

# How Vortex Games Maximizes Player Value Through Strategic Ad Monetization

**50%+**

## Revenue Share

Q4 ad revenue can top 50% of total revenue, showcasing the power of strategic monetization.

**7+**

## Years Sustained Partnership

Since 2018, Vortex Games has maintained a successful partnership with Playwire

## Player-Positive Monetization

Successfully implemented rewarded ad experiences that players actively enjoy, creating an alternative path to premium content access

## ABOUT VORTEX GAMES

Vortex Games operates popular Minecraft servers that focus on delivering premium gaming experiences to their player community. By strategically balancing multiple revenue streams, including their in-game store and advertising, they've created a sustainable model that allows them to continuously improve their server infrastructure and player experience.

## EVOLVING THE MONETIZATION STRATEGY

When Harry Devane acquired a group of Minecraft servers in 2018, one was already utilizing Playwire's monetization platform. After experiencing the benefits firsthand, Harry made the strategic decision to expand Playwire implementation across additional servers, recognizing the opportunity to create additional revenue streams without compromising player experience.



# WHAT SETS PLAYWIRE APART?

For the Vortex Games team, three key factors have maintained this long-term partnership:

- ✓ **Technical Reliability**  
The platform's stability has been particularly impressive in recent years, with minimal technical issues requiring attention. This reliability allows the Vortex team to focus on their core mission - delivering great gaming experiences.
- ✓ **Strategic Communication**  
Proactive campaign notifications from their dedicated account manager enable Vortex to align their player communications and maximize campaign performance. This partnership approach ensures they can effectively message players about upcoming opportunities.
- ✓ **Player-First Approach**  
By making premium content accessible through rewarded ads, Vortex Games provides players with an alternative path to access in-game items without requiring direct purchases. This player-friendly approach has resulted in positive feedback from their community.

*"The additional revenue that we get from Playwire, in addition to our existing store, helps us to ultimately fund the server and make it better for the players. It's been huge for us."*

**Harry Devane, Owner, Vortex Games**





## MAXIMIZING SEASONAL OPPORTUNITIES

One of the key benefits Vortex Games has discovered is the ability to capitalize on seasonal advertising opportunities, particularly during Q4 when advertising budgets typically increase. Despite having numerous revenue streams, during these peak periods, ad revenue can exceed 50% of total revenue for the company, creating significant boosts to their bottom line.

The gaming-focused nature of their platform has proven particularly valuable, as advertisers consistently seek to reach the engaged Minecraft audience. This has resulted in stable, predictable campaign opportunities that Vortex can rely on as part of their revenue strategy.

*"We've had some massive campaigns in the past. In the midst of Q4, upwards of 50% of our total revenue or more comes from advertising."*

**Harry Devane**, Owner, Vortex Games

## THE FUTURE OF THE PARTNERSHIP

Looking ahead, Vortex Games continues to see value in their partnership with Playwire. The combination of technical reliability, strategic support, and revenue performance has created a foundation for ongoing success. As advertising within gaming environments continues to evolve, this partnership positions Vortex Games to capitalize on new opportunities while maintaining their focus on player experience.

*"You've been a great partner for us. Always keeping us up to date, communication is seamless."* **Harry Devane**, Owner, Vortex Games



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