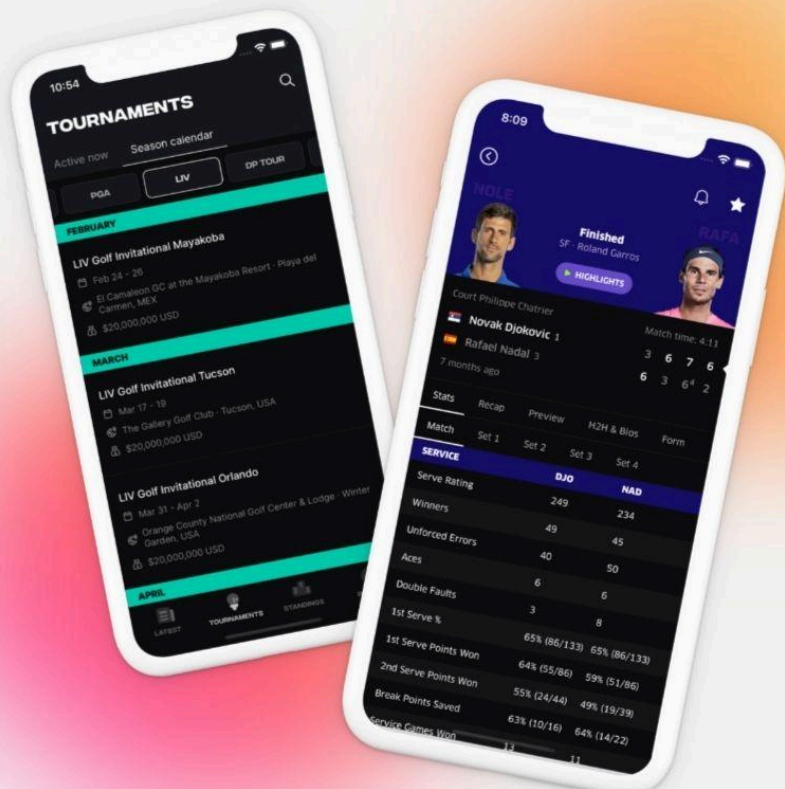


Case Study

How SPRT Doubled App Ad Yield by Unlocking the True Potential of Its Audience with Playwire



2X

Yield increase

Squaredle saw ad revenue at least double after switching to Playwire from their previous monetization partner.

iOS/Android

Yield balance corrected to reflect actual audience demographics

48 hours

SDK integration completed

Ahead of the Australian Open

Ongoing

Yield optimization

Through collaborative A/B testing between SPRT and Playwire

About SPRT

[SPRT Inc.](#) is building the next generation of sports media, with a portfolio of mobile apps designed for sports super fans. Their flagship app, TNNS, is a comprehensive tennis platform covering every major pro tour and tournament, from Grand Slams to ATP Challenger and ITF events. Their second app, GLF, brings the same depth of coverage to golf, tracking the PGA Tour, LIV, LPGA, and more.

SPRT's apps are built around one core obsession: giving hardcore sports fans the information density they crave without the clunky, multi-app experiences that plague most sports media. With a passionate global user base and a product that's earned rave reviews in the App Store, SPRT was generating strong engagement.

The Challenge: A Platform That Wasn't Keeping Up with the Audience

SPRT started their programmatic advertising journey on AdMob. It was a solid starting point, giving them a way to test ad revenue as a channel and get things moving. But as they dug deeper into their performance data, they couldn't shake the feeling that they weren't maximizing earnings with the audience they had.

Their yield wasn't balanced between iOS and Android in the way you'd expect based on their user data. For a team paying close attention to their yield, that imbalance was an indicator that there were opportunities going untapped.

Beyond the iOS/Android yield imbalance, SPRT recognized a broader ceiling problem. AdMob's mediation stack simply couldn't connect them to the additional demand sources they needed, particularly Google Ad Exchange (AdX), to maximize what their engaged, premium audience was actually worth.

