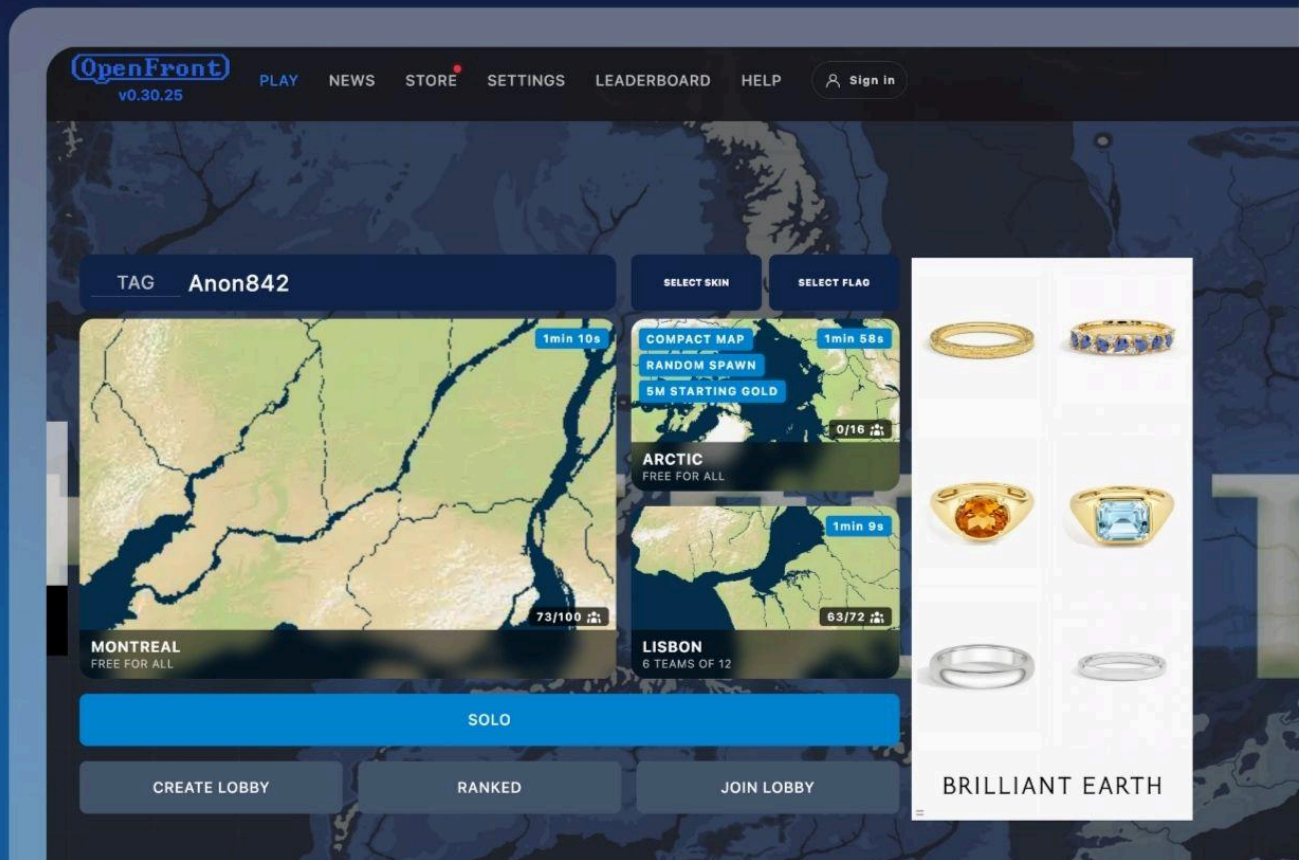


Case Study

How OpenFront.io Doubled Ad Revenue in Two Months by Switching to Playwire



100%

Revenue Increase

Within 2 months of switching to
Playwire

200K-250k

**Players per day on
the platform**

~65-70M

**Ad Impressions Per
Month**

About OpenFront.io

[OpenFront.io](https://openfront.io) is a free, browser-based multiplayer game that has grown into one of the more impressive community-driven gaming projects on the web. With 200,000-250,000 active players logging in daily and a fully open-source development model supported by more than 300 community collaborators, OpenFront isn't your typical indie game operation.

The game is free to play, which means ads are central to keeping the lights on. Ad revenue funds development, supports the team, and powers a premium subscription model for players who'd rather opt out of ads entirely. Getting monetization right isn't just a nice-to-have. It's what keeps the game alive.

The Challenge: Low Returns, Slow Support, and a Lot of "Other"

Before partnering with Playwire, OpenFront was working with a different monetization provider, drawn in by promises of strong returns. It didn't pan out.

Revenue was underwhelming. Support was slow, with email responses taking two to three days. And the reporting left a lot to be desired. A full third of OpenFront's

revenue was categorized simply as "other," with no meaningful breakdown by ad type, region, or placement.

For a data-driven team trying to balance user experience against revenue optimization, flying blind wasn't an option. They needed a partner that could actually show them what was working and why.

"It wasn't just 'slap an ad here, slap an ad there.' It was about finding the right ad model to get the best click-through rate and impression time for our specific setup."

[Lewis Malton](#), COO, [OpenFront.io](#)

When a questionable ad slipped through, the Playwire team responded with speed and transparency. The ad was identified, explained, and never appeared again. For a game whose audience skews young, that level of accountability matters.

The team also respected OpenFront's boundaries. When Lewis made clear that certain ad units were too disruptive for the gaming experience despite their revenue potential, Playwire worked within their strategies. They found other ways to optimize.

Key Benefits

1. Meaningful Revenue Growth, Fast: Within two months of launching with Playwire, OpenFront's monthly ad revenue had doubled compared to what they were earning with their previous provider.

2. Thoughtful Ad Strategy Tailored to Gaming: Playwire worked with OpenFront to find placements that fit within the natural flow of the game, like loading screens and transition moments, rather than interrupting active gameplay. The result: higher revenue without the friction.

3. Responsive, Accountable Support: Coming from a provider where emails went unanswered for days, the contrast was stark. Issues get resolved quickly with Playwire, not just acknowledged.

4. Reporting That Gets Granular: OpenFront's dashboard gives them a granular view of performance broken down by geography, ad type, and placement. No more "other." Just data they can act on.

"The reporting dashboard for Playwire is a lot better than I've seen on a lot of other providers. Every stat you could want, the dashboard has it. Everything has to be data-driven, because people have opinions. Data doesn't."

Lewis Malton, COO, OpenFront.io

Results: 100% Revenue Increase in 60 Days

Two months. That's how long it took OpenFront to double their monthly ad revenue after switching to Playwire. The platform now generates 65 to 70 million ad impressions per month, and the growth trajectory is still climbing.

More importantly, they're doing it without compromising the experience that keeps 200,000+ players coming back every day. Fewer interstitials. More strategic placements. A subscription model that gives engaged players an opt-out. It's the kind of balance that looks simple from the outside and takes real partnership to execute.

"We want the balance between user-friendly and profitable. Playwire has been great about staging changes over time rather than throwing everything at once, because too much change at once scares people."

Lewis Malton, COO, OpenFront.io

What's Next

OpenFront isn't standing still. As the game continues to grow and the premium subscription model scales, the team is actively planning the next wave of monetization adjustments, adding ad units incrementally, leaning into data to drive decisions, and keeping player experience at the center of every choice.

With Playwire providing the reporting, the strategy, and the support to back it up, doubling revenue in two months is just the beginning.