



How Apartment Therapy and Kitchn Increased Their Video Engagement With JW Player's Article Matching

← Previous



Next →

▶ How Apartment Therapy and Kitchn Increased Their Video Engagement With J... ⬥ 2:05



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



erapy and Kitchn. Apartment



Contact Us



increasing video consumption from its text pages. Kitchn was running into the same challenge of adding video to articles they publish on a daily basis that focus on every aspect of home cooking.

Until recently, Apartment Therapy and Kitchn would choose one “video of the day” and include it on every article page across their sites—regardless of whether the video was relevant to the content the visitor was reading. Viewing rates weren’t as high as they could be, but without a team of manual curators, the sites simply didn’t have the person-power to select the right video for each page. In order to get more eyes on their quality video content, Apartment Therapy and Kitchn needed an easy-to-implement technology solution that could automatically add the most contextually relevant video to their text only pages, without the need for manual curation.

“Using Article Matching to automatically add a video that aligns with a story’s topic is a win-win. This enriches the content and grows video engagement.”

Annie Carroll | Head of Studios | Apartment Therapy

JW Player’s Article Matching allowed Apartment Therapy and Kitchn to deliver a more contextually relevant, engaging user experience.

Article Matching at the end of Q3

36% increase in overall video

in the percentage of play that

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.](#)





36%

Increase in
Video Plays

19%

Increase in
Completion
Rates



25%

Increase in
Viewers
Passing the 10-
Second Mark

Contact Us



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.

Contact Us

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.](#)

ok





As Director of Product Marketing, Kristin brings over 20 years of experience in driving strategic



Contact Us



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

RELATED ARTICLES

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.](#)



| 5 min read

How Insider Inc. transformed its video performance with JW Player's Recommendations and Article Matching.

The ChallengeInsider Inc. is one of the world's most beloved digital news brands, with a team of smart, enterprising ...

[Start Reading](#) →

| 4 min read

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

[Contact Us](#)

Business GoalsRefinery29 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 to simplify workflows, save time, and increase engagement.

The ChallengeEbony made an important shift in its editorial strategy in 2017: Videos would now be on 80% of its text

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

Advertising Solutions

- Video & Data Intelligence
- Advertising Packages
- Programmatic Partnerships
- Deep Contextual

Streaming Solutions

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

Company

- About Us
- Partnerships
- Careers
- Resources

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



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.](#)