playwire®

REVENUE INTELLIGENCE

AMPLIFIES AD REVENUE

Demand more revenue on every impression.

{RI}

USER DATA POINTS · SETTINGS · VARIABLES
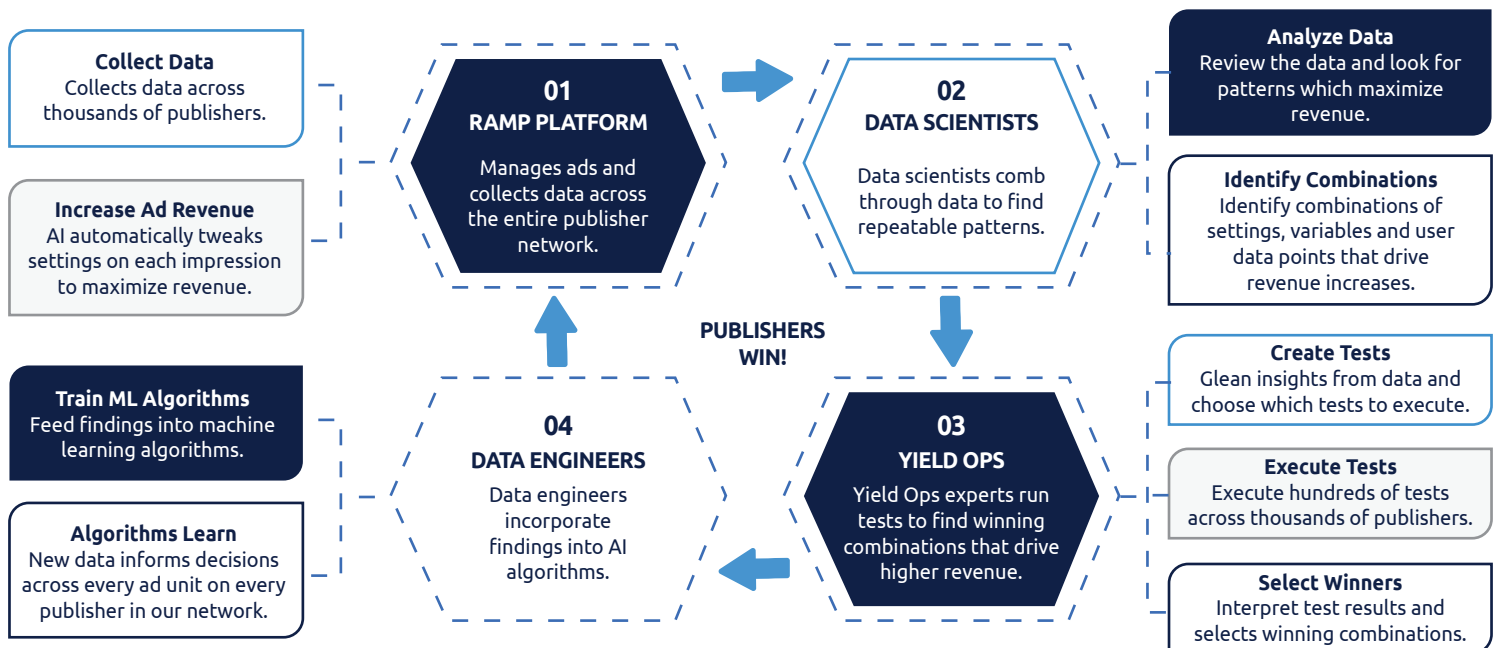
{RI} REVENUE INTELLIGENCE
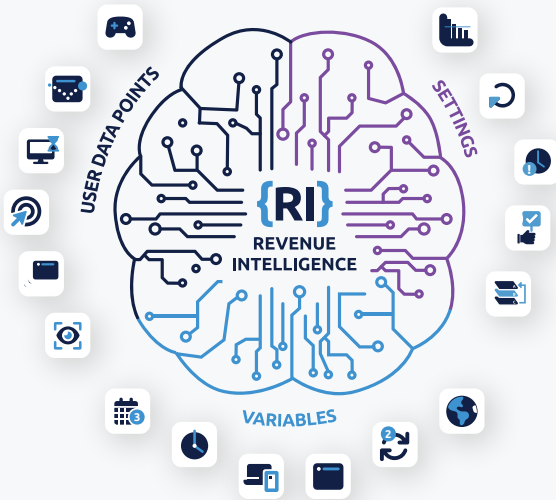
WHAT IS REVENUE INTELLIGENCE

Don't just optimize your ad revenue. Amplify it.

RAMP's proprietary Revenue Intelligence algorithm brings the best of human and machine intelligence together for one simple reason: to increase your yield.

THE {RI} REVENUE INTELLIGENCE
ENGINE

The intersection of human and machine intelligence.

Collect Data
Collects data across thousands of publishers.

Increase Ad Revenue
AI automatically tweaks settings on each impression to maximize revenue.

01 RAMP PLATFORM
Manages ads and collects data across the entire publisher network.

02 DATA SCIENTISTS
Data scientists comb through data to find repeatable patterns.

Analyze Data
Review the data and look for patterns which maximize revenue.

Identify Combinations
Identify combinations of settings, variables and user data points that drive revenue increases.

Train ML Algorithms
Feed findings into machine learning algorithms.

Algorithms Learn
New data informs decisions across every ad unit on every publisher in our network.

04 DATA ENGINEERS
Data engineers incorporate findings into AI algorithms.

PUBLISHERS WIN!

03 YIELD OPS
Yield Ops experts run tests to find winning combinations that drive higher revenue.

Create Tests
Glean insights from data and choose which tests to execute.

Execute Tests
Execute hundreds of tests across thousands of publishers.

Select Winners
Interpret test results and selects winning combinations.

{RI} IS ALL ABOUT TESTING
YIELD EXPERIMENTATION. AT SCALE.

1

TRACK USER DATA POINTS

There are *thousands* of different user data points you can track, including:

+ Interests
+ Bounce rates
+ Session duration
+ Click rates

2

CAPTURE EFFECTS OF VARIABLES

Multiplied by hundreds of different variables that can affect ad revenue and placements, including:

+ Refresh count
+ Browser
+ Device type
+ Geographic location

3

ADJUST SETTINGS

Multiplied yet again by hundreds of settings that can be tweaked in each individual tool within the tech stack, like:

+ Price floors
+ Refresh rates
+ Timeouts
+ Bidder order and participation

{RI} FINDS THE WINNERS
FOR YOU

Using the power of AI and Machine Learning, Revenue Intelligence algorithms mine the data to come up with optimal combinations of settings to tweak on each and every impression to maximize your CPMs.

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**