



- PRESS RELEASE -

Greenbids Raises €1.6 Million and stands up new offering with Scope3 data to pioneer Carbon Reduction in Digital Advertising.



Paris, France - June 20th, 2023 - [Greenbids](#), a cutting-edge French adtech company dedicated to reducing carbon emissions in the industry, is proud to announce that it has raised €1.6 million in funding.

Becoming the leading platform for environmentally responsible digital advertising

This round was led by Elaia and Famille C Participations, two prominent venture capital firms that share Greenbids' vision for a more sustainable digital advertising ecosystem. This funding will enable Greenbids to accelerate its growth with the UK and US expansion, with the ultimate goal of becoming the leading platform for environmentally responsible digital advertising.

Increasing focus on sustainability from adtech, marketers pushing for more carbon efficient ad campaigns.

As part of this mission, Greenbids is excited to announce a strategic new offering powered by Scope3, an advertising carbon measurement company. Industry leaders like Brian O'Kelley, CEO of Scope3, have emphasized the environmental impact of programmatic advertising and the need to shift ad dollars to lower carbon media. Indeed, looking at the top five economies, digital advertising generates more than 2.6 million metric tons of carbon per year based on the latest state of [Scope3 sustainable advertising report](#).

Solving the equation between media effectiveness and carbon footprint

The main challenge for the adtech industry is having a solution that both reduces carbon emissions and improves media effectiveness. By solving this equation with its proprietary algorithms that optimize media effectiveness and carbon emissions on DV360 and Xandr, Greenbids can not only help advertisers, publishers and supply-side platforms achieve their marketing goals but also contribute to a greener and more sustainable future.

Laying the foundation of the future of digital advertising

By considering various carbon emissions factors such as supply paths, devices, and MFA (made for advertising websites) in combination with media effectiveness factors like time on screen, audibility, and video player size, Greenbids' machine learning technology is able to arbitrage and identify the ideal opportunity to reduce the carbon footprint of advertising and media campaigns while ensuring maximum media effectiveness.

Greenbids solutions are now powered by Scope3

Greenbids has joined forces with Scope3, a leading global firm in the advertising carbon measurement industry. By leveraging this powerful alliance, Greenbids will be able to enhance its algorithms with even more accurate advertising carbon data, enabling global corporations to take decisive action in reducing their digital advertising carbon footprint.

Greenbids' co-founder and CEO, Guillaume Grimbert, said, *"We are thrilled to have the support of Elaia and Famille C Ventures as we work towards revolutionizing the digital advertising landscape. Our partnership with Scope3 enables us to provide businesses with a solution that balances their need for effective advertising with their responsibility to reduce carbon emissions. Together, we are building a more sustainable future for our industry."*

"We have been convinced by the Greenbids team, gathering both the tech expertise with PhDs having developed the proprietary AI, and the business knowledge of the market of digital advertising, having experienced the pain points of the ad tech supply chain. Their solution comes from a climate concern, and they transformed it into an opportunity to redefine a more efficient digital advertising industry and make a meaningful impact on the environment" said Anne-Sophie Carrese, Partner at Elaia. Prisca Courtin, Partner at Famille C Participations, added, *"We believe Greenbids has the potential to become the gold standard for sustainable advertising, and we are excited to support their journey."*

About Greenbids:

Greenbids is a pioneering digital advertising startup dedicated to reducing carbon emissions in the advertising industry. By leveraging cutting-edge technology and strategic partnerships, Greenbids offers businesses a unique solution that optimizes media effectiveness while minimizing environmental impact. Greenbids is committed to creating a more sustainable future for digital advertising and helping businesses achieve their marketing goals without compromising the environment.