How Martin Snelling Turned
Viral Games into a Revenue Stream with Playwire

200K+
Daily Active Users

Martin's portfolio of games attracts over 200,000 daily active users, demonstrating strong engagement and loyal players.

7 to 8
Minutes Average Engagement

Players spend an average of 7–8 minutes in Martin's games—ideal for seamless monetization.

8M
Monthly Visitors

With approximately 8 million monthly visitors generating 12 million impressions, Martin's games deliver substantial reach for advertisers.

ABOUT
MARTIN SNELLING

Martin created a portfolio of popular online games, including a viral Heardle clone, during the COVID-19 lockdown period. With a background in PR and marketing, Martin was able to leverage his expertise to gain traction for his games, which quickly grew in popularity. What started as a fun project has evolved into a significant online presence with millions of monthly visitors across multiple game websites.

BALANCING PLAYER EXPERIENCE
WITH MONETIZATION

Despite the growing popularity of his games, Martin was initially hesitant to introduce advertising. His primary motivation wasn't financial gain but rather creating enjoyable experiences for players. After running ad-free games for about a year, he reconsidered his approach.

For Martin, the decision to implement advertising came with a clear boundary: ads could not interfere with gameplay or diminish the player experience. The value of monetization had to be balanced with maintaining player satisfaction.

FINDING THE RIGHT
IMPLEMENTATION

Martin initially tested ads on his main landing page before looking to implement them within each individual game. As someone without a coding background, technical implementation posed a significant challenge.

The Playwire technical team worked closely with Martin to integrate ads that would generate revenue without disrupting gameplay—finding that delicate balance between monetization and user experience that's often elusive in the gaming space.

STRATEGIC
AD PLACEMENT

Strategic Ad Placement
For Martin, the location and behavior of ads were critical considerations. His non-negotiable requirements included:

- No ads that forced players to wait before accessing games
- No obstructive ads requiring closure to continue gameplay
- Ads that remain visible without interfering with game mechanics
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This strategic approach to ad placement has allowed Martin to maintain player satisfaction while generating significant revenue—proving that with the right implementation, monetization and user experience can successfully coexist.

"The Playwire Technical Solutions Team was instrumental in getting ads implemented into the games. As someone who isn't a coder, their expertise made what seemed impossible feel seamless, allowing me to focus on what I do best—creating engaging games."
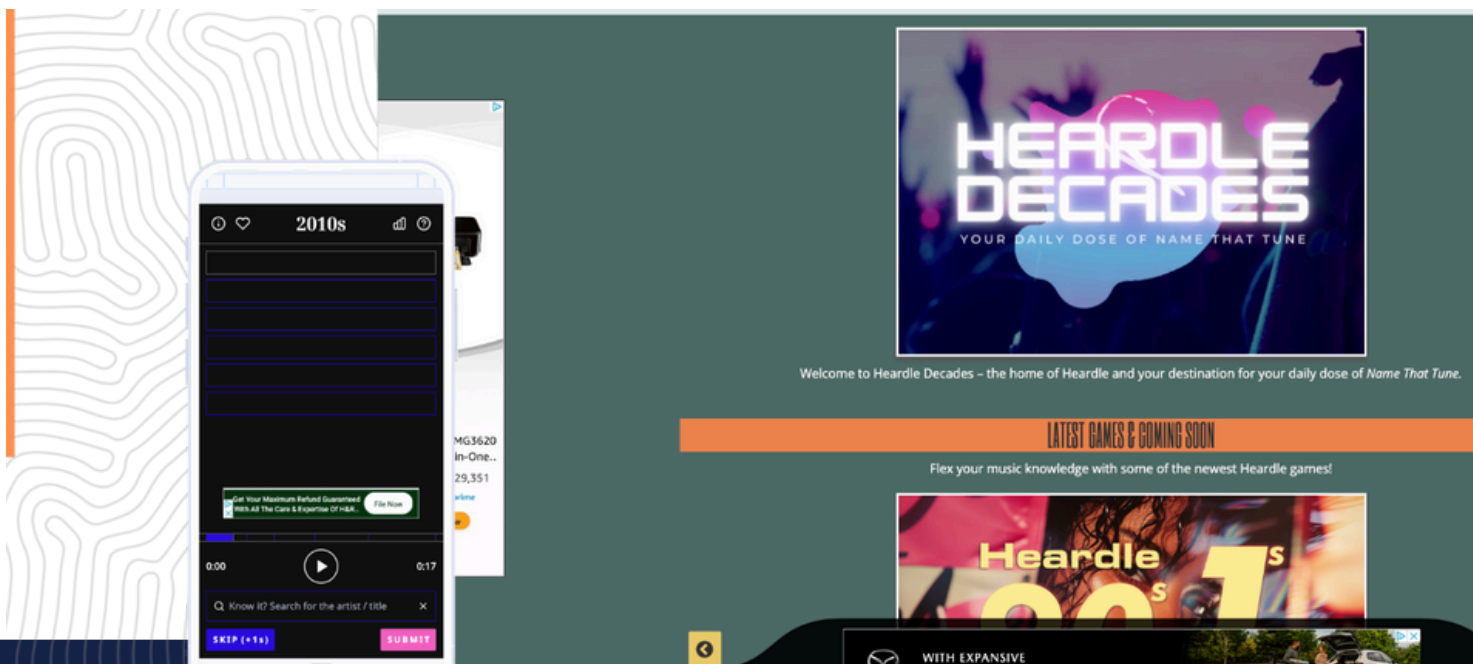
Martin Snelling, Owner & Game Developer

