Letterboxd increases revenue 490% through partnership with Playwire

Playwire delivers complete Revenue Amplification solution across direct sales & header bidding

http://www.playwire.com

The Challenge

Letterboxd is the global social networking site for movie enthusiasts. Their team had been running programmatic advertising and direct sales themselves, but weren't able to secure premium sponsorships nor effectively scale programmatic to the level they knew was possible. And while Letterboxd had collected a significant amount of data about their visitors, they weren't using it to segment their audience or support audience targeting for their advertisers.

Letterboxd wanted to scale its advertising efforts using a data-driven approach that maximized its ad inventory monetization. They also wanted to drive new premium demand without introducing additional operational costs or compromising user experience.

"It was so easy get started with Playwire," said David Larkin, Strategy and Business Development at Letterboxd. "We saw results immediately and have seen both premium demand and programmatic revenue from their killer combination of direct sales and full-stack revenue amplification."

The Solution

Letterboxd partnered with Playwire for their combination of full-stack technology, analytics and direct sales expertise.

- **RAMP** provided display and in-app header bidding optimized in real-time. Letterboxd got more connections to the exchanges, better revenue share, and tested and optimized target and floor cpms, bid timeout rates, and more.

- **Direct Sales** added new high-impact ad formats to the site paired and connected Letterboxd to premium demand partners for new larger deals at higher CPMs.

- **Audience Targeting** using the DMP integration increased demand and campaign performance. Playwire segmented audiences by movie genre.

- **Trendi™** video player for monetizing video content in a non-intrusive way.

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"Letterboxd had huge potential for revenue amplification - they have a huge reach and a deep understanding of their fanbase. By implementing a combination of header bidding, ad monetization, audience segmentation and direct sales we helped them realize that potential," said Jayson Dubin, CEO at Playwire.

The Results

Playwire Scaled Ad Revenue 490% for Letterboxd

The unique combination of header bidding technology, full-fledged revenue amplification across web and app, and direct sales creates a winning combination for Letterboxd.

200% Yield Increase On Header Bidding. Optimization on indirect deals drove significant revenue increase.

50% CPM Increase for Direct Sales Deals. Direct ad prices and total demand increased by leveraging Playwire's relationships in the entertainment space combined with their data-driven approach to media placements.

25% CPM Increase from DMP: Through audience segmentation by movie genre, Letterboxd saw an additional CPM lift on direct deals and additional lift in CPM and demand on indirect deals.

About RAMP

Playwire's Revenue Amplification Platform delivers what publishers need, from best-in-class header bidding to full stack optimization, as well as integrations including DFP Premium, KRUX and GCCP.

About Revenue Intelligence

Playwire employs both human intelligence and real time predictive algorithms to ensure publishers always receive the highest revenue possible. The yield optimization team also delivers insights for how to amplify revenue, including recommendations for new placements and content.

About Direct Sales

Get access to premium demand from Playwire's global Direct Sales team, the largest and most experienced team you'll find that's dedicated to growing your business. Decades-long relationships with the world's biggest buyers give you more top tier deals.

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The Results

Letterboxd experienced a dramatic 490% in overall revenue across header bidding, direct deals, DMP-based targeting, and more. Letterboxd saw:

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