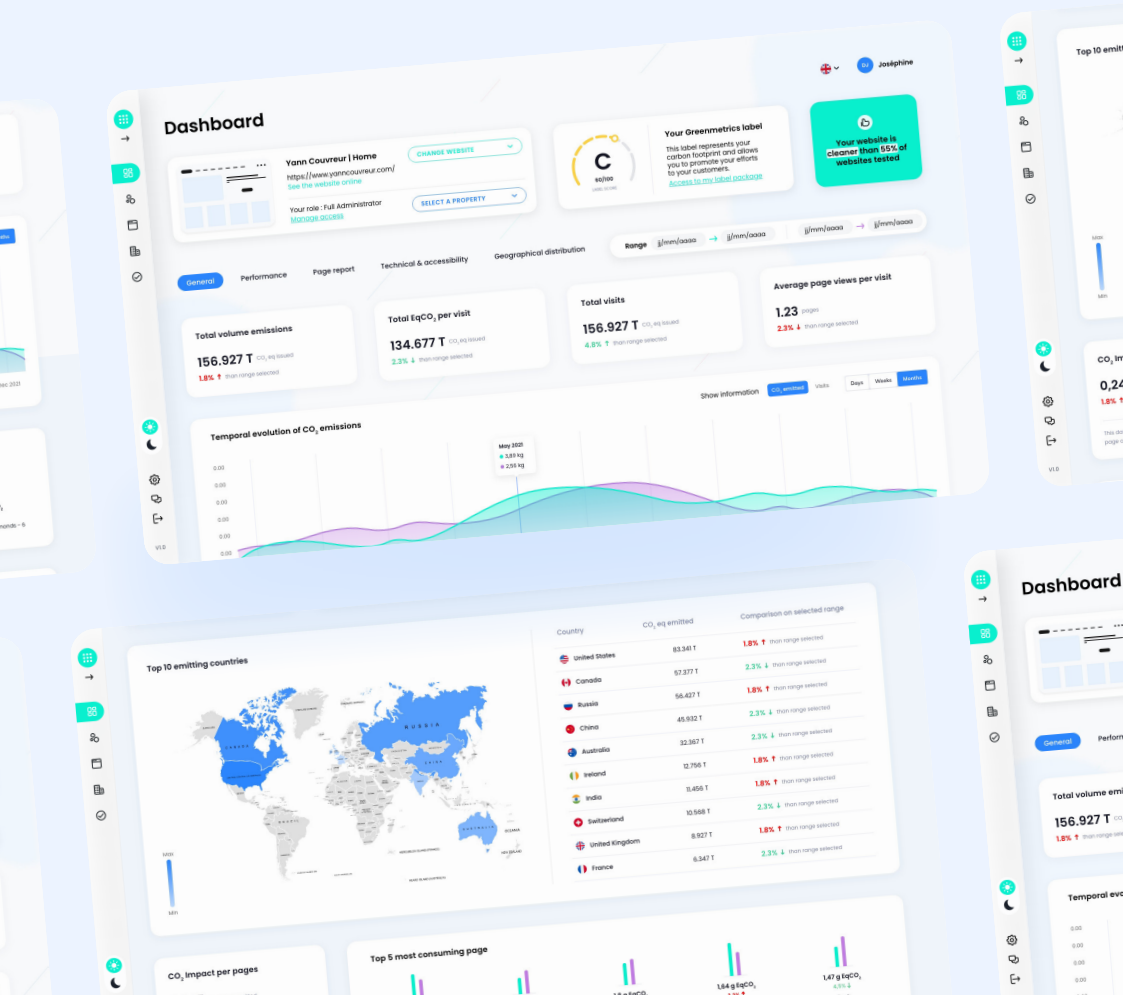


## Your web interfaces : efficient and committed to the environment



## Digital in numbers




The digital industry accounts for  
**4%** of global greenhouse gas emissions

The average web page tested produces  
**1,76g** CO<sub>2</sub>

In 2019, the average size of a web page is  
**4** times higher than in 2010

## The impact of **your website**

The greenhouse gas emissions of your website have a direct relationship with :

-  its overall size
-  loading time pages
-  resources used

Improving these areas allows :

- better ranking on search engines
- better experience for your visitors and your consumers
- reduced bounce rates
- improved sales and conversions
- reduced development costs

Develop an  
**eco-responsible  
website** and **boost  
your acquisition  
strategy**

**80%** consumers  
would be more loyal to brands making  
strong commitments to fight against  
digital pollution

**100** milliseconds  
lost result in a **7%** drop conversion rate

# With our solution, **make your web interfaces spic and span for a bright future**



Assess the carbon footprint of your website and the customer journey

- Analyze the most polluting sources by page, type of product and marketing sources (SEO, SEA, Social media, etc.)
- Identify the behavior of your visitors by associating the impact of their journey



Easily manage your strategy and monitor a responsible website

- Visualize the environmental impacts of your interfaces with the interactive dashboard
- Act on the eco-design of your website with personalized recommendations



Reduce your impact and bring a new environmental dimension to your UX journey

- Optimize design, customer journey and content
- Accelerate your conversions and decrease your bounce rates



#### Your Greenmetrics label

This label represents your carbon footprint and allows you to promote your efforts to your customers.

[See details](#)



## Score by Greenmetrics Analytics

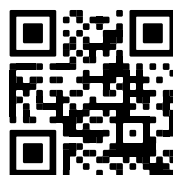
**Promote your environmental commitment** to your customers and get a head start on your competitors.

**Find out more about taking action on your digital footprint**

[www.greenmetrics.io/en](http://www.greenmetrics.io/en)

green|||etrics

[contact@greenmetrics.io](mailto:contact@greenmetrics.io)



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