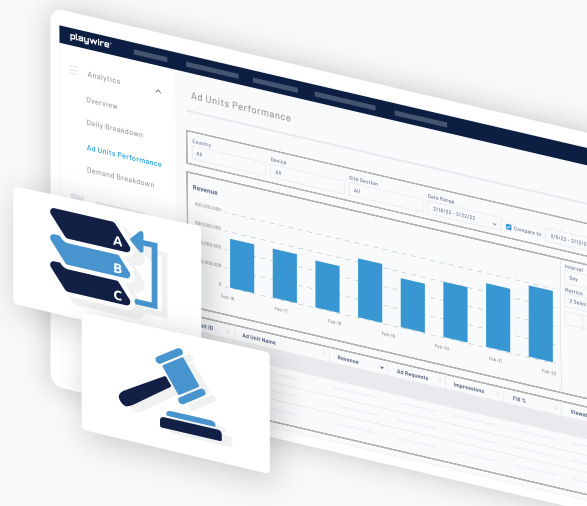


playwire®

MAXIMIZE YOUR AD REVENUE AND SIMPLIFY YOUR TECH STACK

RAMP's header bidding solution maximizes competition and minimizes management time.



SO MUCH MORE THAN JUST HEADER BIDDING

Get access to proprietary technology in addition to header bidding to further increase your yield.

- + {RI} Revenue Intelligence: Machine learning and AI maximize yield on every impression.
- + Data Management Platform: Harness your 1st party data with a built-in DMP.



