

# Case Study

# How Serebii.net Grew RPS by 3x and Total Ad Revenue by 283% YoY

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**Pokémon of the Week & Day**

Here is a list of the Pokémon tackled in the Pokémon of the Week - Champions. Click them to view:

No.	Pic	Name	Type	Date Completed
#0121		Starmie		May 10 <sup>th</sup> 2026
#0121		Starmie		May 10 <sup>th</sup> 2026
#0154		Meganium		April 12 <sup>th</sup> 2026

**3x**

**RPS Improvement:**

Session-level yield nearly tripled year-over-year, driven by the RAMP platform's demand stack and optimization.

**~283%**

**Monthly Revenue Increase  
Year-Over-Year:**

When you account for improvements to traffic, monthly revenue came in approximately 283% higher YoY.

**Seamless**

**Seamless Integration**

The changeover was invisible to visitors, with no disruption to site layout, user experience, or content delivery.

**Communication**

**Ongoing Communication**

A consistent, responsive partner relationship replaced a previous dynamic where technical issues went unacknowledged or unfixed.

## About Serebii.net

[Serebii.net](https://www.serebii.net) is one of the internet's longest-running and most authoritative Pokémon fan sites. Run by a single dedicated owner known online as Serebii, the site has built a loyal, returning audience by prioritizing accurate, human-curated

information over the ad-heavy, content-farm approach common across the gaming and entertainment fan site space.

In a niche where other sites chase short-term pageview growth by stacking ad units, Serebii.net has consistently taken the opposite position: keep the experience clean, keep the information reliable, and let the audience build on its own terms.

## The Challenge: A Relationship That Stopped Working

For a publisher like Serebii, the right monetization partner isn't just about revenue. It's about trust. When the relationship with their previous ad network started deteriorating, the technical problems weren't even the worst part.

The issues accumulated slowly. Minor friction points piled up, communication became less personal, and when genuine technical problems surfaced with the ad scripts, the response from the other side was deflection. At one point, the previous provider attributed the problems directly to the publisher, until Serebii's team demonstrated that removing the ad script made the problems disappear entirely.

Compounding the damage: a script-level data issue from that provider was quietly suppressing both programmatic signal quality and silently hurting organic search performance. That's not a small problem.

That kind of experience erodes confidence fast. When Playwire reached back out after a previous working relationship, the timing was right for a change.

# Finding Playwire: A Familiar Face at the Right Moment

The path to Playwire wasn't a cold search. Our team had stayed in touch and made the case patiently over time. When things finally came to a head with the previous network, Serebii's team had a ready option with a team they already had reason to trust.

The integration itself was handled carefully. Rather than rushing the changeover, the team prepped everything in advance and held off on going live until the first week of January, avoiding the holiday period entirely and ensuring a clean, controlled switch.

"The team was just so accommodating. Everything was set up in advance for a perfect switchover, even over the holiday period. I couldn't ask for a better experience than I had."

- Owner, Serebii.net

Visitors to the site noticed nothing. No layout disruption, no performance dip, no visible change. For a publisher who'd built its reputation on consistency, that was the only acceptable outcome.

## Keeping the User Experience Intact

Serebii's team was explicit from the start: the site layout was not on the table for negotiation. No video. No skins. No high-impact interstitials. Options for additional

ad units were presented, and politely declined. We believe that each publisher owns their monetization strategy, and our role is to support it.

"I wanted to make sure everything stayed the same. Other sites in my field are loaded with ads, and I know it annoys people. Providing the best experience matters as much as the revenue."

- Owner, Serebii.net

That balance between monetization and experience is one of the harder problems in publisher ad ops. Many platforms push for maximum unit density because it serves their short-term yield numbers. Respecting a publisher's position on UX and optimizing within those constraints rather than around them is a different kind of work. It's also the work worth doing.

What makes the results below particularly meaningful is the setup: two display placements, top and bottom, nothing else. Every dollar of improvement came from demand quality and optimization, not from adding inventory.

## Results: Stability First, Then Real Growth

January is historically one of the worst months for ad revenue. Post-holiday CPM compression is real, and switching networks at that moment carries real risk. Serebii's revenue held consistent from its final December on the previous network into its first January with Playwire.

That result alone validated the timing. From there, the picture got considerably more interesting.

The clearest measure of platform impact is RPS, because it strips out traffic fluctuations entirely. By month three with Playwire, RPS showed nearly a 3x improvement, year-over-year.

Monthly revenue followed the same trajectory, generating approximately a 283% increase. The increase over and above RPS came from traffic growth. As soon as Serebii shifted to Playwire, they saw an immediate 17% increase in keyword volume. While it is impossible to separate all the factors driving the increase, it certainly points to improvements in the technical setup that removed any damages to SEO performance from the previous network.

“Revenue stayed consistent going from December on the old network to January on Playwire, which is phenomenal. Since then it's been growing and growing.”

- Owner, Serebii.net

## What Makes the Partnership Work

For Serebii, the ongoing relationship comes down to one thing: communication. Their previous partner started strong and drifted. Touchpoints became less frequent, and when problems emerged, the personal connection that had made the relationship functional simply wasn't there anymore.

With Playwire, that connection has stayed consistent. Regular contact with an account manager has kept things running smoothly, and the lines stay open in both directions.

That's the standard we hold ourselves to: consistent, honest communication that doesn't disappear once the integration is done.

"Communication is 100% the key. My old network had it at the start, then it drifted, and that's when things started going wrong. With what I have now, I have no intention to ever move."

- Owner, Serebii.net

## Amplify Your Ad Revenue

Serebii.net's experience shows what a well-executed publisher partnership looks like. A clean integration, revenue stability at the moment of highest transition risk, a nearly 3x RPS improvement from a two-placement display setup, and a relationship built on direct communication rather than deflection.

If you're running a site where user experience isn't negotiable but revenue still has to perform, [talk to us](#). We've built the infrastructure to make both work at the same time.