

Learn How Everhance

playwire®

# Maximizes Ad Revenue

EVERHANCE

## While Maintaining Page Performance

### Operational Cost Reductions

Eliminated need for in-house ad ops team while maintaining premium performance

### Superior Page Performance

Achieved optimal balance between revenue and user experience with lightweight ad implementation

### Advanced Analytics Access

Gained deep insights into revenue drivers through comprehensive data visualization

### Competitive CPMs

Consistently delivers strong revenue performance compared to industry benchmarks

## ABOUT EVERHANCE

Everhance is a leading digital publisher reaching over 10 million readers monthly with engaging content spanning entertainment, education, and lifestyle verticals. With more than 7 million unique users consuming 140+ million video views per month, Everhance has established itself as a powerhouse in reaching millennial audiences through high-quality content and engaging experiences.

## THE CHALLENGE

Prior to partnering with Playwire, Everhance was managing their own ad stack with a dedicated ad ops manager. Between mounting Google Ad Server fees and the increasing complexity of the ad tech landscape, the Everhance team found themselves investing significant resources into ad operations that could be better spent on content creation and audience growth.

*"We had a full-time ad ops manager, high Google ad server fees and it was a considerable expense. With the consolidation in ad tech, it just started to make more sense to find an all-in-one provider if we could negotiate the right rate to beat our previous expenses. We wanted more flexibility, automation, technology stack support and overall capabilities with a partner like Playwire."*

**Ramsey Moshen**, Everhance

# WHAT SETS PLAYWIRE APART

## Superior Technical Implementation

While some publishers struggle with bloated ad tech that crashes browsers and frustrates users, Playwire's lightweight implementation allows Everhance to maintain optimal page performance. This technical excellence ensures readers can open multiple tabs without performance issues – a crucial factor for user experience and search engine optimization.

## Comprehensive Analytics

Playwire provides Everhance with some of the most robust analytics in the industry, offering deep insights into performance metrics that drive strategic decisions. The platform delivers granular data visualization that helps Everhance optimize their revenue strategy while maintaining user experience.

## Competitive Performance

In an industry where revenue is the ultimate metric, Playwire consistently delivers competitive CPMs and strong overall performance. Through a combination of premium demand partnerships and sophisticated yield optimization, Playwire helps Everhance maximize the value of every impression.

## THE RESULTS

The partnership with Playwire has allowed Everhance to:

- Eliminate the cost of an in-house ad ops team while maintaining premium performance
- Reduce technical overhead and maintain desired page performance
- Gain deeper insights into revenue drivers through advanced analytics
- Maintain competitive CPMs across their extensive traffic base

For Everhance, Playwire represents more than just another vendor in the commoditized ad tech space. The combination of technical excellence, comprehensive analytics, and consistent revenue performance creates a partnership focused on long-term success.

*"At the end of the day, it's about rates and whether we're maximizing our revenue. The way Playwire has configured everything, from how ads load to how they perform, creates the perfect balance of revenue and user experience."*

**Ramsey Moshen**, Everhance



Accelerate your business and uncomplicate your ad tech stack, because you deserve a partner and a platform that demands more for you.

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