

How Law School Data Maximized User Experience and Revenue with Playwire

A data and community platform for law school applicants, built on first-party GPA and LSAT data, moved off four prior ad partners to find one that could grow revenue without a heavier ad load.

- ✓ **Five platforms tested, one partner kept:** Law School Data cycled through Google, Ezoic, Publift, and Raptive before landing on Playwire's RAMP Platform.
- ✓ **Pageview RPM steady:** Revenue per page view held steady after the switch, even on a reduced ad load.
- ✓ **Engagement up, bounce rate down:** A lighter ad footprint improved user metrics to set the stage for future revenue.
- ✓ **Custom GAM targeting live:** First-party GPA and LSAT data now powers direct campaigns no other platform could support.

– **Steady**

PAGE VIEW RPM

^ **Engagement**

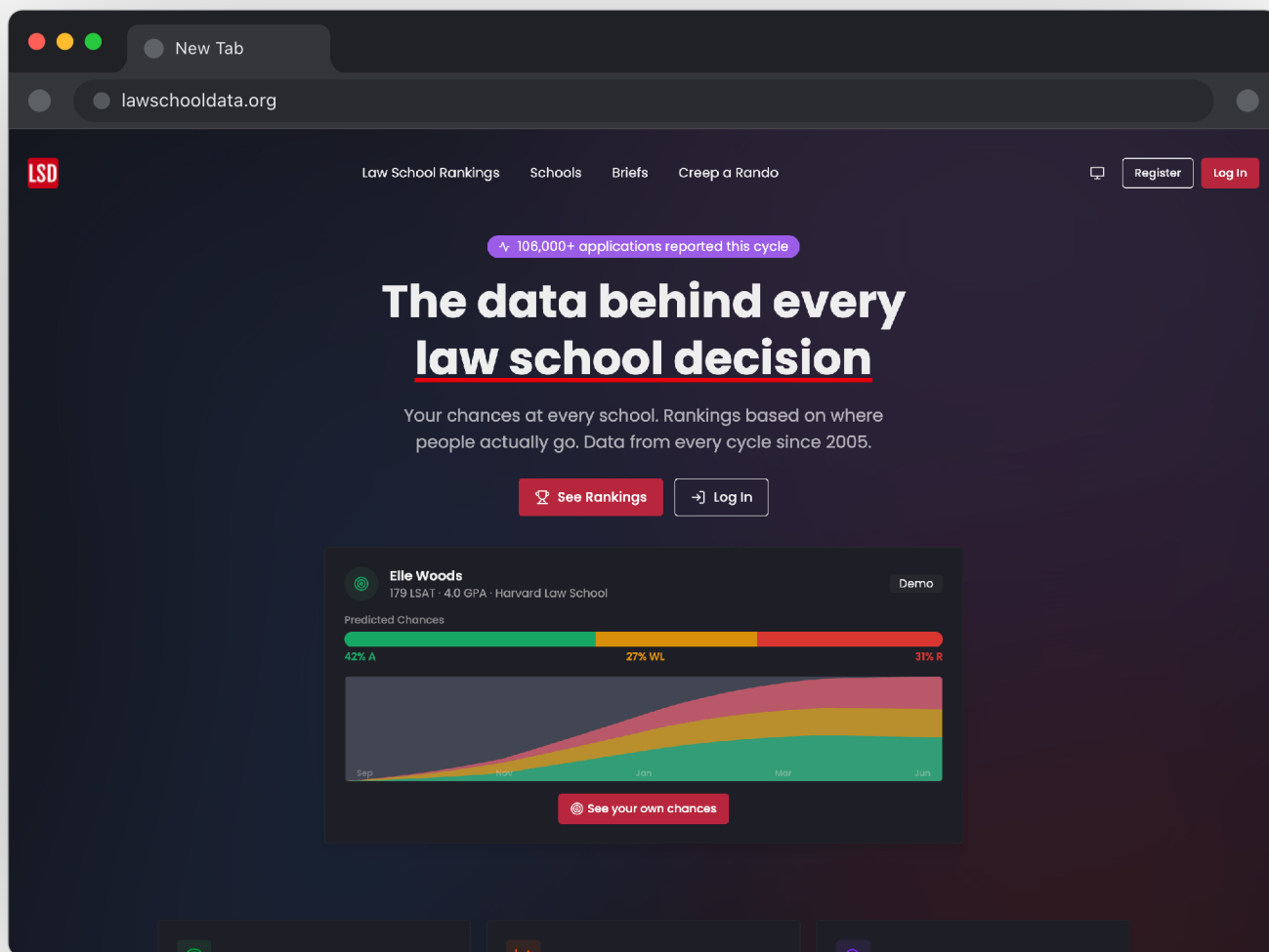
BOUNCE RATE DOWN

● **Live**

CUSTOM GAM TARGETING

About Law School Data

