

How NFL Perry Tripled Daily Revenue After Switching to Playwire

NFL Perry is a football trivia site where sessions run 20 minutes at a time. After switching from Raptive to Playwire, daily ad revenue roughly tripled.

- ✓ **3x daily ad revenue:** NFL Perry's daily ad revenue roughly tripled after switching from Raptive to Playwire.
- ✓ **\$1 increase in RPM:** Immediately upon switching providers, NFL Perry saw an increase in RPM.
- ✓ **Direct earns 4.4x its share of inventory:** Playwire's Direct Sales infused additional earning power into NFL Perry's revenue.

^ 3x

DAILY AD REVENUE

^ +\$1

RPM INCREASE

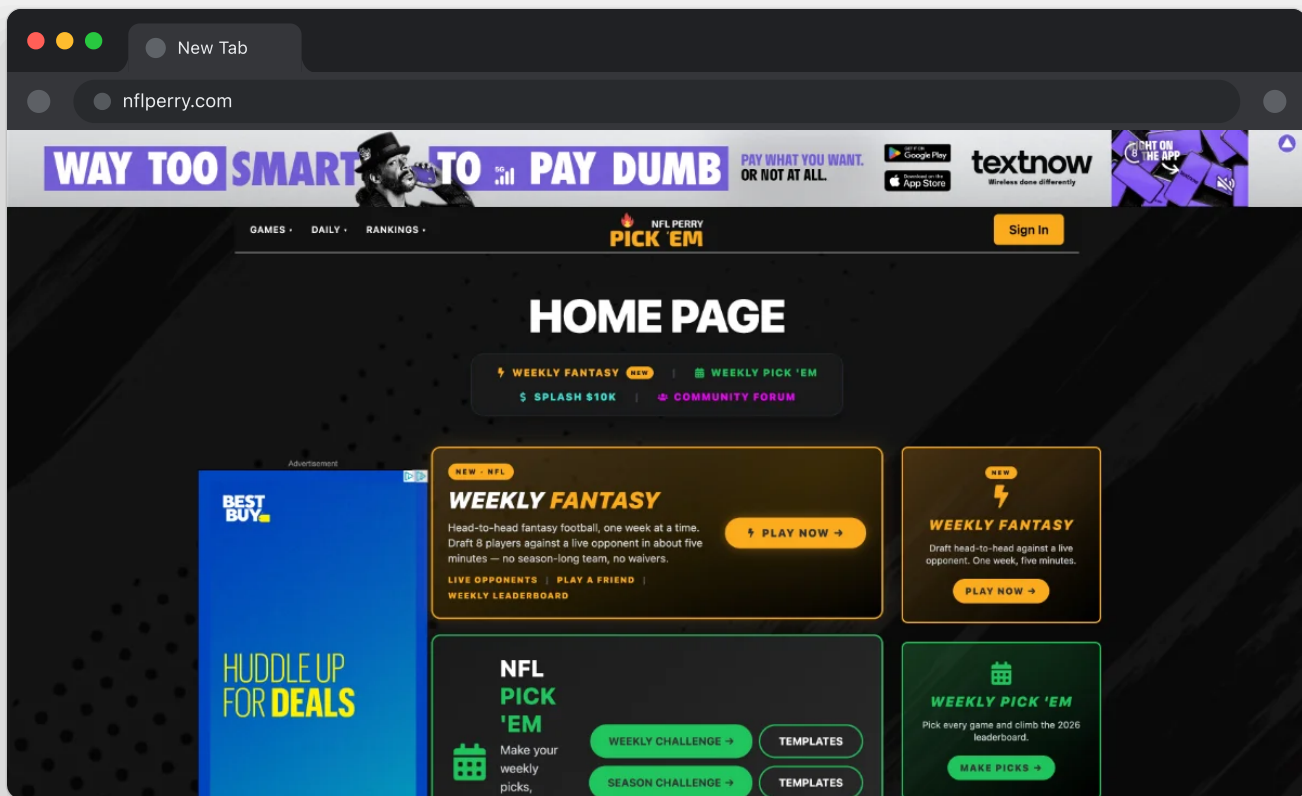
^ 4.4x

DIRECT SHARE OF INVENTORY

About NFL Perry

NFL Perry is a football site built around games rather than articles. Users land on the homepage, find a trivia game, and stay there. Sessions routinely run 20 minutes as players run the same game over and over.

