



Press release

iq digital is taking a leading role in sustainable customer reporting: Emissions data is now reported transparently.

- **Ad delivery footprint as a new KPI in standard reporting**
- **iq digital average: 0.03 g CO₂e total intensity per impression**
- **Market average: 0.56 g CO₂e total intensity per impression**

Düsseldorf, August 4, 2026. iq digital is now reporting emissions data as a new KPI in customer reporting, broken down by ad unit. In doing so, iq digital is creating additional transparency regarding the product carbon footprint of digital ad delivery and providing advertisers and agencies with a fact-based foundation for evaluating and optimizing their campaigns.

Emissions Data as a KPI: What the Metric Measures

This new KPI reports the CO₂e emissions generated by the delivery and display of advertising materials during the respective reporting period. It reports impression intensity in grams of CO₂e per impression (g CO₂e/impression). This provides advertisers with an additional, nuanced view of their campaigns—down to the level of individual ad placements.

Standardized calculation according to GMSF (Ad Net Zero)

Emissions are calculated by the measurement service provider Cedara—based on primary data from iq digital. The measurement is based on the latest version of the Global Media Sustainability Framework (GMSF) from Ad Net Zero. Ad Net Zero has standardized the measurement of media emissions, thereby enabling an accurate and consistent methodology to identify opportunities for emissions reduction throughout the entire supply chain.



Contextualization of Key Metrics and Advice on Optimization Leverage

Emissions metrics can vary depending on the environment, advertising materials, formats, and delivery parameters. iq digital therefore contextualizes these values in its reporting and provides comparative figures for reference. Currently, iq digital averages 0.03 g CO₂e total intensity per impression—compared to a market average of 0.56 g CO₂e total intensity per impression. Those looking to reduce emissions can also turn to iq digital for guidance: The sales team supports clients with specific strategies for more efficient, lower-emission campaign delivery.

For questions about emissions reporting and our sustainability efforts, please contact us at: sustainability@iqdigital.de.

About iq digital:

iq digital media marketing GmbH is the exclusive marketing partner for leading media outlets in Germany. Its portfolio includes top-tier media in the areas of general news, business & finance, trade publications, and millennial-focused media. Websites such as DER SPIEGEL, FAZ.NET, Handelsblatt Online, SZ.de, WirtschaftsWoche Online, manager magazin, Harvard Business Manager, and Der Tagesspiegel keep decision-makers informed daily on all relevant topics. Headquartered in Düsseldorf, iq digital—a joint venture between FAZ Verlag, Handelsblatt Media Group, Süddeutsche Zeitung Verlag, and ZEIT Verlag—offers both broad reach in the news and business sectors and specialized content tailored to specific target audiences. With a total digital reach of 32.9 million* unique digital users, iq digital is one of the leading marketers of high-quality digital media and media brands.

*Source: agma DNA, net reach / February 2025

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