

HOW WRESTLING HEADLINES TRANSFORMED THEIR PUBLISHING BUSINESS

Immediate
65%
Increase in
Revenue



Immediately upon switching to Playwire, Wrestling Headlines saw a 65% increase in total ad revenue.

YoY
10%
Growth in
Pageview CPMs



Wrestling Headlines continues to see regular growth in pageview CPMs, averaging increases of 10% per year.

Direct Sales
26x
Higher CPMS



On average, Wrestling Headlines sees 26x higher CPMs for directly sold inventory than for traditionally sold programmatic demand.

Video
13x
Higher CPMS



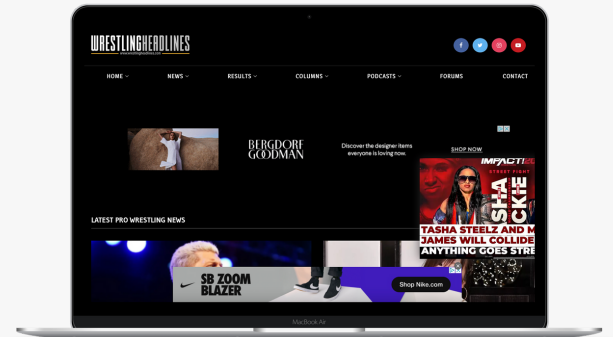
On average, Wrestling Headlines sees 13x higher CPMs for Trendi video units than for traditional display.

ABOUT WRESTLING HEADLINES

WrestlingHeadlines.com is a site dedicated to being the daily source for pro wrestling news headlines. Their coverage includes WWE, AEW, IMPACT, NJPW, ROH, MLW and more. Formerly Lords of Pain (LOP), the site

has been publishing WWE news and rumors since 1998! With 6 million monthly pageviews, wrestling enthusiasts live at Wrestling Headlines.

Wrestling Headlines is also the esteemed winner of one of Playwire's Top Publisher Awards.



"Switching to Playwire effectively increased my total ad revenue by 60-75% immediately."

**Calvin Martin,
Founder, Wrestling Headlines**



GETTING STARTED WITH PLAYWIRE

Prior to working with Playwire, the Wrestling Headlines team was monetizing primarily through Google Ads. Ad revenue had been dwindling, so Calvin Martin, Founder of Wrestling Headlines, decided it was time to try something new.

Switching to Playwire's RAMP Platform immediately increased revenue for Wrestling Headlines by 60-75%.

"The immediate revenue increase from Playwire allowed me to pay my contributors very competitively and increase content production significantly. This change led to incredible growth in my business, which led to further increases in revenue."

**Calvin Martin,
Founder, Wrestling Headlines**



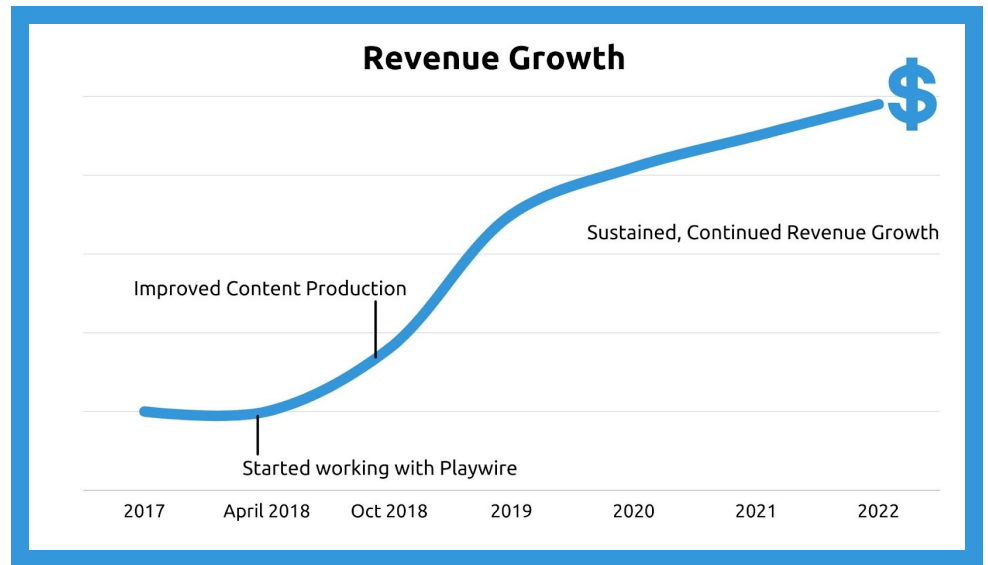
ACCELERATING THE BUSINESS

This immediate increase in revenue, and the additional time gained by not managing ads internally, allowed Calvin to strategically reinvest in his business. He invested the additional revenue provided by Playwire to pay contributors handsomely for their work and significantly increase content production.

From there, pageviews increased dramatically, ultimately adding even more fuel to the revenue fire. Topline revenue increased significantly from 2018 to 2019 as a direct result of these changes.

Following this massive increase, Wrestling Headlines has seen sustained and continued increases in pageview CPMs each year as a result of RAMP's Revenue Intelligence® algorithms and high-performance video ad units.

Ultimately, Wrestling Headlines' topline ad revenue has followed a path like this:



"The level of communication I have with the Partner Success team is incredibly valuable. They are quick to respond when needed, and we regularly collaborate on strategic initiatives to continue to grow revenue."

Calvin Martin,
Founder,
Wrestling
Headlines



AN INCREDIBLE PARTNERSHIP

For the team at Wrestling Headlines, one of the most important aspects of their relationship with Playwire is the level of support they receive.

"I know Playwire takes the greatest care of everything related to ad revenue for me, and I trust them completely."

Calvin Martin,
Founder, Wrestling Headlines



FINAL THOUGHTS

Ultimately, the choice to work with Playwire is a simple one for Calvin. The economics of working with Playwire just make too much sense to ignore.



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