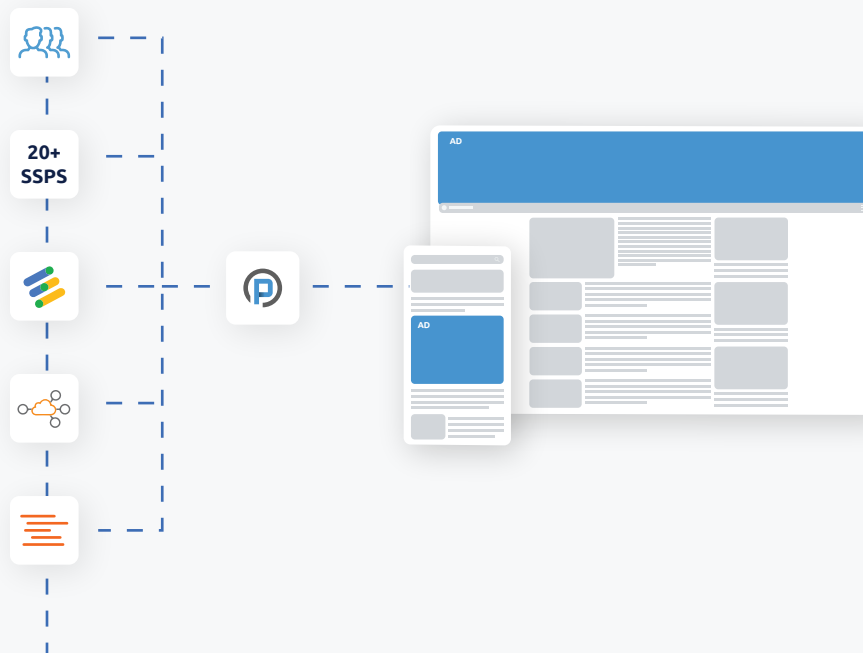
HEADER BIDDING FOR EVERY ENVIRONMENT

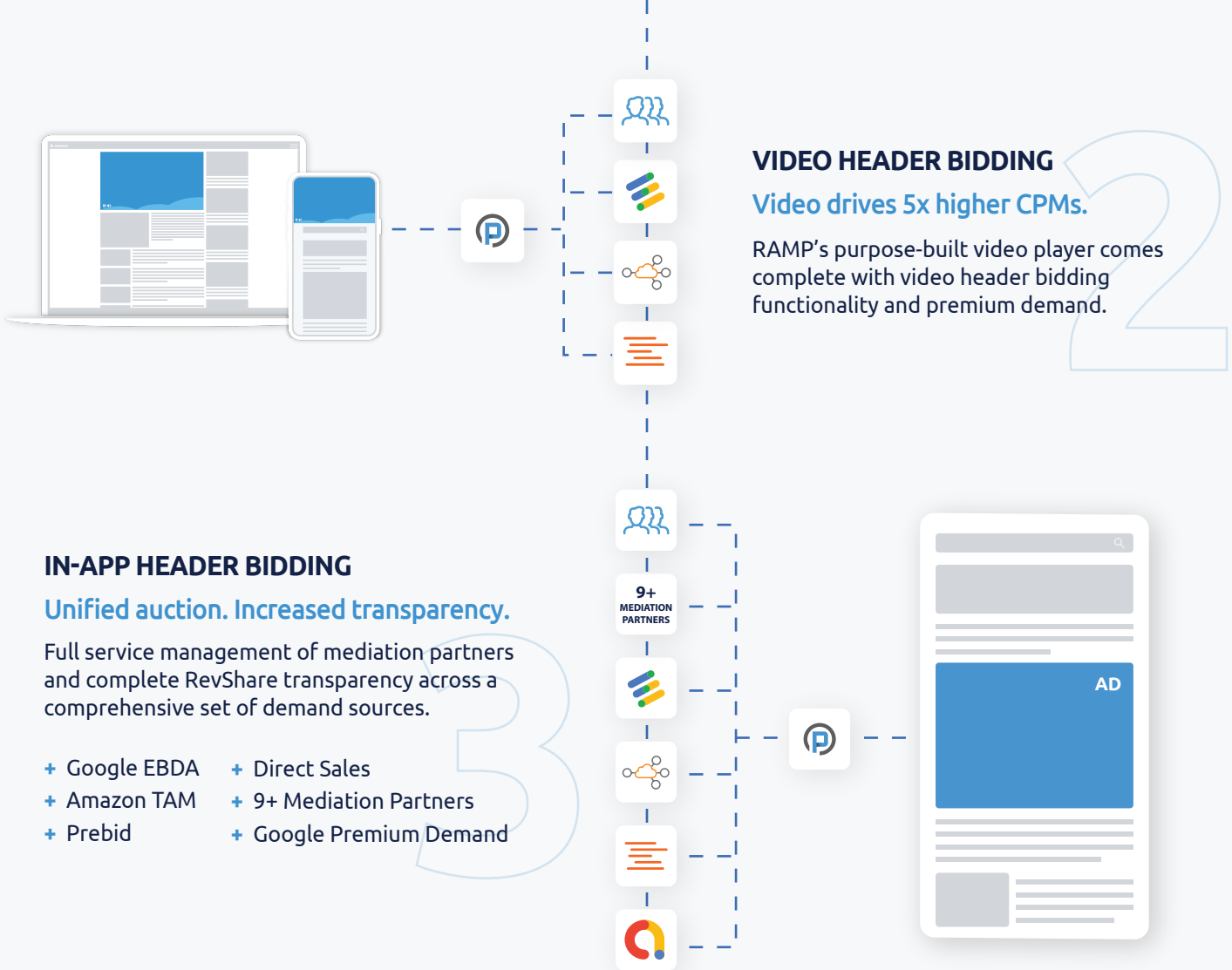
DISPLAY HEADER BIDDING

Increased competition. Higher yield.

Drive higher competition (and higher CPMs) from the most comprehensive set of demand sources on the market.

- + Global direct sales team
- + Google Open Bidding
- + Amazon TAM
- + 20+ Unique SSPs, integrated through Prebid





HEADER BIDDING DRIVES 200% YIELD INCREASE

"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 & Business Dev.



200%
Yield increase through header bidding alone.

25%
CPM increases with Data Management Platform.

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