

How TheJeopardyFan.com

Doubled Revenue by Switching from AdSense to Playwire

The logo for 'THE JEOPARDY! FAN' is displayed in white, uppercase letters on a blue square background with a black border.**2x**

Higher RPMs:

TheJeopardyFan.com saw RPMs double after switching from AdSense to Playwire

Significant Time Savings:

Saved hours on manual ad reviews with Playwire's brand safety controls and expert support.

Technical Optimization:

Successfully migrated off AMP pages through expert guidance, leading to additional revenue improvements

1M+ Monthly Pageviews

Sustains high traffic while maximizing revenue with advanced monetization.

ABOUT THE TheJeopardyFan.com

TheJeopardyFan.com has been the go-to destination for Jeopardy! enthusiasts since 2010, providing nightly episode recaps, detailed statistics, and in-depth analysis. With over 1 million monthly pageviews, the site serves viewers who want to catch up on missed episodes or dive deeper into the game's statistics and historical context. Since 2015, Andy Saunders has been the sole operator, bringing over 20 years of Jeopardy! community experience to provide authoritative coverage and analysis.

THE CHALLENGE

While managing monetization through Google AdSense since 2016, Andy found himself spending countless hours manually reviewing and filtering ads to maintain quality standards. With no direct support from AdSense, technical challenges like server stability and mobile optimization went unaddressed. Despite steady traffic, revenue wasn't reaching its full potential, but as a solo publisher, Andy needed to be certain about any major platform changes.

FINDING THE RIGHT PARTNER

After years of receiving generic outreach from ad networks, Andy was impressed by Playwire's personalized approach. Unlike other providers who sent form letters, Playwire took the time to understand TheJeopardyFan.com's content and unique needs before making contact.

"The difference with Playwire is that your salesperson was the first one to ever try to make an effort to actually get to know what I was writing about before contacting me."

**- Andy Saunders, Publisher,
TheJeopardyFan.com**

KEY BENEFITS

EXPERT TECHNICAL SUPPORT

Beyond monetization, Playwire's team provided crucial technical guidance, helping Andy optimize his hosting setup and successfully migrate off AMP pages to improve revenue potential.

STREAMLINED AD QUALITY MANAGEMENT

Instead of spending hours manually reviewing individual ads, Andy can now address any brand safety concerns with a single email to his dedicated support contact, significantly reducing time spent on ad operations.

REVENUE OPTIMIZATION

The switch to Playwire doubled RPMs compared to AdSense, with current average RPMs in Q1 2025 matching or exceeding the best-performing days under the previous solution.



"Playwire has been an excellent partner in my journey as a publisher; it's been great having them on my side as I navigate the world of monetization."

- Andy Saunders, Publisher, TheJeopardyFan.com

A TRUE PARTNERSHIP

After two years with Playwire, Andy remains confident in his choice despite continued outreach from other providers. The combination of superior revenue performance, responsive support, and technical expertise has created a partnership focused on long-term success.

Looking to maximize your site's revenue potential while reducing time spent on ad operations? Contact Playwire to learn more about our publisher solutions.



"I'm really happy with where the numbers are. It feels like I'm doing the best I can right now and I don't want to lose that. It's not a risk I'm willing to take trying to go elsewhere."

Andy Saunders, Publisher,
TheJeopardyFan.com

playwire[®]

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

Visit www.playwire.com/apply.