How a Major Utility & Education Website
Achieved 168% Higher CPMs
Through Traffic Optimization

playwire®

Increase	**Revenue**
168%	**76%**
in CPMS	Growth
Through strategic traffic shaping and optimization, the publisher saw CPMs more than double	Overall revenue increased significantly while actually reducing ad requests

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Reduction	**Improvement**
61%	**107%**
in Ad Requests	in Viewability
Achieved dramatic efficiency improvements while maintaining strong monetization	Strategic ad placement and logic refinements doubled viewability rates

ABOUT
THE PUBLISHER

"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

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 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
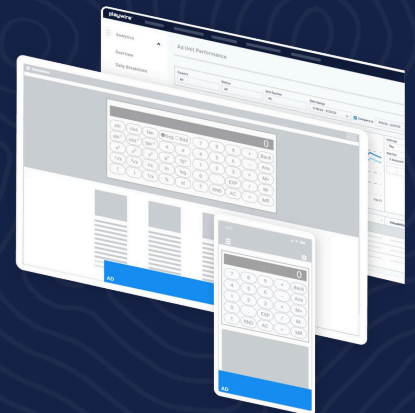
THE SOLUTION:
QPT INITIATIVE

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

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:

Efficiency Improvements

- 61% reduction in total ad requests
- 32% reduction in ad requests per pageview
- 52% reduction in bid requests to SSPs
- 147% increase in bid rate

Revenue Impact

- 168% increase in CPMs
- 76% growth in overall revenue
- 87% increase in total bids

Quality Metrics

- 107% improvement in viewability
- 8% increase in traffic as a result of changes
- Significant reduction in wasted compute resources

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