Law School Data, operated by Harvest Collective, Inc., is a data and community platform for law school applicants. Users create accounts, share their GPA and LSAT scores, and track admissions outcomes across schools, which makes the site closer to a logged-in application than a content blog. The site's structure is highly custom, the audience is narrow and high-intent, and the first-party data it has is the kind advertisers can't find anywhere else.



Growing Revenue Without a Heavier Ad Load

Law School Data had been through the full monetization tour: Google, then Ezoic, then Publift, then Raptive. Every move chased the same thing — a partner willing to grow revenue without stacking the page with units, and one that could give the custom site the back-end control other partners couldn't.

"We're not a standard blog, we have a highly custom site. Other partners couldn't give us the back-end control to move ads around or turn them on and off by page."

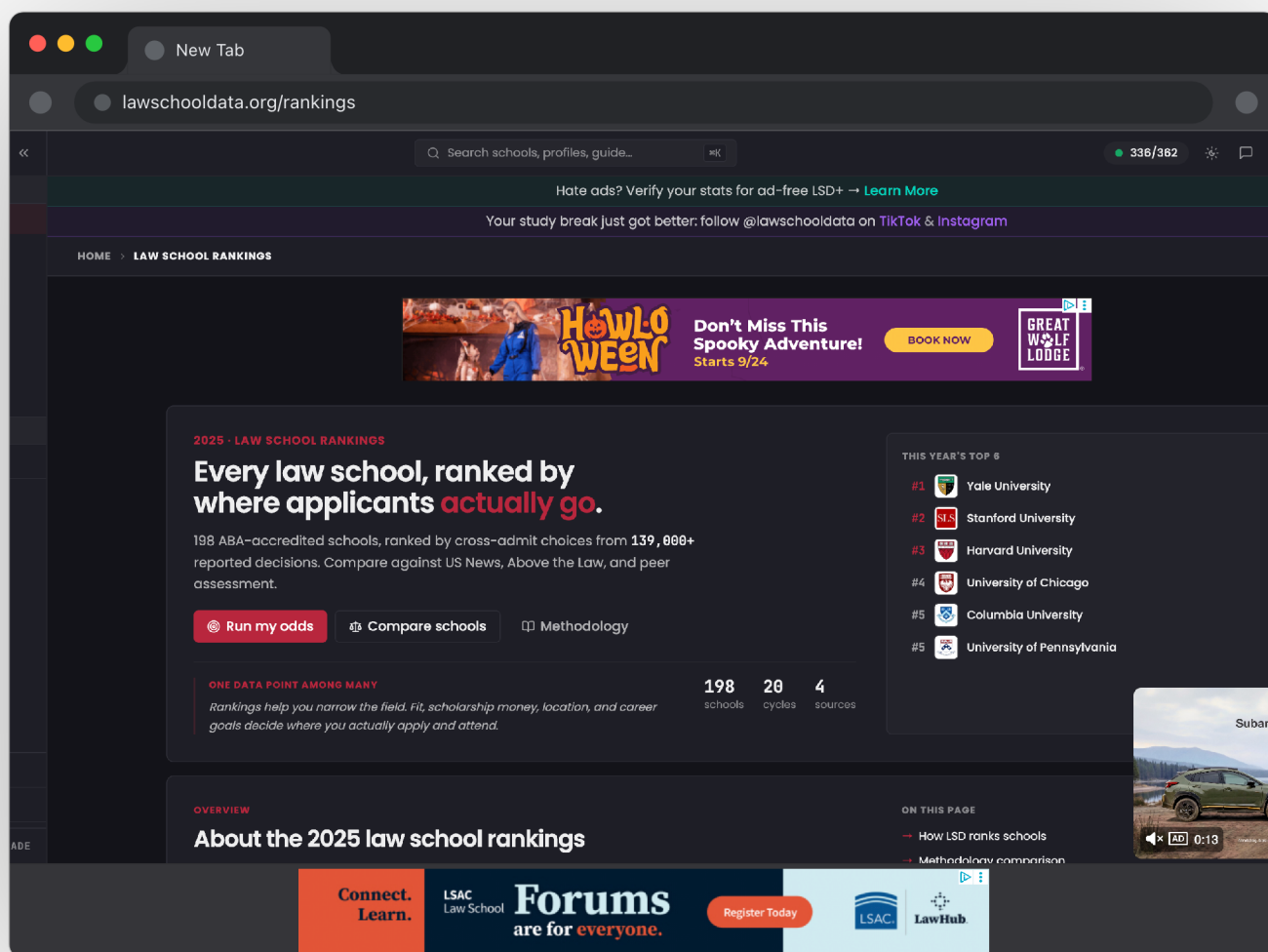
Co-founder, Law School Data (Harvest Collective, Inc.)

