

Case Study

How ConvertCase.net Doubled Ad Revenue by Switching Monetization Partners

The image shows a composite of two screenshots. On the left is a portion of a website for CarePlus Health Plans, featuring a blue background with a lake and sky. The text includes the CarePlus logo, the slogan "Helping Floridians FLOURISH for 25+ years", and the offer "Affordable Medicare Advantage plans". A red "Learn more" button is at the bottom.

On the right is a screenshot of the ConvertCase.net website. The page title is "HTML Formatter & Minifier - Beautify & Organise Your HTML Code". Below the title is a description of the tool's capabilities. A banner for "eyebuydirect" displays six pairs of glasses with prices: \$73, \$59, \$49, \$52, \$38, and \$43. Below the banner is a code editor showing HTML code with line numbers 1 through 9. At the bottom of the editor are controls for "Tabs/Spaces" (set to 4), "Indentation Size" (set to 4), and "Remove Comments" (checkbox). Buttons for "Format HTML" and "Minify HTML" are visible, along with "Download HTML" and "Copy to Clipboard" options. A "Buy me a Coffee" button is in the bottom right corner.

75%

Revenue Increase

ConvertCase.net saw their ad revenue nearly double after switching to Playwire.

Real Time

Analytics Access

Eliminated reporting delays with instant access to performance data & accurate revenue projections.

19 Years

Of Organic Growth

Built and maintained a popular utility site that continues to grow without any paid advertising.

About ConvertCase.net

What started as a simple personal tool 19 years ago has evolved into one of the web's most popular text conversion utilities. [ConvertCase.net](https://convertcase.net) was created when Jason Gillyon received an email in all caps and decided to build something to make text conversion easier. Without any advertising budget or promotional efforts, the site has grown organically year after year, serving users who need quick, reliable text case conversion.

The Challenge: Declining Performance and Support

After six years with their previous monetization partner, Jason began noticing concerning patterns. Performance became inconsistent, support response times deteriorated, and key team members started leaving the company. For a site that had been steadily growing for nearly two decades, these issues couldn't be ignored.

Finding The Right Partner

When evaluating new monetization partners, Jason spoke with several providers including Playwire. What set Playwire apart wasn't aggressive sales tactics or pressure; it was the opposite.

Playwire took a different approach: genuine conversation, no pressure, and clear expertise. This laid-back, strategic and confident style resonated with Jason, who appreciated being able to make decisions on his own timeline without constant follow-ups.

“I was speaking to the team, and they just seemed to know what they were doing. There was no pressure at all. It was just about showcasing expertise.”

Jason Gillyon
Site Owner, ConvertCase.net

After initial conversations, Jason decided to run a full two-month trial with Playwire to get accurate month-over-month comparisons rather than attempting an AB test split.

“My account manager emails me back almost instantly and gives clear explanations. I'm really happy with the level of support.”

Jason Gillyon
Site Owner, ConvertCase.net

The Partnership: What Sets Playwire Apart?

For ConvertCase.net, three key factors have defined the partnership:

Revenue Performance That Speaks for Itself

The numbers told a clear story. After the initial two-month trial showed a 40–50% revenue increase, performance continued improving. Today, ConvertCase.net is earning nearly double what they were making with their previous partner.

Real-Time Analytics

With their previous partner, Jason had to wait at least 24 hours to see performance results. By the time data arrived, it was already outdated. Worse, end-of-month calculations often revealed unexpected deductions for invalid traffic, sometimes losing 10% of expected revenue.

Playwire's real-time analytics changed everything. Jason can now see what's happening today, within the last hour, and get accurate revenue projections rather than month-end surprises.

“With my previous partner, I had to wait a day or more for results. Now I see what's happening in real-time. Now I can see what's happening today, the last hour. That's very useful. I know exactly what I'll earn, no month-end surprises.”

Jason Gillyon
Site Owner, ConvertCase.net

Responsive Support That Actually Responds

Jason's account manager provides the kind of support that makes technical publishers' lives easier: fast responses (often within a couple of hours), clear explanations, and proactive improvements.

The time zone alignment helps, but what really matters is consistent, knowledgeable support when issues arise.

Seamless Strategic Implementation

While ConvertCase.net generally maintained their existing ad layout when switching to Playwire, the partnership identified opportunities to increase revenue without compromising user experience.

The team added video ad units and identified strategic placement opportunities that drove additional revenue. Using Playwire's dynamic ad injection, Jason doesn't have to manage individual ad placements, the technology handles optimization automatically while he focuses on maintaining his site.

Seamless Technical Integration

For technically-minded publishers, integration complexity can make or break a partnership. With Playwire, the technical implementation was straightforward: add the script, and the platform handles the rest.

Jason doesn't need to manage individual ad placements or wrestle with complex integrations. The dynamic ad injection system takes care of optimization while maintaining site performance.

"Integration was simple. Playwire just gave me a script that worked seamlessly, and the platform did everything else. I didn't even need to be involved."

Jason Gillyon

Site Owner, ConvertCase.net

The Results: Clarity, Performance, and Partnership

For a site that's been growing organically for 19 years, finding the right monetization partner meant more than just higher revenue, though almost doubling earnings certainly helped. The combination of transparent reporting, responsive support, and consistent performance creates a foundation for continued success.

ConvertCase.net now has:

- **Nearly 100% revenue increase** compared to previous partner
- **Real-time performance visibility** replacing 24 hour+ reporting delays
- **Accurate revenue projections** eliminating month-end surprises
- **Responsive account management** with quick turnaround on questions
- **Strategic ad placement opportunities** that don't compromise user experience

In a space where aggressive sales tactics and overpromising have become the norm, sometimes the best partnership is the one that starts with a simple conversation and delivers consistent results.

"Our first month was up 40–50%. Now we're nearly doubling our previous results. That's about as good as anyone can ask for."

Jason Gillyon

Site Owner, ConvertCase.net