EXCEEDING REVENUE
EXPECTATIONS

After implementing Playwire's monetization solution, Martin found that the revenue stream substantially exceeded his initial expectations. Despite receiving regular solicitations from competing ad networks, he's chosen to remain with Playwire for several compelling reasons:

- Consistent performance of ad units
- Higher-than-expected revenue generation
- Quality of ads displayed across his games
- Responsive account management support
- Robust analytics and reporting tools

"The revenue has consistently exceeded my expectations. Despite weekly outreach from competing networks, I've remained with Playwire because they've proven time and again that their solution simply works."

Martin Snelling, Owner & Game Developer

playwire®

LEVERAGING ANALYTICS
FOR STRATEGIC DECISIONS

The reporting capabilities within the Playwire platform have become an integral part of Martin's daily routine. By regularly logging into the backend system, he's able to:

- Track performance metrics across different games
- Identify potential issues before they impact revenue
- Make data-driven decisions about which games to promote
- Optimize site layout based on performance data

THE RESULTS
PRIME ENGAGED REAL ESTATE
FOR ADVERTISERS

Today, Martin's portfolio delivers impressive metrics that create significant value for both his business and advertising partners:

20K Active Users

8M Visitors Per Month

12M Monthly Impressions

7-8 Minutes Average Engagement Time

The most successful ad units have been mobile leaderboards and medium rectangles placed prominently within the games themselves. These placements deliver what Martin aptly describes as "prime real estate" for advertisers—capturing highly engaged player attention without disrupting the experience.

PLAYWIRE:
BALANCING REVENUE AND USER EXPERIENCE

Martin's success story exemplifies Playwire's approach to digital monetization—finding the perfect balance between revenue optimization and user experience. Through technical expertise, dedicated account management, and a focus on non-intrusive ad implementation, Playwire has helped transform a passion project into a sustainable business without compromising the core gaming experience

"Working with Playwire has allowed me to focus on what I love—creating games people enjoy—while generating revenue that exceeds my expectations. The quality of ads, the performance of the platform, and the support from my account manager have made this partnership invaluable to my business."

Martin Snelling, Owner and Game Developer

For developers and publishers looking to monetize content without sacrificing user engagement, Martin's experience demonstrates that with the right partner, it's possible to achieve both objectives simultaneously.