

AdMetricsPro doubles video revenue & RPM across sites with ad server customizations

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After migration, AdMetricsPro (AMP) leveraged tailored solutions within the JWP

Connatix ad server, such as Prebid.js, smart server bidding & Amazon TAM to increase revenue.

AMP doubled performance and was able to grow their video strategy across 100+ sites in less than six months.

2x

Video Revenue
with Prebid.js

2x

RPM with TAM

100+

Sites added

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, launching an OTT platform, or optimizing monetization at scale.

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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.

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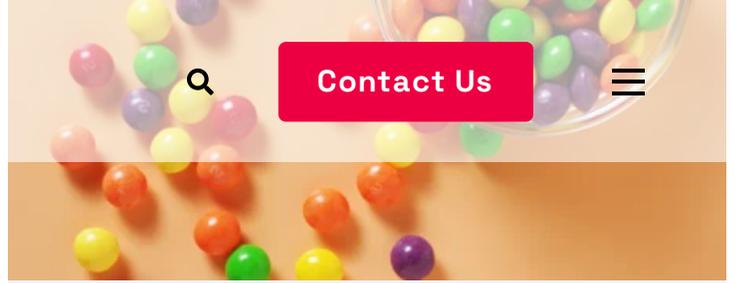
Yarayah St. Phard | May 28, 2025

| 2 min read

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OverviewFanGraphs, a site providing baseball analytics, stats, and insights for the MLB league, was looking to boost revenue ...

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Yarayah St. Phard | May 28, 2025

| 4 min read

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OverviewTo spotlight Pride Month and align the Skittles brand with the celebration, Mars sought to engage LGBTQ+ audiences at ...

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Transforming Content into Growth.

JWX helps streamers, publishers, and advertisers create, deliver, and monetize video with one intelligent workflow - built for speed, scale, and results.



Publishing Solutions

- Media & Content Management
- VOD & Live Delivery
- Security & Access
- Video Analytics
- Viewer Experience
- Services & Support

Streaming Solutions

- Ad Delivery
- Data Intelligence Suite
- Dynamic Strategy Rules
- Ad Insertion for CTV

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