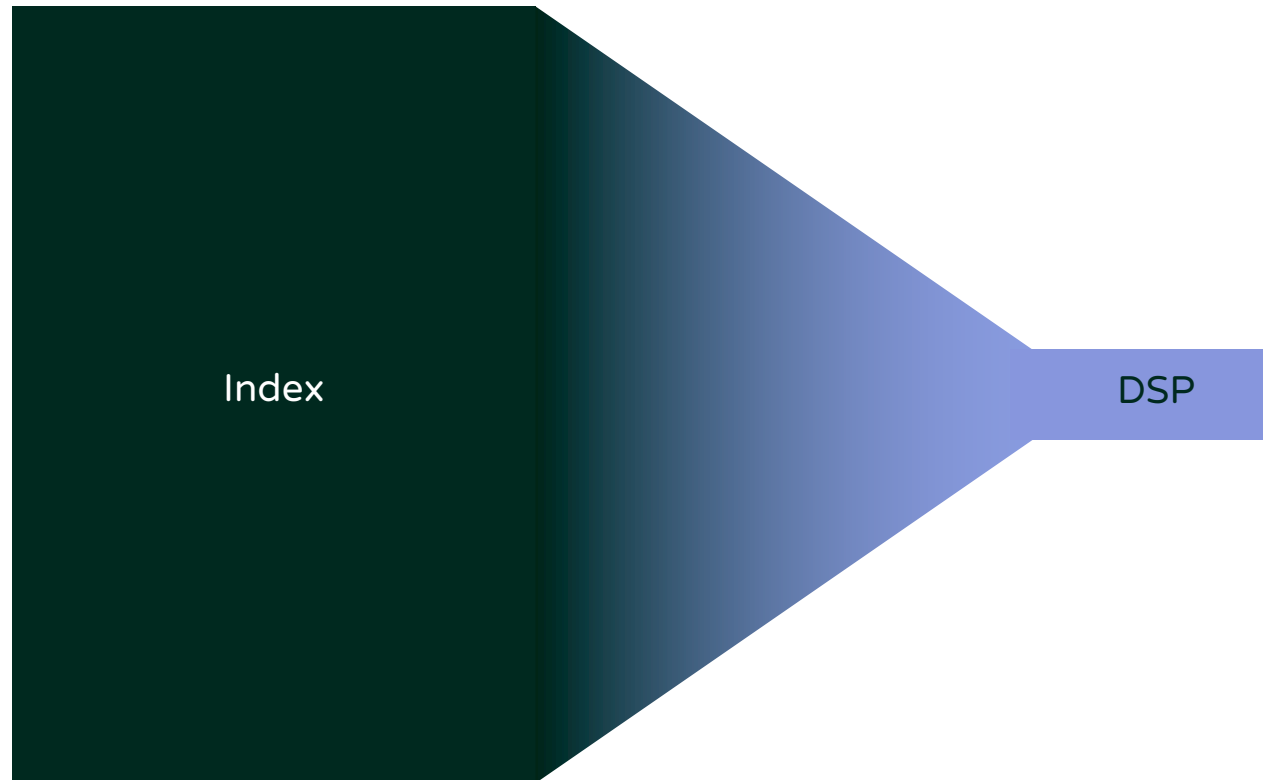


Curation is Making Headlines...



Start With More.

Maximize Scale With Higher Match Rates.



Access and activate
even more opportunities for
improved deal performance.

Index Marketplaces

A platform for modern, supply-side deal curation that puts **trust and simplicity** at the heart of ad buying

