

playwire® AMPLIFY AD REVENUE WITH VIDEO ADS

Bringing simplicity and scale to video advertising.



VIDEO AD MONETIZATION MADE SIMPLE

START WITH VIDEO CONTENT

No video content? No problem.

You can either use your own custom video content, or get video content delivered through the RAMP platform.

- + Custom-curated, vertical specific content
- + Updated daily
- + Automatically delivered to your website or app



DELIVER THROUGH HIGH-PERFORMANCE VIDEO AD UNITS

Up to 13x higher CPMS

RAMP's video units maximize video viewability, essential for commanding maximized revenue from demanding advertisers.

- + Rewarded video
- + Corner-docked video
- + In-article video

trendi®
Powered by Playwire®

ADD PREMIUM VIDEO DEMAND

Everything in a single platform.

RAMP's purpose-built video player comes complete with video header bidding functionality and premium demand.



VIDEO DRIVES 13X HIGHER CPMS FOR WRESTLING HEADLINES

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



Calvin Martin
Founder

WRESTLINGHEADLINES

65%

Boost in revenue after switching to Playwire.

13X

Video drives 13x higher CPMs than display.

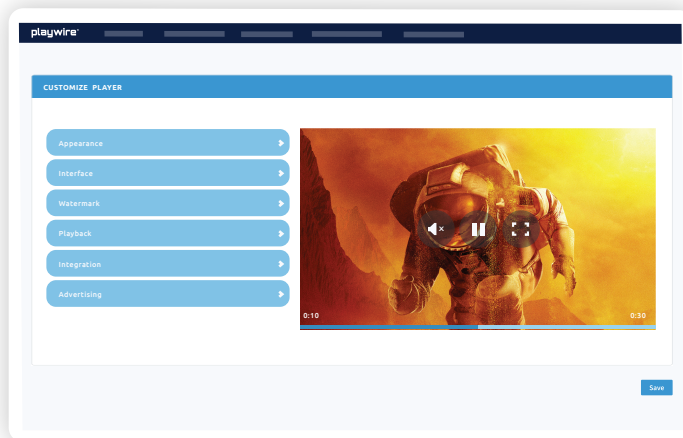
26X

Direct sales drives 26x higher CPMs than display.

10%

Continued YoY growth in page view CPM.

CONTROL THE DETAILS



+ HOST VIDEO CONTENT

Host your own video content with a full OVP and display using our state-of-the-art video player.

+ CUSTOM VIDEO CONTENT

Take advantage of custom curated, vertical-specific video content, refreshed by the Playwire creative team daily.

+ MANAGE YOUR VIDEO UNITS

Choose between corner, in-article, sidebar, and slideshow video units, or use them all.

+ IN-STREAM AND OUTSTREAM

Take advantage of both in-stream and outstream video ads.



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