

Chess.com Grew Ad Revenue 230% With Playwire - Across Web and App

Playwire Drove Higher Return Across Website and Mobile App While Preserving Fast Load Times and Site Quality.



<http://www.playwire.com>



The Challenge

Increase Ad Revenue at Scale Across Web and App

Chess.com is the largest online chess publisher, hosting one million games daily across web and app.

Chess.com had primarily earned its revenue through in-app purchases and premium subscription. Given the company's size, advertising was an untapped opportunity.

Chess.com needed a partner that could scale their ad business while maximizing user experience and quality.

The Solution

Implement Playwire's RAMP platform across web and app along with Revenue intelligence and Direct Sales services.

Chess.com needed an experienced partner that could handle monetizing the huge volume of their website and mobile app while maintaining premium user experience and quality.

They chose Playwire for their:

- Innovative ad tech platform, RAMP
- Unparalleled direct sales relationships
- Revenue Intelligence - unified optimization and insights.

Chess.com selected Playwire to deliver ads across desktop and mobile sites, from display to video.

Playwire's approach focused on three core elements:

- **Higher yields.** Playwire's approach combines machine learning with yield optimization expertise to drive significantly higher revenue on current inventory while also finding new monetization opportunities
- **Premium user experience.** Quality advertising, from non-intrusive ads, fast load times, to brand safe creative and relevant messaging.
- **Connection to more partners.** Playwire's direct sales team and experienced support staff tapped relevant brand partnerships and seamlessly integrated ads into publishers' content across numerous channels.

"The revenue impact that Playwire delivered was truly incredible. With such a smooth setup, we were blown away with the full solution they brought to the table from direct sales, revenue amplification to analysis." - Brenan Klain at Chess.com

“Chess.com had so much potential to earn more from their huge, engaged audience. With our full service offering including our RAMP platform, Revenue Intelligence technology and Direct Sales team, we not only optimized the ads they already had in place, but we amplified their entire advertising operation with innovative solutions they couldn’t have created on their own.” - Jayson Dubin, CEO at Playwire.

The Results

Playwire Amplified Revenue by 230%

INSTANT REVENUE

After implementing the RAMP platform, Chess.com saw a **20% boost in revenue** before any further optimizations were implemented.

SUSTAINED PERFORMANCE

Playwire’s Revenue Intelligence monetization strategy was then implemented, which resulted in an **increase to the company’s monthly ad revenue by over 230%**.

Playwire’s turnkey solution ensures Chess.com is running optimized ad campaigns while allowing the company to focus on producing more content and growing its user base.

About RAMP

Playwire’s Revenue Amplification Platform delivers what publishers need, from best-in-class header bidding to full stack optimization, DMP technology and more.

About Revenue Intelligence

Playwire employs both human intelligence and real time predictive algorithms ensure you always receive the highest revenue possible. The team also delivers insights for how to amplify revenue with 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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