The team faced a real fork in the road: hire a dedicated in-house ad revenue operations person, or find a third-party managed network partner who could bring that expertise plus access to premium demand sources without requiring a full-time internal hire.

Finding a Partner Who Got the UX Balancing Act

SPRT's search for a monetization partner wasn't just about improving revenue. For a product built around UX obsession, it was really about yield optimization.

Their users are super fans. They're inside the app constantly, navigating deep data, checking live scores, following up-and-coming players across the junior circuits. Any ad strategy that got in the way of that experience would undercut the very thing that made the app valuable. For example, aggressive ad formats that disrupted the core experience were non-starters.

When they got on a call with Playwire, the alignment was immediate.

“It wasn't just a pure revenue thing. There was alignment on trying to get the most out of it without hurting the experience.”
— **Lewis Simmons, Founder, SPRT**

That shared philosophy, combined with Playwire's ability to unlock AdX access and expand the demand partner ecosystem, made the decision straightforward.

Fast Integration, Faster Results

SPRT was under a time crunch. They needed to be up and running before the Australian Open, and that deadline was looming. The team had the SDK integrated and live within 48 hours.

Coming from an AdMob environment made the transition smoother. The code structure was similar enough that the technical lift was minimal, and Playwire's team kept the process clean. From a pure integration standpoint, it was exactly what a focused technical team needs: minimal friction, maximum speed.

The yield impact was immediate. The iOS/Android imbalance that had been a persistent red flag under AdMob corrected itself almost right away, reflecting what SPRT had always expected based on their audience demographics.

"Yield immediately increased, landing at about 2x what we were earning on AdMob. We also immediately saw the yield balance between iOS and Android shift to what we would expect based on our user base." — **Lewis Simmons, Founder, SPRT**

What Unlocking Demand Actually Looks Like

One of the most meaningful changes from the shift to Playwire wasn't a new ad format. It was access. Opening up AdX and a broader roster of demand partners meant more competition for SPRT's inventory, which is exactly how you move the needle on yield.

Within the first few months, SPRT saw a 2x revenue increase compared to their AdMob baseline. And the work didn't stop there. Playwire runs ongoing A/B tests on the yield side while SPRT simultaneously runs their own experiments. The result is a continuous optimization loop rather than a set-it-and-forget-it setup.

That collaborative dynamic reflects what SPRT was really looking for when they decided against hiring an in-house ad ops person: expertise that compounds over time. Playwire works across hundreds of publishers and has already solved problems that SPRT would have had to discover the hard way on their own.

"Playwire has a wealth of experience, so there are things that the team has learned already that would take our team a long time to discover ourselves. Having a real subject matter expert like that come in makes a massive difference immediately."

— **Lewis Simmons, Founder, SPRT**

The Support That Feels Like a Team Member

One of the clearest indicators of a real partnership versus a vendor relationship is what happens immediately when someone notices something off in their data. For SPRT, the answer came pretty quickly.

Lewis is the kind of operator who sends notes anytime he spots something. He doesn't expect anyone to respond immediately. But Playwire's team keeps showing up anyway, especially when something really needs attention.

"It almost feels closer to having dedicated team members because the team is so responsive and so involved. It's been a great balance."

— Lewis, Founder, SPRT

The decision between in-house and external partner often comes down to control and responsiveness. SPRT found a setup that delivers both, without the overhead of a full-time hire.

The Results: Yield That Reflects What the Audience Is Worth

The SPRT story is a straightforward one: they had a great product, a highly engaged and premium audience, and an ad setup that wasn't doing justice to either.

Switching to Playwire corrected the platform imbalance, unlocked access to premium demand, and delivered 2x the ad yield in the process.

Two to three months in, the trajectory is still moving up. The A/B testing loop continues. The demand stack keeps expanding. And the team has the kind of responsive expert support that lets them stay focused on building great sports apps instead of solving ad ops problems themselves.

"The relationship with Playwire delivered everything that we were looking for: opening up more demand sources, correcting the platform yield discrepancy, and bringing in expertise." — Lewis Simmons,

Founder, SPRT