



How Apartment Therapy Increased Plays 2x and Ad Fill Significantly with JW Player and JW Recommendations

← Previous



Next →

▶ How Apartment Therapy Increased Plays 2x and Ad Fill Significantly with JW Pl... ⬥ 2:34



We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)

[Cookies Settings](#)

Reject All

Accept and Continue



low recommendations. The



Business Goals

Annie Carroll, General Manager of Video at Apartment Therapy Media, says that while the initial implementation of JW Player worked well, and Apartment Therapy was serving up premium content (and ad inventory, generating high CPMs!) — AT was not seeing the video engagement and viewability results they were hoping for. Then, the Apartment Therapy team implemented JW Recommendations. They liked that it enabled their viewers to get an immediate sense of all the other content they had to offer. Because the Apartment Therapy video implementation was relatively new, Carroll says, JW Recommendations provided a great way to introduce their audience to the video-based content. Plus, the implementation was smooth and straightforward for the Apartment Therapy developers.

“Using Recommended playlists has created a personalized experience for our audience as well as a profitable one for our company.”

Annie Carroll | GM of Video | Apartment Therapy Media

Recommendations

The JW Player recommendations engine gives publishers the power to present

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)

ded time. The engine indexes a s for each viewer based on network. JW Recommendations



than a human-curated playlist.

After a year of success with JW Player in a regular implementation, Apartment Therapy turned on JW Recommendations.

In just one month, Apartment Therapy:

- More than doubled their plays — from 10M to 24M
- Significantly Increased ad revenue
- Is seeing higher completion rates

Apartment Therapy also uses the engagement data from recommendations to learn about what content their audience craves, and which content may not be worthwhile to produce.

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.

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)



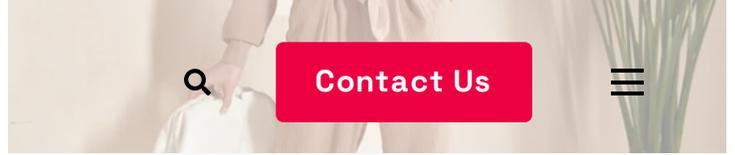
Kristin Lindsey-Cook

As Director of Product Marketing, Kristin brings over 20 years of experience in driving strategic marketing initiatives across B2B SaaS and media industries. With a passion for aligning product value with customer needs, she thrives on creating impactful strategies that deliver measurable results and help brands grow.

[in](#)

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)





Kristin Lindsey-Cook | May 20, 2025

| 4 min read

How Corus Leveraged JW to Stay Ahead of Industry Change

The Challenge Top Canadian broadcaster Corus Entertainment has been at the forefront of video innovations since its founding in ...

[Start Reading](#) →

Kristin Lindsey-Cook | May 20, 2025

| 4 min read

How Refinery29 Increased Views by 10% with JW Player and Recommendations

Business Goals Refinery29 creates fashion, beauty, and news videos for its audience of millennial women. While these videos had ...

[Start Reading](#) →



Kristin Lindsey-Cook | May 20, 2025

| 4 min read

How Ebony used JW Player

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)





Contact Us



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

Advertising Solutions

Company

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)





We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)