

Letterboxd Increases Year-Over-Year App Revenue by 2,433%



Scaling App Advertising Efforts

Letterboxd worked with Playwire to incorporate the RAMP SDK into their app, allowing them to take advantage of demand from 10 mediation partners that they hadn't yet tapped.

In addition, the switch to Playwire from the free app monetization platform they had been using allowed Letterboxd access to both direct sales deals as well as premium ad units they had never before tested in their app interface.

The increased competition from additional demand, as well as the addition of unique app ad units that advertisers pay a premium for resulted in significant increases in average CPM over the free app monetization provider Letterboxd had been previously using.

Key Results



2,433% YoY App Revenue Increase



50% Average CPM Increase

Letterboxd saw a 2,433% YoY revenue increase and 50% increase in their average CPM per unit after switching to Playwire.

"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."

David Larkin, Strategy and Business Development at Letterboxd



Why Playwire?

Letterboxd partnered with Playwire because the RAMP SDK had everything they needed to monetize more effectively in a single place.

Premium Ad Units

RAMP for App delivered all the high impact ad units Letterboxd needed to increase CPMs and yield, including native ads, interstitials, rewarded ads, and playable ads.

Direct Sales

The additional of premium ad units made it much easier for Letterboxd to participate in the direct sales deals sourced by the Playwire team, significantly increase CPMs.

In-App Header Bidding

Playwire's in-app header bidding solutions combined demand from top app mediation partners to drive greater competition and higher yield for app ads.

