



Citi Elevates Social Impact with High-Performing Video Strategy

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JWP Commix tapped into Deep Contextual to target content related to social causes,

like LGBTQ+ advocacy and mental health awareness, engaging consumers as they explored relevant topics. By connecting with target audiences through their passion points, Citi was able to reach their CPCV goal while achieving high VCR and viewability metrics.



81%

Overall VCR

70%

Overall
Viewability

\$0.01

CPCV

Deliver Better Results with Video.

Activate smarter campaigns with privacy-first video targeting solutions built for precision, scale, and seamless ad delivery across premium content.

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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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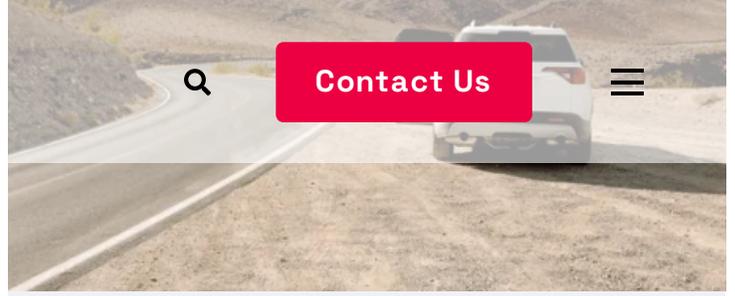
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