

# FROM FRUSTRATING AD MANAGEMENT TO UNPRECEDENTED GROWTH



## ABOUT MATH PLAYGROUND

Colleen King created [Math Playground](#) in 2002 because she wanted to give her students a way to practice their math skills in a safe, fun environment. Since then, the site has grown to provide math games for young learners across a wide variety of math topics.



### THE CHALLENGE

Founded in 2002, Math Playground found itself struggling to manage ad quality by 2014. Every time Colleen would block ad categories or ban advertisers, a new rabble of bad actors would show up at her door. She had almost no time to develop new math games, and most ad networks would run away screaming when she mentioned Children's Online Privacy Protection Act (COPPA) compliance.

### THE RESULTS

By providing beautiful, COPPA-compliant ads for Math Playground, Playwire gave Colleen the time she needed to create world-class kids' math content and revenue to grow the business. Playwire is now Math Playground's sole advertising partner, and both companies remain fiercely dedicated to working with one another.

### THE SOLUTION

Playwire reached out to Colleen in 2014, hearing that Playwire was looking for COPPA-compliant sites like Math Playground made her cautiously optimistic. When she saw the creatives Playwire had made for other kids' publishers, she was sold. The relationship began with custom campaigns with brands like Lego and Kellogg's, and it later transitioned to full ad revenue management on Playwire's Kids Club platform.

*"Working with Playwire was a turning point for Math Playground. I had every possible ad filter in place. I had blocked whole categories of ads and banned advertisers. I was spending the entire day manually reviewing every ad. It was a battle I just couldn't win. It got to the point that I was ready to give up the ad-supported model, but that's when Playwire stepped in with the whole solution. It's what kept Math Playground going."*

**Colleen King**  
Founder & CEO,  
Math Playground



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# GETTING BACK TO MATH PLAYGROUND'S ROOTS

By partnering with Playwire, Colleen was able to bring her focus back to Math Playground's content. Before, manual ad review and management filled her days to the point that she hadn't been able to create new content for several years. When Playwire stepped in, she got her days back and got back to what Math Playground is all about: creating engaging math games for kids.

*"Playwire is truly a partner. They listen to publishers' concerns and do their best to respond in a way that makes the publisher happy. I'm very grateful for Playwire's commitment to Math Playground, and Math Playground is passionately committed to Playwire. I can't imagine publishing without Playwire — that's how integral it is."*

**Colleen King**  
Founder & CEO,  
Math Playground



*"The year following the partnership with Playwire, I must have published 30 original math games. I was putting out great content, and that made a big difference. What also helped was the quality of the ads themselves. We had lots of beautiful campaigns running all the time, and they were for kids' products. Parents and teachers who came to the site automatically knew this was a kids' site and a safe site. I think that helped grow my traffic as well."*

**Colleen King**  
Founder & CEO,  
Math Playground



## MATH PLAYGROUND DREAMED IT PLAYWIRE MADE IT POSSIBLE

When our publishers succeed, we succeed. That's why we place such a premium on our relationships with publishers like Math Playground. With great content and a focus on ad quality, Math Playground was the ideal publisher for Playwire to work with. We look forward to many more years of sharing in Math Playground's success.

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