

How a Major Utility & Education Website

playwire®

Achieved 168% Higher CPMs Through Traffic Optimization

Increase
168%
in CPMS

Through strategic traffic shaping and optimization, the publisher saw CPMs more than double

Revenue
76%
Growth

Overall revenue increased significantly while actually reducing ad requests

Reduction
61%
in Ad Requests

Achieved dramatic efficiency improvements while maintaining strong monetization

Improvement
107%
in Viewability

Strategic ad placement and logic refinements doubled viewability rates

ABOUT THE PUBLISHER

With over 20 million monthly pageviews, this major utility website serves as a critical resource for students and average users worldwide. The platform offers comprehensive computational tools and resources, making it a prime destination for both users seeking quality content and advertisers looking to reach an engaged audience.

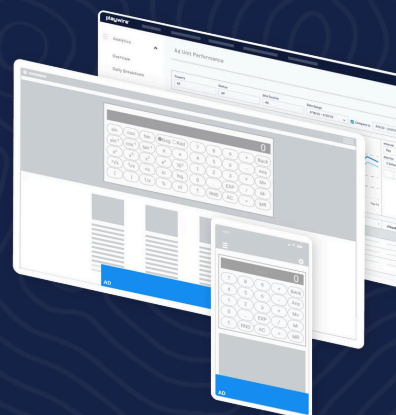
"The future of ad tech isn't about generating more requests – it's about generating the right requests."

Scott Schroeder, SVP of Yield Ops, Playwire

THE CHALLENGE

Prior to working through the QPT initiative with Playwire, the publisher faced several common challenges in the ad tech ecosystem:

- High volume of ad requests creating inefficiency and waste
- Suboptimal viewability affecting revenue potential
- Complex ad logic leading to performance issues
- Need to balance user experience with monetization



THE SOLUTION: QPT INITIATIVE

Playwire implemented a comprehensive Quality, Performance, and Transparency (QPT) strategy focused on efficiency and effectiveness rather than pure volume.



"The industry has historically rewarded quantity over quality, but we're seeing a dramatic shift. Our QPT initiative is about being smarter with how we handle ad requests, not just generating more of them."

Scott Schroeder, SVP of Yield Ops,
Playwire

KEY COMPONENTS OF IMPLEMENTATION INCLUDE

Traffic Shaping

Playwire implemented a comprehensive traffic shaping strategy that intelligently filtered and optimized ad requests. Rather than maximizing request volume, the system focused on identifying and prioritizing high-value inventory opportunities, significantly improving ROI for buyers by eliminating low-value impressions.

Viewability Optimization

The viewability optimization strategy centered around implementing sophisticated loading and refresh mechanisms. By incorporating lazy loading techniques and strategically timing ad delivery, Playwire ensured ads were served only when users were most likely to engage with them.

Ad Logic Refinement

A complete overhaul of the ad logic system formed the foundation of the optimization strategy. This included implementing intelligent refresh rules that balanced revenue optimization with user experience, ensuring that every ad request had a higher probability of generating meaningful revenue.

THE RESULTS

The implementation of Playwire's QPT initiative delivered transformative results that challenged conventional industry wisdom about ad tech optimization.

This approach not only improved immediate revenue metrics but also created a more sustainable and efficient advertising ecosystem that benefits both publishers and advertisers. The implementation delivered impressive results across all key metrics:

