

HOW MANTA.COM SIMPLIFIES AD OPS



ABOUT MANTA

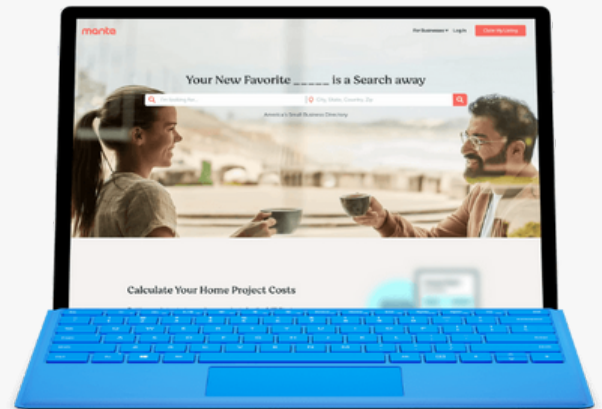
Manta is one of the largest online resources dedicated to small businesses. The Manta directory boasts millions of unique visitors every month who search our comprehensive database for individual businesses, industry segments, and geographic-specific listings.

18% Increase in Average CPM

RAMP's Revenue Intelligence algorithm has steadily grown CPMs for Manta.com, increasing average CPM by 18% year over year.

Flex Leaderboard 919% Higher CPMs

On average, Manta.com sees 919% higher CPMs for their Flex Leaderboard unit than for traditional display ads.



"We've had a gradual year over year decline in traffic, but with Playwire, we haven't noticed a dip in revenue. Our CPMs keep going up, keeping the revenue flowing."

Tommy Le,
Product Manager, Manta.com



WHY PLAYWIRE?

Manta.com has been working with Playwire to monetize their website since 2021. With advertising revenue being the lifeblood of Manta.com, the relationship is incredibly important to the entire Manta.com team.

"The level of access I have to technical support is unbelievable. Making changes to our website that could potentially interrupt our revenue flow, is always scary, but Playwire makes it seamless."

Tommy Le,
Product Manager,
Manta.com



The Manta.com team chooses to work with Playwire for:

Expertise

Having access to an expert ad ops team that is always looking for ways to improve Manta.com's revenue is irreplaceable.

Partnership

The Partner Success team is able to take all concerns about ad ops off the internal Manta.com team, freeing them up to focus on strategic initiatives.

Revenue

The revenue uplift provided by the Revenue Intelligence® algorithms in the RAMP Platform keeps the business in the green.

"The Partner Success team at Playwire is always looking for ways to improve our revenue and even makes recommendations for user experience improvements on the website. It is vital to have a partner so invested in our shared success."

Tommy Le,
Product Manager,
Manta.com



"Playwire is invaluable because they create less stress for me as a leader. They completely take any concerns about ad ops off my plate."

Tommy Le,
Product Manager,
Manta.com



THE SUPPORT MANTA.COM NEEDS

The Manta.com team is currently in the process of doubling in size, so having a partner that they can trust to handle their ad revenue is important. The access the Manta.com team has to ad ops and development experts, who can educate them and support them in growth, is one of the key reasons they choose to work with Playwire.

IT'S ALL ABOUT THE NUMBERS

Ultimately, the business decision to work with Playwire was simple. The revenue the RAMP Platform can provide is all the business case that is needed. For the Manta.com team, the partnership with Playwire is a no brainer.



Accelerate your business and uncomplicate your ad tech stack, because you deserve a partner and a platform that demands more for you.

Visit www.playwire.com/apply