

playwire®

DRIVE HIGHER

CPMS WITH
DIRECT SALES



Demand more from your monetization partner.

AN INDUSTRY-LEADING SALES TEAM

1 A GLOBAL TEAM

All the benefits of scale, none of the headaches. You get immediate access to a global team of sellers that spans more than 15 countries.



2 RELATIONSHIPS WITH THE WORLD'S BIGGEST BRANDS

Partnering with an experienced team that has been selling for years (and has relationships with major brands) can accelerate your path to revenue.

WORKING TO PITCH YOUR SITE

With decades of experience, our direct sales team knows how to package, pitch, and sell your digital property to brands. So you don't have to.



Programmatic Team

Sells the benefits of audience cohorts across the Playwire network to major brand advertisers.



Direct Sellers

Get access to insertion orders directly with major brand advertisers.

PREMIUM, CUSTOM CAMPAIGNS

A GLOBAL TEAM

Our in-house creative team delivers on direct sold campaigns, driving unique experiences on your website or app and massive increases in CPMs.

- + High engagement and visibility
- + Brand safe ads
- + Major brand dollars



AMPLIFY YOUR AD REVENUE

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

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