How CVS Reaches the Right Audiences Leveraging Deep Contextual Targeting

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Leveraging Deep Contextual, JWP Connatix created a video strategy to target relevant health & family content across premium sites. JWP Connatix was a top performing partner throughout the campaign, maintaining consistent viewability and exceeding the

VCR benchmark by 8%.

→

+8%

Over VCR Goal

71%

Overall

Viewability

$0.012

CPCV

Deliver Better Results with Video.

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

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.
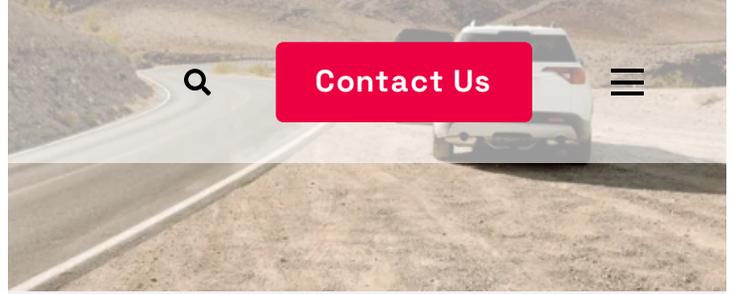
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Yarayah St. Phard | May 28, 2025

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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.

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Streaming Solutions

Ad Delivery

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Dynamic Strategy Rules

Ad Insertion for CTV

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