

# EMISSIONS DASHBOARD

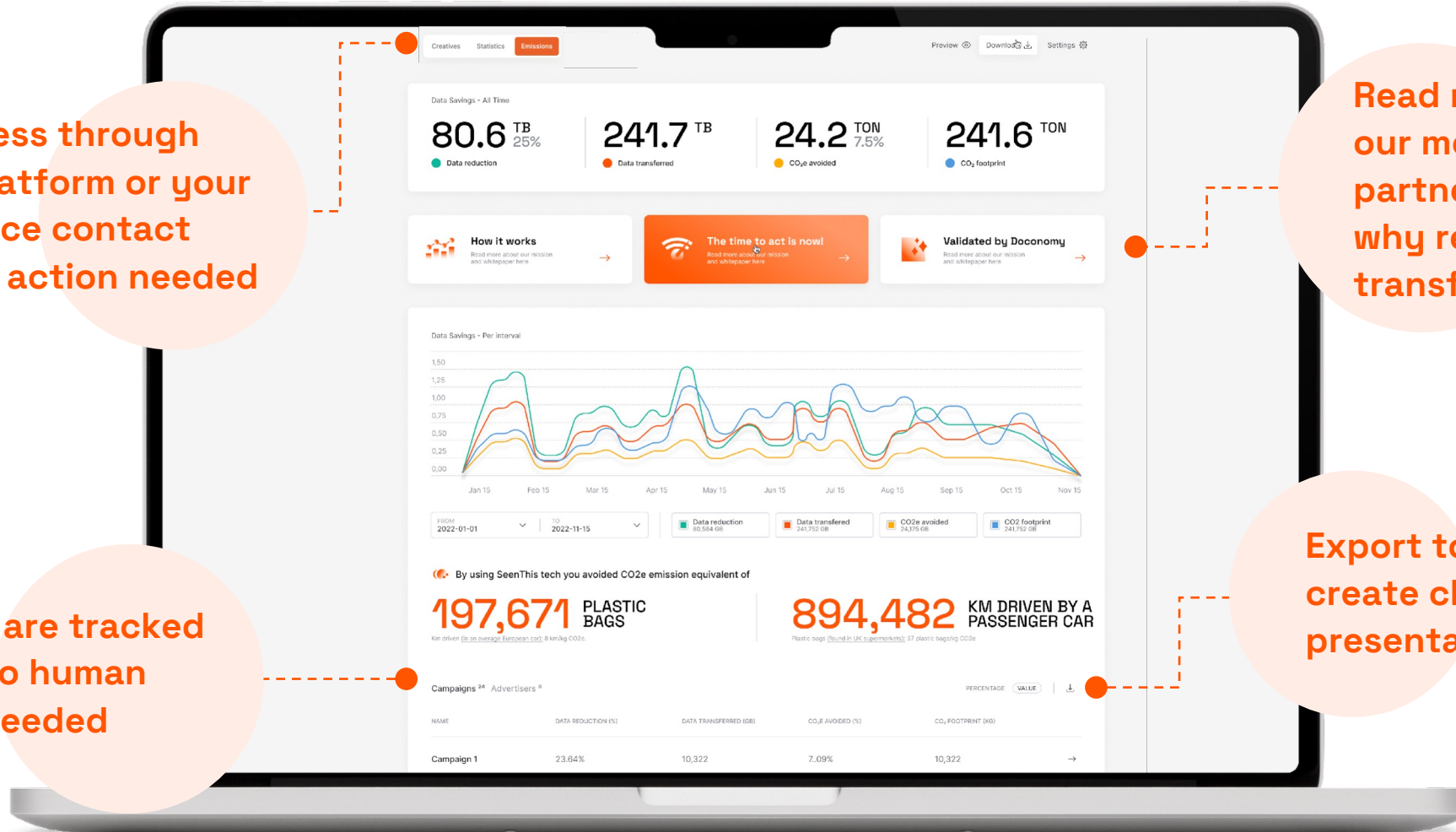
Track, measure and analyze your data reduction and carbon footprint from digital campaigns

Get direct access through the creative platform or your Managed Service contact – no update or action needed

All campaigns are tracked by default – no human intervention needed

Read more about our methodology, partnerships and why reducing data transfer matters

Export to Excel to create client presentations



# MULTI-LEVEL ANALYSIS

Understand data reductions from the highest to the most granular level

Aggregate savings across all advertisers



Advertiser overview

Campaigns <sup>119</sup> Advertisers <sup>26</sup>

	DATA TRANSFERRED (GB)	DATA REDUCTION (%)	CO <sub>2</sub> E FOOTPRINT (KG)	CO <sub>2</sub> E AVOIDED (%)
Advertiser 1	4328	19.2%	4328	6.4%
Advertiser 2	2733	29.2%	2733	8.8%

See all associated campaigns per advertiser

Campaigns <sup>119</sup> Advertisers <sup>26</sup>

	DATA TRANSFERRED (GB)	DATA REDUCTION (%)	CO <sub>2</sub> E FOOTPRINT (KG)	CO <sub>2</sub> E AVOIDED (%)
Campaign 1	837	26.8%	837	8.0%
Campaign 2	468	32.3%	468	9.7%

See all included creatives per campaign

Creatives <sup>2</sup>

	NAME	DATA TRANSFERRED (GB)	DATA REDUCTION (%)	CO <sub>2</sub> E FOOTPRINT (KG)	CO <sub>2</sub> E AVOIDED (%)
Creative 1		86	37.3%	86	11.2%
Creative 2		124	18.8%	124	5.6%

# MEASURING CARBON EMISSIONS

SeenThis automatically tracks transferred data and the corresponding carbon footprint in partnership with Fastly and Doconomy

1

## Tracking data transfer

SeenThis tracks exactly how much data has been transferred for an impression from our Content Delivery Network (CDN)

2

## Calculating data reduction

Based on the delivery of that impression, SeenThis estimates how much data would have been transferred using conventional download technology\*

3

## Converting data to CO<sub>2</sub>e

With the help of Doconomy, data reduction is then converted to equivalent CO<sub>2</sub> emissions using Doconomy's Carbon Key

**“There are several ways to measure the amount of data being delivered from CDN data centers to end users. SeenThis uses the most accurate and reliable method to track and monitor data transfer, per the CDN’s recommendation”**

- Sales Engineering Manager, Fastly EMEA

**fastly** **Doconomy**

\*SeenThis has developed a statistically significant regression model for predicting data reduction, trained on hundreds of campaigns. The model is based on a multitude of parameters related to the creative itself, its quality, the delivery of the creative, and CDN caching. Read more on our website: <https://seenthis.co/sustainability/measure-data-transfer>

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