



OnyxGreen Makes Scope3 Data Available to Enterprise Brands and Agencies

NEW YORK, April 3, 2024 -- Outbrain (NASDAQ: OB), a leading technology platform for the open web today announced the launch of OnyxGreen, powered by data from Scope3, the collaborative sustainability platform decarbonizing media and advertising.

The launch of OnyxGreen, a Green Media Product (GMP), builds on the 2023 release of Onyx, which utilizes Outbrain's prediction technology to maximize attention, ensuring brand dollars are allocated to the most valuable and impactful moments. GMPs make Scope3's data set directly actionable through low emissions packages that eliminate the least sustainable inventory from media buys. OnyxGreen specifically, allows marketers committed to a cleaner, more sustainable media ecosystem to maximize attention, drive greater brand impact, and minimize emissions.

According to Scope3's [April 2023 report](#), the programmatic advertising industry produces more than 215,000 metric tons of carbon emissions in a single month across five leading economies, the equivalent to more than 24 million gallons of gasoline being consumed. Yet when digital ad campaigns are optimized for attention time, research has identified that carbon emissions are reduced by [an average of 63%](#).

"With OnyxGreen, advertisers are expected to reduce their carbon emissions by up to 30% compared to open exchange video and display," said Klaus Ludemann, SVP of Brand & Agency Customer Experience at Outbrain. "We're proud to offer a low-emission private marketplace (PMP) solution, giving buyers the opportunity to easily find and buy Green Media Products powered by Scope3 to help decarbonize the programmatic ecosystem, while driving real brand outcomes."

"Advertisers want to maximize the effectiveness of their media spend, and that now means optimizing for carbon in addition to considering traditional metrics like reach and scale," said David Fischer, Head of Global Ad Tech Platforms at Scope3. "The addition of Scope3 emissions

data to OnyxGreen gives marketers a simple and standardized way to shift their buying behavior in favor of more sustainable media while helping ensure publishers continue to thrive.”

To learn more about Onyx, visit <https://www.outbrain.com/onyx/>.

About Outbrain

Outbrain (Nasdaq: OB) is a leading technology platform that drives business results by engaging people across the open internet. Outbrain predicts moments of engagement to drive measurable outcomes for advertisers and publishers using AI and machine learning across more than 7,000 online properties globally. Founded in 2006, Outbrain is headquartered in New York with offices in Israel and across the United States, Europe, Asia-Pacific, and South America. To learn more, visit www.outbrain.com

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