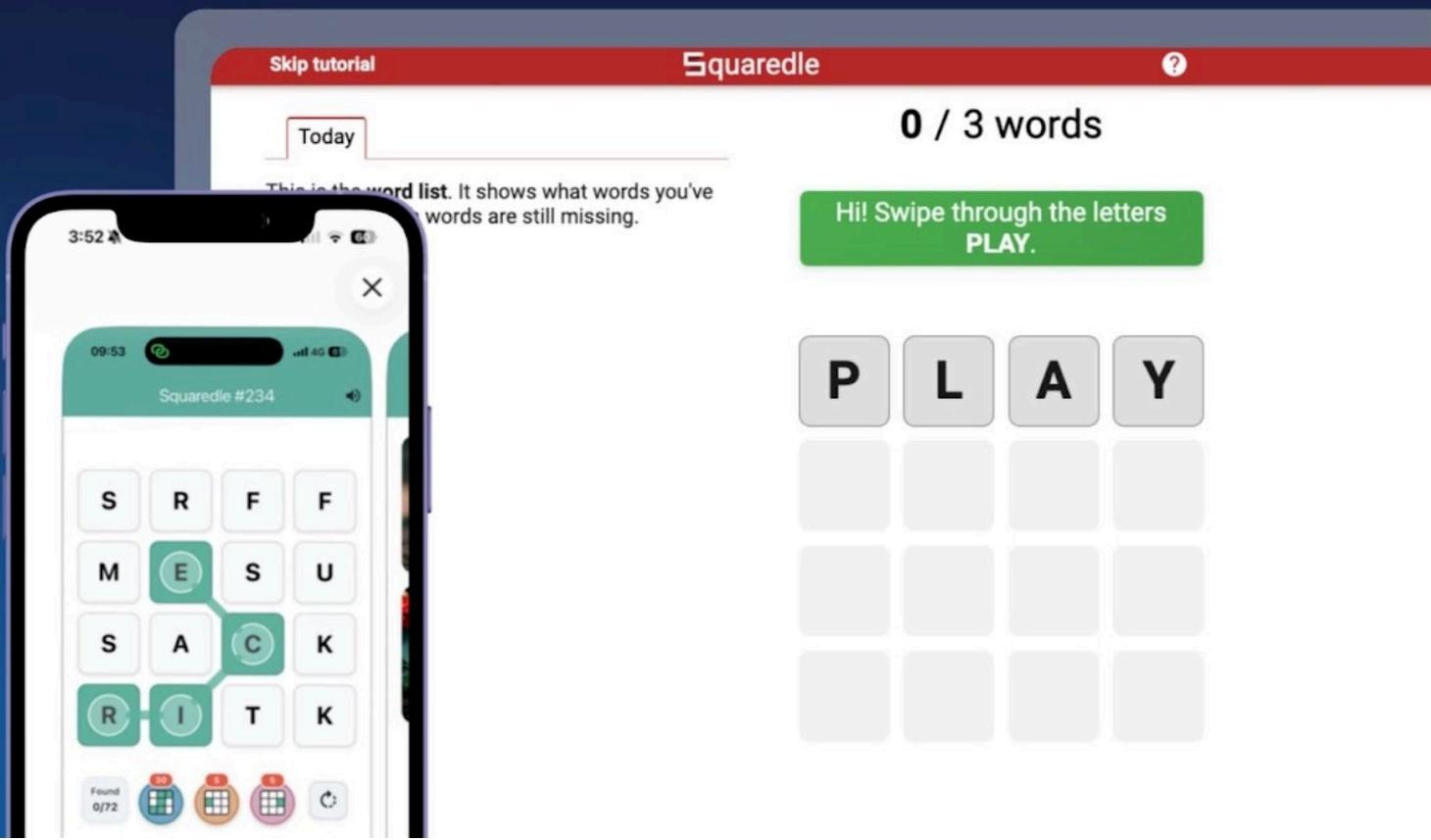


## Case Study

# How Squaredle Doubled Ad Revenue and Gained Granular Control by Partnering with Playwire



# 2X

**Ad Revenue Increase:**

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

# Seamless

**Transition:**

Squaredle saw an immediate revenue uplift from the moment Playwire's tags went live: no disruption, no downtime.

# Real-Time

**Communication & Support:**

Direct access to engineers and account managers via Slack and Discord keeps issues resolved fast.

# Full

**Granular Control:**

Playwire's JavaScript APIs and documentation give Squaredle the technical flexibility their single-page app demands.

## About Squaredle

Squaredle is a popular online word puzzle game that challenges players to find hidden words in a grid-based format. Built as a single-page application, the site attracts a dedicated and engaged community of word game enthusiasts who return daily to test their skills. Think of it as a love letter to word nerds, wrapped in a technically sophisticated web experience.

