

Sandbox sees 150% growth on sites through Playwire partnership



Playwire
Florida, United States • <http://www.playwire.com>



About the Certified Publishing Partner Program: A Certified Publishing Partner can help when you don't want to do it alone. Our publishing partners handle everything from setting up to optimizing and maintaining ads, so you're free to spend more time publishing content on your site. Using Google best practices, partners are adept at maximizing performance and earnings with AdSense and AdManager. For more information, visit google.com/ads/publisher/partners/

© 2019 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

The challenge

Sandbox and Co. is an online publishing company that manages a portfolio of education sites on mobile, over-the-top media, desktop and app platforms. Sandbox and Co. wanted to increase digital ad revenue while reducing operating costs associated with running both an ad technology team and a global direct ad sales team. They sought to partner with a digital advertising partner capable of handling the scale and complexity of their diverse product offerings.

The approach

Sandbox and Co. chose to partner with Playwire, a 14-year veteran in the industry, to leverage Playwire's technologies and experienced sales relationships. Playwire first worked with Sandbox to integrate an easy-to-deploy technology across Sandbox's entire portfolio of media properties.

Playwire then revamped Sandbox's monetization strategy through Playwire's Direct Sales channels. All Sandbox properties had immediate access to Private Marketplace, programmatic guaranteed, and direct deals found exclusively on the Playwire platform. Playwire's Yield Ops team reworked the Sandbox legacy ad pricing logic, reviewed policy compliance, adopted Google Open Bidding and Amazon Transparent Ad Marketplace, and integrated 3 times the number of header bidding partners. Sandbox also adopted Playwire's proprietary video content and ad monetization product, Trendi, to access high video CPMs across all sites.

The results

Sandbox saw a 50% increase in revenue in the first month of their trusted partnership. From February 2018 to May 2020, Sandbox experienced a 150% growth on sites year-over-year and a 30% reduction in operational expenses. With Playwire's video technology across all sites, Sandbox's revenue uplift was complemented by an increase in page speed and CPMs, garnering better results than Sandbox had anticipated. Because of these improvements, Sandbox was able to redirect personnel and energy from ad-related issues to focus instead on increasing site traffic and delivering content for their most valued asset, their users.

“Our relationship with Playwire started two years ago and since day one, we have seen an impact on our revenue through better direct sales management, yield management and management of our ad stack. They have worked collaboratively at each and every step of the way to improve our metrics across viewability, fill rates, and CPM/RPMs. They have tools, technologies and capabilities available that we never would have access to, like video open bidding. Playwire made it possible for us.”

—Abhi Arya, Co-Founder of Sandbox and Co.

Google | Certified Publishing Partner