That user behavior means NFL Perry should be tracking session-revenue metrics, not just pageview metrics. It also makes ad strategy harder to get right, because the pages that hold attention longest are the ones you least want to clutter.



Running Ads Without a Feedback Loop

Before Playwire, NFL Perry monetized through Raptive. The integration worked, and it got ads live on a site that had never carried them before. What they didn't do was tell Perry how to optimize.

The bigger cost was hesitation. Perry held back on changes he wasn't sure he could reverse, because a broken layout meant a day of waiting on a support queue. The ad setup reflected that caution. Ads ran on a couple of static pages and died when a user navigated somewhere new, which meant the longest sessions on the site were the least monetized.

"Raptive was a good start, but there wasn't much strategic guidance. They gave me a list of many options I could try myself rather than being a hands-on partner, so it was on me to be my own experimenter."

Perry, NFL Perry

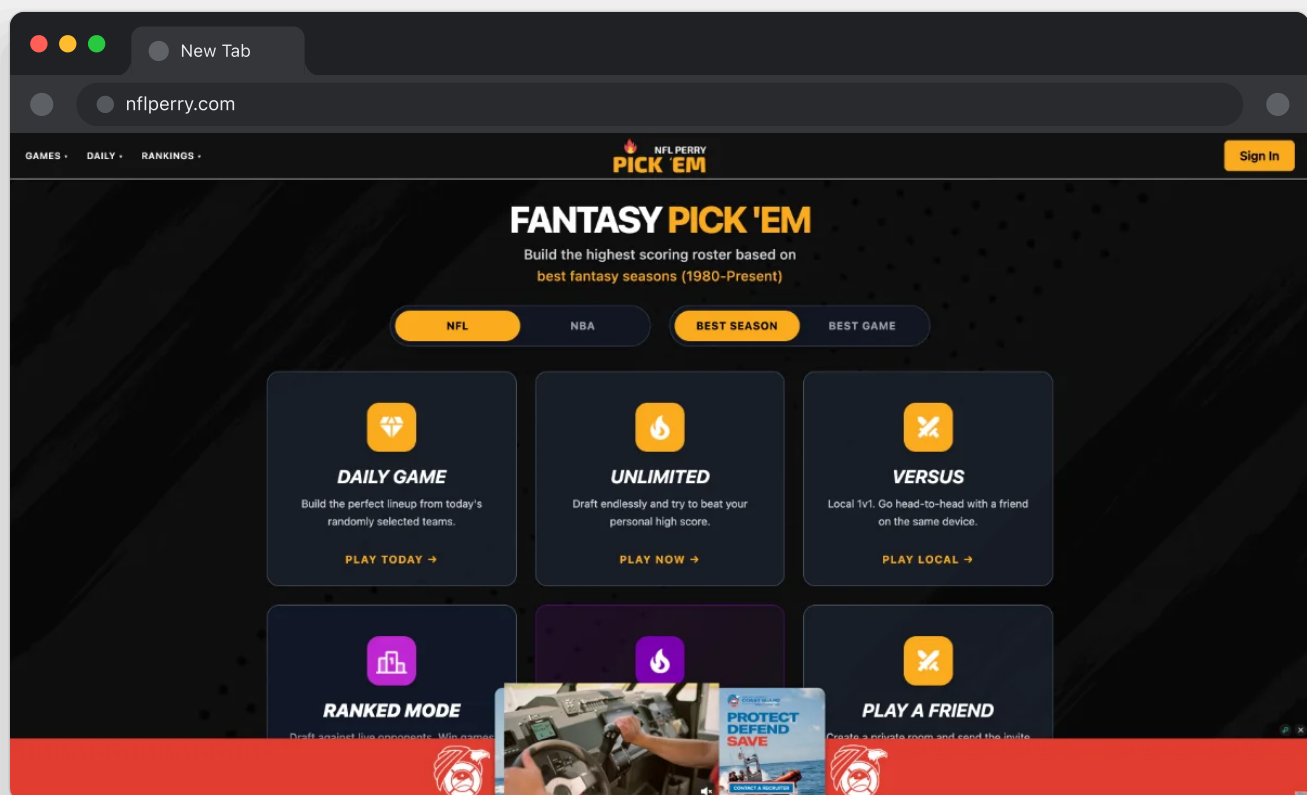
Switching to RAMP

Perry came to Playwire on a referral. He'd talked to publishers already on the platform, compared their returns to his own, and went looking through his inbox for an email from our team that had been sitting there for months.

Onboarding started with what he didn't want. Specific pages were off limits. Certain experiences weren't to be interrupted. Our team built the layout around those constraints instead of arguing with them. That support also removed the fear of experimenting. When a placement ran too hot, the team walked it back the same day and diagnosed the cause.

"I told them what pages I didn't want ads on, and they worked with me. Having a dedicated rep who responded immediately, instead of a support forum with a new person every time, was exactly what I was missing."

Perry, NFL Perry



Tripling Daily Revenue Against the Previous Setup

At the end of the day, for a publisher, the most important metric is their take home. Asked what changed after the switch, Perry put it in the terms publishers think about every minute of every day:

"I've tripled my daily revenue since switching over. I'm extremely happy with the numbers."

Perry, NFL Perry

He credits two things. More ads served, and a better understanding of which formats his audience would tolerate.

"Point blank, we served more ads because we were able to experiment and determine which placements worked for my audience, and I got a better understanding of the types of ads that worked. They gave me solutions for getting ads in places that wouldn't be disruptive, and offered more flexibility in placement."

