If you can *measure it,* you can *improve it*

We're proud to be at the forefront of industry-wide change, and we're committed to driving real progress through our support of Ad Net Zero and the Every Brief Counts initiative.

We believe that sustainability should be at the heart of every media decision. That's why we've launched IMClear – a brand-new tool built to help our clients and partners measure and understand the true sustainability impact of their campaigns.

IMClear is here to bring transparency, accountability, and confidence to your media choices. Because we believe that if you can measure it, you can improve it.

IMMEDIATE
a **Burda** company

Why we've built it

In today's media landscape, sustainability is a major focus for advertisers, driven by new regulations, growing consumer pressure, and reputational risk.

Marketing activity, especially media spend, must now meet environmental social governance (ESG) reporting standards. But most current solutions are fragmented and focus only on carbon. Advertisers often need multiple partners just to meet all requirements.

We created IMClear to offer a complete, simple, and scalable way for brands to run sustainable campaigns, combining Immediate's trusted brands, sustainability leadership, and audiences in one place.

What does *it do?*

IMClear is an all-in-one sustainable media solution. It includes low-carbon inventory across all our websites, effective ad formats, smart 1st party targeting, and independent ESG measurement.

Our partnership with GoodNet enables us to measure campaigns against a wide range of ESG goals (not just carbon), using their AI-powered tool GoodIQ, to score our advertising based on our content, consumption and corporate behaviours.

GoodNet then helps us align each campaign with the advertiser's specific ESG goals, ensuring that the media they buy is both impactful and high-performing.

This gives brands reliable, transparent insight into how their media activity supports their sustainability priorities, while still delivering strong campaign results.

IMMEDIATE
a **Burda** company

How does it work?

IMClear is designed to be simple and effective from start to finish. Advertisers select the Immediate sites they want to run on, choose from a range of high-performing, low-impact ad formats, and define the campaign KPIs that matter most, such as CTR, viewability, or video completion.
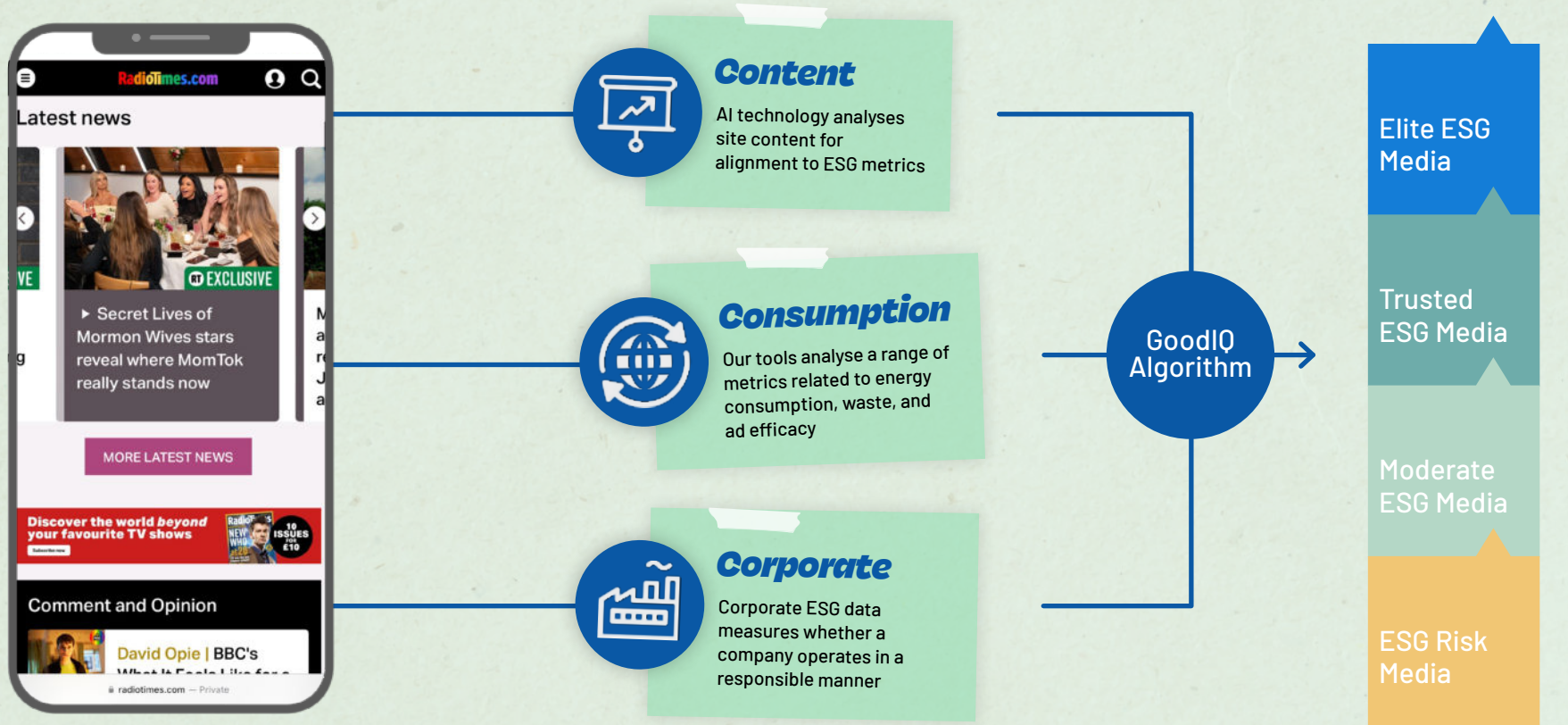
Targeting is powered by our efficient 1st party Prism technology, which offers both sustainability-focused and broader audience segments.

