How AccuWeather Boosted User Engagement by 50% with JWP Connatix's Video Studio

▶ How AccuWeather Boosted User Engagement by 50% with JWP Connatix's Vide... ✦ 0:38

grated to JWP Connatix,

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leveraging the Video Studio to generate additional video inventory by converting existing content into interactive video reels that readers can navigate across the site.

The Results

After the migration, AccuWeather saw a 50% increase in user engagement. AccuWeather then rolled out a high-performing mobile app and saw the app integration generating over a third of their total revenue.

→   50% increase in user engagement

Transform your video strategy.

Discover how our end-to-end video technology delivers seamless, scalable streaming experiences—engineered to meet the unique demands of your business, whether you're broadcasting Live, ~~netization at scale.~~

Yarayah St. Phard

As a Product Marketing Manager at JWP Connatix, Yarayah brings his expertise in video technology, media, and advertising to aid internal and external teams with the strategies and solutions that drive growth. With a passion for storytelling and a focus on meaningful outcomes, he translates complex industry trends into clear, actionable insights that support stronger partnerships and smarter campaigns.

in

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