Going Live With Custom GAM Work

The integration ran smoothly despite a custom Google Ad Manager configuration the team had never built before. Our support team handled the learning curve directly with documentation, video walkthroughs, and same-day answers as questions came up.

"I had never used Google Ad Manager before, but every question got answered immediately, and that hasn't changed. The team gave me the videos and walkthroughs I needed, every time I asked."

Co-founder, Law School Data (Harvest Collective, Inc.)



What Sets Playwire Apart

Layout flexibility, support for the publisher's direct business, and analytics pitched at the right depth have defined this partnership.

Flexibility on a Custom Site

Playwire's RAMP Platform gave Law School Data granular control over which pages carry ads and where those ads sit. No template to conform to. The lighter layout stayed light, and the revenue still moved.

First-Party Data That Powers Direct Sales

Half of Law School Data's direct campaigns run through their own GAM instance, integrated with RAMP, using custom targeting built around registered-user data. Advertisers can target applicants by specific GPA and LSAT ranges — no third-party segment replicates that.

"Advertisers want to target users by specific GPA and LSAT ranges, data you can't get anywhere else. With Playwire's help, our GAM setup makes those direct campaigns possible."
— Co-founder, Law School Data

Analytics With Depth, Without the Noise

RAMP's reporting gives Law School Data a fast performance snapshot on login, with deeper analysis available when they want it. One prior partner buried them in data nobody could use. Another kept things simple and shallow. RAMP sits where they need it.

"One previous platform gave us deeper analytics, but too deep to be useful. Another kept it simple, but shallow. Playwire has both: the depth when I need it, the simplicity when I don't." — Co-founder, Law School Data

Better User Metrics and Higher Page View RPM

The switch moved both numbers the team cared about. Page view RPM climbed. Traffic grew and bounce rate fell, which is the opposite of what usually happens when a publisher goes chasing yield.

"Traffic is up, bounce rate is down, and page view RPM is up. I'm happy with the revenue, but what matters more is the team pushing us toward the next optimization."

Co-founder, Law School Data (Harvest Collective, Inc.)

Amplify Your Ad Revenue With Playwire

Custom site architecture, a logged-in audience, first-party data worth selling directly, and a hard ceiling on ad density. We built RAMP for publishers who won't compromise.

Speak with a member of our team →

www.playwire.com/apply