

How Brickset.com Maintains Consistent Revenue Growth Through a Decade- Long Partnership with Playwire

10+**Years of partnership**

Brickset has maintained its relationship with Playwire for over a decade, demonstrating sustained satisfaction and results.

**Competitive Testing
Validates
Performance**

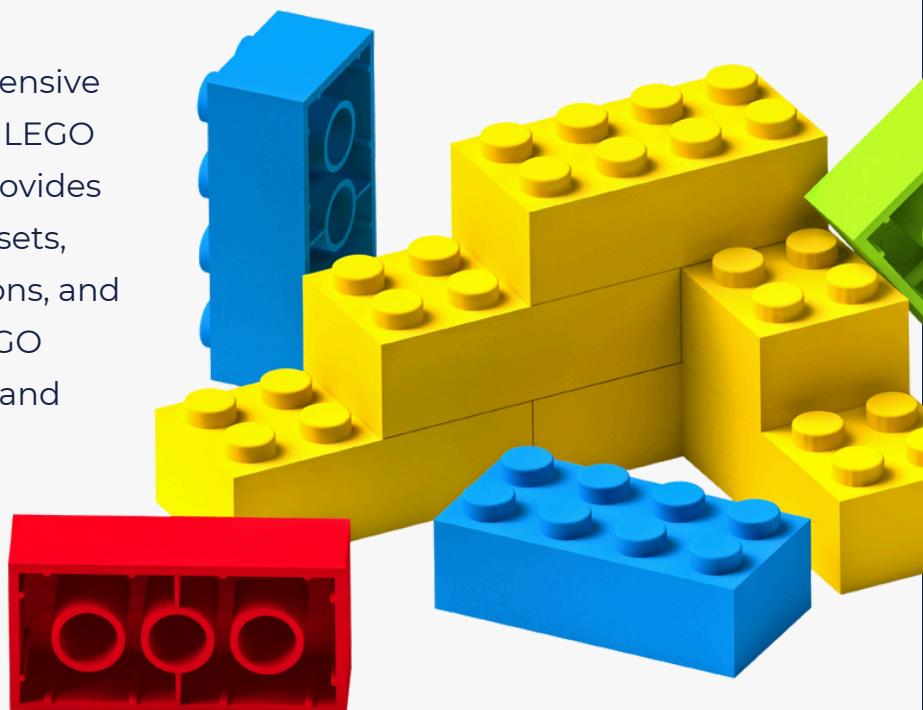
Recent AB testing showed competitors achieved less than 50% of Playwire's revenue performance on the same traffic.

**Consistent Revenue
Despite Traffic
Fluctuations**

Revenue has remained stable and satisfactory even as site traffic has varied over the years.

ABOUT BRICKSET

Brickset.com serves as a comprehensive database and community hub for LEGO enthusiasts worldwide. The site provides detailed information about LEGO sets, allows users to track their collections, and offers a platform for the global LEGO collecting community to connect and share their passion.



THE CHALLENGE

UNDERWHELMING PERFORMANCE FROM PREVIOUS NETWORKS

Over a decade ago, Brickset's owner Huw Millington found himself in a frustrating situation familiar to many publishers. His existing ad network wasn't delivering the revenue performance his site deserved, despite having quality traffic and engaged users.

Like many publishers, Huw was skeptical about promises from new monetization partners. The ad tech space is notorious for over-promising and under-delivering, making it difficult to distinguish genuine opportunities from empty marketing pitches.

BUILDING A LONG-TERM PARTNERSHIP

What started as a revenue optimization opportunity has evolved into a decade-long partnership built on consistent performance and reliable support. Huw made the switch to Playwire and has remained satisfied with both the financial results and the professional relationship.

The longevity of this partnership speaks volumes in an industry where publishers frequently switch between monetization providers chasing better deals and performance promises.

"I was with another network but I wasn't particularly happy with their performance. Playwire approached me and suggested I could be earning more money. I guess that's what it ultimately boiled down to."

Huw Millington, Owner, Brickset.com



WHAT SETS PLAYWIRE APART

PROVEN PERFORMANCE UNDER PRESSURE

Huw regularly receives pitches from competing monetization platforms – approximately one per week – but consistently chooses to stay with Playwire. When one competitor presented a particularly compelling proposal with detailed optimization suggestions and professional presentation materials, Huw decided to run a formal AB test to validate Playwire's performance.

The results were definitive: the competitor failed to achieve even half of Playwire's revenue performance on the same traffic.

COMPREHENSIVE ANALYTICS AND TRANSPARENCY

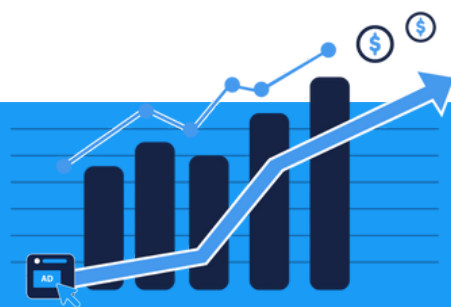
Brickset benefits from Playwire's detailed reporting capabilities, which provide granular insights into performance across different ad formats and page types. This level of transparency proved particularly valuable during the competitive testing phase, allowing Huw to share specific performance data and identify exactly where competitors were falling short.

RELIABLE PARTNERSHIP AND SUPPORT

Several key factors have maintained Brickset's satisfaction over the years:

- Consistent Account Management: Strong relationships with account managers who proactively suggest new optimization opportunities
- Reliable Operations: Prompt payments and dependable service
- Adaptive Strategy: Willingness to test new ad formats and optimization techniques as they become available

Revenue Stability: Maintained satisfactory earnings even as traffic patterns have fluctuated



"RAMP's analytics allow you to dive deep and see what each ad format is earning and which page is earning the most and so on, which the competitor's dashboard didn't provide, but I could see it all on Playwire."

- Huw Millington, Owner,
Brickset.com



CONTINUOUS **OPTIMIZATION AND INNOVATION**

Throughout the partnership, Playwire has consistently introduced new ad formats and optimization strategies. Huw's willingness to test these innovations, combined with Playwire's expertise in implementation, has led to incremental improvements that compound over time.

THE BOTTOM LINE **A PARTNERSHIP THAT WORKS**

After a decade of working together, Brickset's relationship with Playwire demonstrates the value of finding the right monetization partner and sticking with what works. While competitors continue to make promises, Playwire continues to deliver consistent results backed by transparent reporting and reliable support.

In an industry where publishers frequently chase the next big promise, Brickset's loyalty to Playwire reflects a partnership built on proven performance rather than marketing rhetoric. The recent competitive testing only reinforced what Huw already knew: sometimes the grass isn't greener on the other side.



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