Throughout the campaign, we use GoodIQ to measure ESG performance across three key areas: content quality, carbon consumption, and corporate alignment. You'll receive pre- and post-campaign reports showing how your activity aligns with your sustainability goals, performs against media benchmarks, and contributes to broader ESG impact — all with no extra fees, and special support for BCorp clients.

IMClear powered by **GoodIQ** ESG Media Index

Content
AI technology analyses site content for alignment to ESG metrics

Consumption
Our tools analyse a range of metrics related to energy consumption, waste, and ad efficacy

Corporate
Corporate ESG data measures whether a company operates in a responsible manner

GoodIQ Algorithm

ESG Media Index (Out of 100)

Elite ESG Media

Trusted ESG Media

Moderate ESG Media

ESG Risk Media

Providing holistic measurement against a broad range of ESG metrics.

IMMEDIATE
a **Burda** company

Immediate is a leader in sustainable publishing

All Immediate Media sites are in the top 15% of the 8,000+ domains measured by the Ethical Media Index globally

+6
Average Content
Score vs Benchamrk

+22
Advertising Score
vs Benchmark

+13
Corporate Score
vs Benchmark

+6   +19   +16   +7   +6

Overall EMI Scores vs Benchmark

Good IQ
Ethical intelligence platform

IMMEDIATE
a **Burda** company

IM Clear
Summary

What does it include:

- Precampaign Insight from GoodIQ

- Sustainable Formats by Scope3 & Adnami

- Sustainable Media and Tech (top 10% globally)

- Low Carbon targeting and data (by Prism)

- Performance based buying metrics

- Insight and Measurement beyond just carbon post campaign

Advertiser Incentives:

- 20% discount for B corp client (see list)

- No high carbon / low welfare / non ethical clients

IMMEDIATE
a **Burda** company

Get in touch to *find out more* and see some of our *case studies!*

Please speak to your Immediate rep, or contact:

James Florence **Head of Advertising Technology**

James.Florence@immediate.co.uk

Beth Shirazi **Partnerships Director**

Beth.Shirazi@immediate.co.uk

James Walmsley   **Ad Director, Agency and Clients**

James.Walmsley@immediate.co.uk

IMMEDIATE
a **Burda** company