

Measuring Sustainability in Marketing

UniFida's CO₂ Counter enables marketers to accurately measure the sustainability of their marketing campaigns and achieve greener marketing.

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Gauge the environmental impact of your marketing campaigns

With a global focus on environmental issues, companies are becoming more aware of the sustainability of their marketing activities. They want to be able to measure and report the impact of their campaigns, whether offline or online, and support greener marketing initiatives.

This is no longer a 'nice to have'. Large companies will soon be legally required to commit to, and report on, sustainable business models, but the onus of responsibility will rest with all companies spending significant amounts on marketing communications, both online and offline.

UniFida's CO₂ counter enables companies to gauge the environmental impact of your marketing campaigns. It supports greener marketing by calculating the amount of CO₂ (carbon dioxide) released while setting up a campaign via any marketing channel and reports on the amount used once a campaign has been completed.

“Measuring environmental impact

With UK marketing activities expected to have released around 350 million tonnes of carbon in 2021, the CO₂ Counter is an essential online tool. It enables companies to measure the environmental impact of their marketing activities across online and offline channels.”

CO₂ Counter Benefits



Planning

Before launching a campaign, the CO₂ counter can show how much carbon will be produced, giving marketers the opportunity to offset or plan a different approach.



Insight for future activity

With historic marketing activities, marketers can evaluate each campaign and channel's performance and how much carbon has been released for what benefit. This can help steer future greener marketing initiatives.



Scenario comparison

Marketers can access the CO₂ Counter online and, for example, use it prior to catalogue production, inputting the number of pages, size, print colours, paper type and quantities. Or for an email campaign, they can input the number of recipients and whether the email has a video attached. Carbon usage is then calculated and the results displayed.

Ask us about how our CO₂ counter can help your business.

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From our Blog

Why email and digital activity is not always the greener option

March 23, 2022

When it comes to measuring the carbon footprint of quantifiable marketing activities, such as advertising in newspapers or catalogue production, it's relatively easy. Most marketers have experience of the production

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UniFida launches CO₂ Counter for 'greener' marketing

January 24, 2022

Marketers can now accurately measure the sustainability of their marketing campaigns January 25, 2022, London – UniFida, a provider of technology that helps companies measure marketing effectiveness, has launched

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The CO₂ Counter – a cloud-based technology– has been developed by Trinity P3 in Australia and is distributed in the UK by UniFida. Trinity P3 has used a large number of data sources to develop the counter, with much of its work reviewed by the Royal Melbourne Institute of Technology.

Find out more about UniFida Marketing Metrics

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+44 203 9606472



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Unifida CDP uses UKFasts's carbon neutral cloud hosting with PAS2060 certification from the Carbon Trust.

AWARD-WINNING SERVICE FOR MARKETERS



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