Trust

Simplicity

Supply

Search Publisher

Marketplace Publishers: ALL YOUR MARKETPLACE BLOCKED

Publisher	Status	Direct Bid	Bid Boost	Win Rate	CPM	Verified	Your Margin	Rate card range
Prisma Media	Active	ON	20%	80%	\$2.00	✓	4%	\$1.50 - \$6.00
CNN	Active	ON	25%	50%	\$8.50	✓	5%	\$1.75 - \$12.00
ESPN	Active	ON	30%	30%	\$5.00	✓	10%	\$4.20 - \$8.50
Fox News	Active	ON	20%	20%	\$2.00	✓	3%	\$1.00 - \$6.00
Reisch PLC	Active	ON	50%	20%	\$2.50	✓	11%	Adjust
Guardian	Active	ON	20%	90%	\$9.00	✓	3%	\$7.00 - \$20.00
News UK	Active	ON	15%	95%	\$0.75	✓	20%	\$0.50 - \$3.50
Samsung Europe	Active	ON	10%	85%	\$12.35	✓	5%	\$9.00 - \$25.00
eBay (UK) Limited	Active	ON	25%	75%	\$3.00	✓	7%	\$2.30 - \$6.50
Fubo TV	Active	ON	5%	89%	\$4.00	✓	3%	\$3.50 - \$5.00

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Quality

- Built atop quality-first exchange with omnichannel scale



Flexibility

- Intuitive UI
- Diversify sources of revenue
- Integrations - Ready to start



Transparency

- Performance and billing reporting with full visibility into the supply chain



Efficiency

- Unified platform
- Mission of total market efficiency
- No additional fees



Sustainability



Why the ad industry?



Every minute spent on social video consumption emits about **2.6 grams of carbon.**

The average American watched about **1 hour of social video / day.**
One person's weekly emissions spent on social video apps are equivalent to charging **66 smartphones.**



Everyone must start somewhere



Bringing sustainability to the heart of our business

Data centers



Product and technology



Industry collaboration



Business operations



Employee support





Companies are making commitments that require action now.

“We have committed to reaching net-zero carbon across our business by 2040, reducing Scope 1 & Scope 2 emissions by 50% by 2030, and reducing Scope 3 emissions by 30% by 2030.”

IPG

“We commit to net zero carbon emissions across Scope 1 and 2 by 2025 and net zero carbon emissions across Scope 3 by 2030.”

WPP

“We will achieve net-zero GHG emissions by 2040. To do so we will reduce our total global Scope 1, 2 & 3 GHG emissions by at least 46.2% by 2030 and by at least 90% by 2040.”

dentsu

“We will join the Science Based Target Initiative, and are a proud member of the steering committee working to reach Ad Net Zero’s goal of net zero carbon emissions from advertising by the end of 2030.”

OMG

“We have decided to become carbon neutral by 2030. Our targets have been validated by the SBTi and are aligned with the Paris Agreement and the 1.5° scenario.”

**PUBLICIS
GROUPE**



What brands are doing to reduce their emissions..

1.

They adopted green media products (GMPs), or private marketplaces that automatically select for low-emissions inventory.

2.

They updated inclusion lists to only target lower-emitting inventory (thus removing bad actors such as MFAs and other high-emitting, low-performing options).

3.

They optimized exclusion lists to remove any identifiable bad actors.



The result

“Brands can reduce the carbon emissions of their digital media with neutral to positive effects on campaign KPIs”.



Green Inventory Packages: The Path to Net Zero Advertising Emissions

Powered By Scope3

What is it?

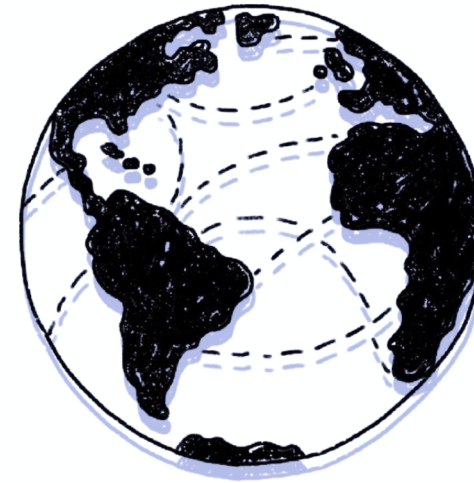
- Index Green Inventory Packages are certified carbon-neutral media measured by Scope3.
- Scope3 tracks and reports on the carbon footprint of the campaign.
- Index will then contribute to a high-quality portfolio of carbon removal projects, taking out what advertising put into the environment.

How to participate?

- Transact on Inventory Packages, which let you curate the open market using a single deal ID. All inventory available through Index can be targeted with Green Inventory Packages.



Kiitos!



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