HOW LETTERBOXD INCREASED
AD REVENUE BY 490%
WITH PLAYWIRE

playwire®

Letterboxd

The Challenge

Letterboxd wanted to scale its advertising efforts using a data-driven approach that maximized its ad inventory monetization while driving new premium demand without compromising user experience.

The Solution

Letterboxd partnered with Playwire for their combination of full-stack technology, analytics, and direct sales expertise.

490%
Increase

Letterboxd experienced a dramatic 490% increase in overall revenue across header bidding, direct deals, DMP-based targeting, and more.
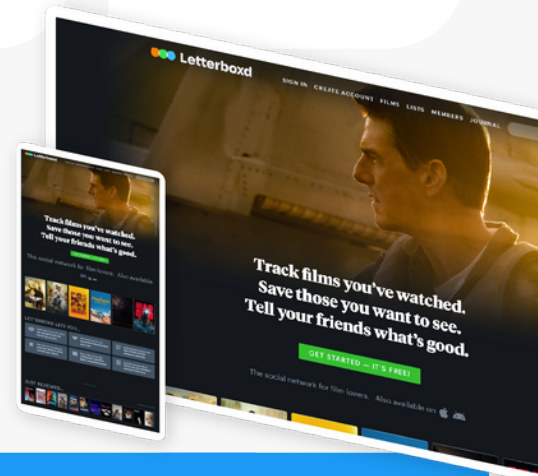
243%
Reduction

Following the increase, moving their app monetization strategy to Playwire, Letterboxd realized an additional 243% YoY revenue increase compared to their previous App Provider.

ABOUT
LETTERBOXD

Letterboxd is a global social network for grassroots film discussion and discovery. It can be used as a diary to record and share opinions about films as someone watches them, or just keep track of films that were seen in the past. It allows users to showcase favorites on their profile page, rate, review, and tag films as they add them.

"We saw results immediately and have seen both premium demand and programmatic revenue from their killer combination of direct sales and full-stack revenue amplification.

David Larkin, *Strategy and Business Development, Letterboxd*

SCALING
ADVERTISING EFFORTS

Letterboxd is the global social networking site for movie enthusiasts. Their team had been running programmatic advertising and direct sales themselves, but weren't able to secure premium sponsorships nor effectively scale programmatic to the level they knew was possible. And while Letterboxd had collected a significant amount of data about their visitors, they weren't using it to segment their audience or support audience targeting for their advertisers.

Letterboxd wanted to scale its advertising efforts using a data-driven approach that maximized its ad inventory monetization. They also wanted to drive new premium demand without introducing additional operational costs or compromising user experience.

Following the incredible results Letterboxd saw after moving to Playwire for their web publishing efforts, the team then moved management of their app monetization strategy over to Playwire.

WHAT SETS **PLAYWIRE** APART?

Letterboxd partnered with Playwire for their combination of full-stack technology, analytics, and direct sales expertise.

RAMP®
Provided display and in-app header bidding optimized in real-time. Letterboxd got more connections to the exchanges, better revenue share, and tested and optimized target and floor cpms, bid timeout rates, and more.

DIRECT SALES
Added new high-impact ad formats to the site and connected Letterboxd to premium demand partners for new larger deals at higher CPMs.

AUDIENCE TARGETING
Using the DMP integration increased demand and campaign performance. Playwire segmented audiences by movie genre.

BUILT-IN VIDEO PLAYER
Video player for monetizing video content in a non-intrusive way.

> *"Letterboxd had huge potential for revenue amplification - they have a huge reach and a deep understanding of their fanbase. By implementing a combination of header bidding, ad monetization, audience segmentation, and direct sales we helped them realize that potential."*

Jayson Dubin, CEO, Playwire

HOW MUCH **RETURN?**

HEADER BIDDING
200%
YIELD INCREASE

Optimization on indirect deals drove a significant revenue increase.

DMP
25%
CPM INCREASE

Letterboxd experienced a dramatic 490% increase in overall revenue across header bidding, direct deals, DMP-based targeting, and more.

APP REVENUE
2,433%
YOY INCREASE

Within the first month of working with Playwire, Letterboxd saw a 2433% YoY revenue increase compared to the previous app provider.

DIRECT SALES
50%
HIGHER CPMS

Direct ad prices and total demand increased by leveraging Playwire's relationships in the entertainment space combined with their data-driven approach to media placements.

playwire®

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**