Perry, NFL Perry

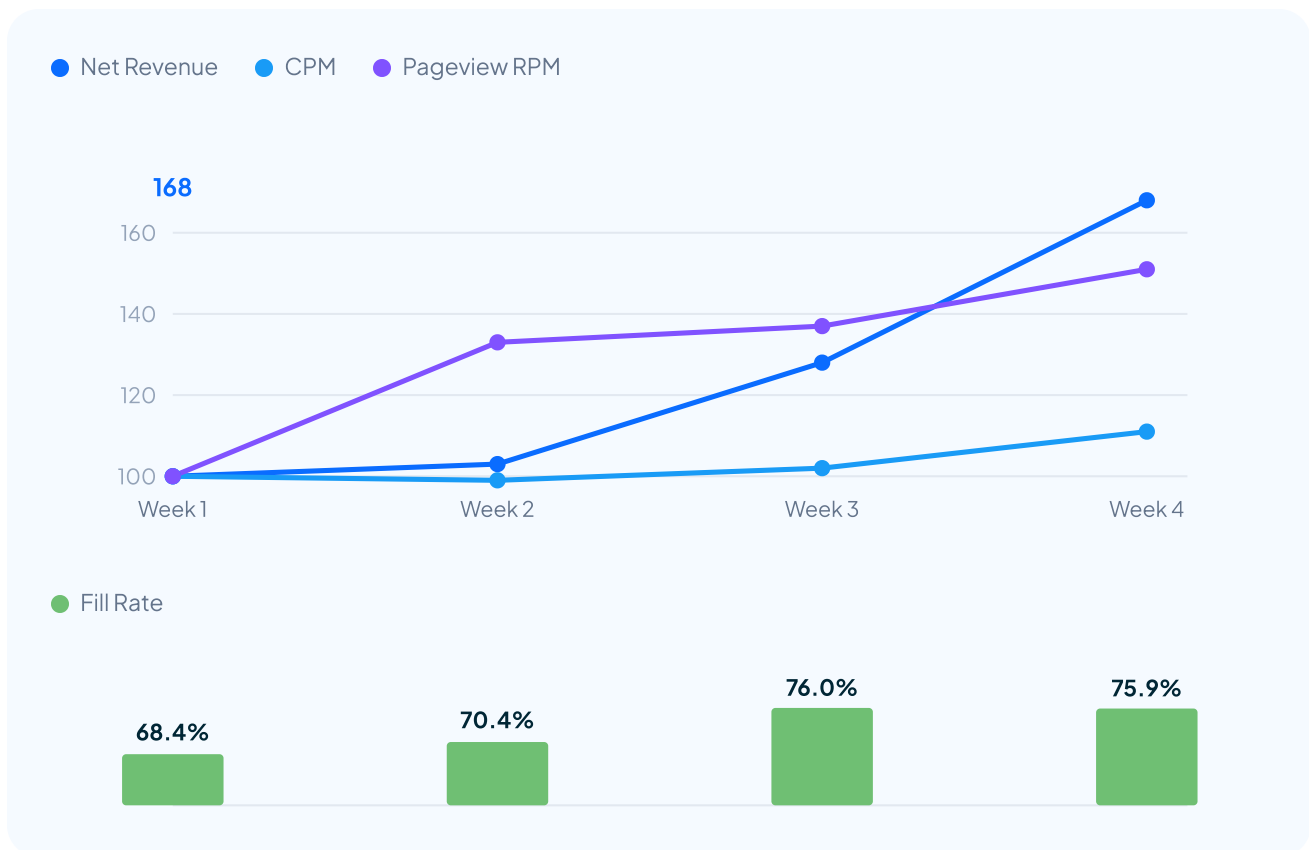
The revenue data from RAMP lines up with the direction: revenue per day hit 2.7× the revenue of day-one on RAMP by day 18 and peaked at 3.7× by day 26. Proof that careful experimentation and yield management can build to the right ad setup when managed with a strategic partner.

The Gain Came From the Auction, Not the Audience

NFL Perry's trajectory over the first four weeks on Playwire shows the value of yield optimization practices on the auction: fill rate climbed from 68.4% to 76.0% week over week, and CPM rose 10.6% on top of that. NFL Perry's ramp-up period was swift and effective.

Week	Net Revenue	CPM	Pageview RPM	Fill Rate
Week 1	100	100	100	68.4%
Week 2	103	99	133	70.4%
Week 3	128	102	137	76.0%
Week 4	168	111	151	75.9%

All series indexed to week one = 100.



Building the Strategy Around the Session

For a site where users spend 20 minutes inside a single game, the layout change mattered as much as the demand stack. Ads now persist from the homepage through gameplay instead of dying on navigation.

"RPS went up significantly with this holistic ad strategy. Now people get served ads across pages, not just a couple of static ones."

Perry, NFL Perry

More surface, more sellable impressions, and a session that earns for its full duration rather than its first 30 seconds.

Reporting That Keeps Up With Traffic

Perry checks numbers the way most operators do: constantly, and usually while traffic is spiking. Daily reporting couldn't answer the questions he was asking.

"With Raptive it was daily. At Playwire, I get an hourly estimate, which makes it easy to track whether peak traffic is actually converting to ad revenue."

Perry, NFL Perry

Amplify Your Ad Revenue, Guaranteed

Perry left a provider that got his ads live and stopped there. One month in, he's calling it triple the daily revenue, and the RAMP data shows 68% growth on 12% more traffic, a 50% higher pageview RPM, and a direct demand line still climbing. The traffic did some of the work. The auction did most of it.

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

Speak with a member of our team →

www.playwire.com/apply