# The Challenge: Finding a Partner Who Could Keep Up

Before Playwire, Squaredle's monetization journey was... bumpy. The site originally worked with another ad partner, chosen largely because another popular word game was using them at the time. It was a reasonable starting point, but as Squaredle grew, so did the gap between what they needed and what their partner could deliver.

Looking for a step up, the Squaredle team explored a competing platform. The trial run didn't go well. Even during the beta phase, technical issues with the ads surfaced repeatedly, and the support response from that partner left a lot to be desired.

That experience set the Squaredle team back and delayed their entire monetization overhaul. But it also crystallized exactly what they needed: a partner with genuine technical depth, responsive support, and the scale to handle their traffic — without the excuses.

“We ran a beta for a few weeks, and the number of issues we had with their ads and technology was staggering. When we flagged them, the response was always the same: 'This never happens. Nobody else sees this.' That's not exactly confidence-inspiring.”

# Finding Playwire: Meeting Publishers Where they Are

Squaredle discovered Playwire through a combination of research and outreach — and from the start, the experience felt different. Playwire's team was willing to communicate on the publisher's terms, jumping into Discord and meeting them where they were rather than forcing a rigid onboarding process.

The path to going live wasn't a straight line. The Squaredle team had to deprioritize and reprioritize the migration a few times as other projects competed for attention. Through it all, Playwire stayed patient and engaged.

Being able to talk directly with the engineers and account managers was a big part of why I wanted to get it done. Playwire was incredibly patient through a long onboarding process. They never pressured us, they just stayed ready.

## What Sets Playwire Apart

For a technically sophisticated publisher running a single-page application, choosing a monetization partner isn't just about who writes the biggest check. It's about who can actually work with the way your site is built. Here's what's made the difference for Squaredle:

### Technical Flexibility for Complex Implementations

Squaredle isn't your standard content site. As a single-page application with custom scroll behavior and edge-case handling, it needed a partner whose ad tech

could keep up. Playwire's JavaScript APIs and thorough documentation gave the Squaredle team the granular control they needed to manage ad behavior programmatically, rather than being forced into a drop-a-tag-and-pray approach.

Playwire has solid documentation and powerful JavaScript APIs that let me see exactly what the tech is doing under the hood. That level of flexibility and introspection is rare, and it's exactly what a site like ours needs.

## Real Humans with Real Expertise

The difference between Playwire and previous partners came down to people. Squaredle has direct access to engineers and account managers who understand their specific technical setup, and who communicate in real time via Slack and Discord. When issues like redirect ads or unexpected browser permission prompts surface, the team jumps on them fast.

Our motivations are genuinely aligned. There are real humans at Playwire with specific expertise who want to help us succeed as much as we want to succeed. It's a rising-tide-lifts-all-boats kind of partnership, and that's incredibly rare in this industry."

## Advanced Analytics and Transparency

The Squaredle team values data. Playwire's RAMP platform delivers significantly more granularity from their analytics than what was available from previous partners, giving Squaredle the visibility they need to make informed decisions about their monetization strategy.

## Proactive Issue Resolution

When malvertising or ad quality issues pop up, Playwire doesn't wait for a formal ticket. The team is willing to deactivate problematic ads or deploy tools like CleanAd and Ad Lightning to protect the player experience, even when it means a short-term revenue dip. For a game publisher, keeping players coming back matters more than squeezing every last impression.

## The Results: Immediate Impact, Seamless Transition

Switching monetization partners can feel like a leap of faith. But for Squaredle, the transition to Playwire was smooth from the start. Revenue increased immediately once the tags went live, and the numbers have only continued to climb. Compared to their previous solution, ad revenue has at least doubled.

Beyond the top-line gains, the team has also unlocked more control over their ad layout than they ever had before, with the ability to customize sizing and placement programmatically rather than relying on auto-sizing logic from a previous partner.

We started seeing increased revenue right away. Compared to our previous partner, we're looking at least double, and we have far more control over how everything works.

# Looking Ahead

Squaredle is already exploring new ad unit opportunities, including adding banner placements in content areas like word lists and share screens, as well as testing rewarded video formats. The approach remains consistent: non-intrusive placements that respect the player experience while maximizing revenue potential.

When asked what he'd tell a similar publisher considering Playwire, the team at Squaredle didn't hesitate:

It's absolutely worth starting the conversation. It's a low-risk move. Playwire isn't locking you into some draconian contract. They meet you where you are, and they let the results do the talking.

## Amplify Your Ad Revenue with Playwire

Running a technically complex site and tired of monetization partners who can't keep up? Playwire gives you the flexibility, control, and demand access your site deserves—backed by real humans who actually understand your tech stack.

[Speak with a member of our team](#) today to see for yourself.