What Problems Are We Solving?

Brand Safety

Our exclusive sites are vetted and continually optimized to ensure world-class content quality.

Viewability

We ensure ad viewership without eroding the user experience while giving you data and analytics that provide full transparency.

Simplicity

Playwire is your one partner to manage the entire multiplatform media process: Supply, Creative, Display, Data, Social Extension, OOH, and Experiential.

Playwire Prism™

Playwire's innovative Data Prism™ leverages our code-on-page presence to identify audience members through a full spectrum of diversity-centered data lenses. Race, gender identity, religion, sexual orientation: we take all of these factors and more into account to ensure that your campaign reaches a truly inclusive, representative audience. Meanwhile, our IAB-certified CMP ensures access to audiences without infringing on their privacy.

Those data sets are built using Playwire:

- 1st Party Registration Data
- 1st Party Survey Data
- 1st Party Publisher Ownership Data
- 1st Party Contextual Data
- Demographic of Content Creators
- Geo-targeting
- 3rd Party Data

Client Campaign Pipe: $100K

Audience Segments

SEGMENT 1 (60.1% = $60.1K)
SEGMENT 2 (18.5% = $18.5K)
SEGMENT 3 (13.4% = $13.4K)
SEGMENT 4 (6.1% = $6.1K)
SEGMENT 5 (1.3% = $1.3K)
SEGMENT 6 (0.6% = $.6K)

playwire PRISM™