How Deep Contextual Drove Engagement for Skittles Pride Initiative

How Deep Contextual Drove Engagement for Skittles Pride Initiative   ◆ 0:22

JWP Connatix's Deep Contextual was used to identify topical environments across premium publisher sites. Ads were then deployed within video content relevant to LGBTQ+ audiences.

→

Desktop Performance

92%

Overall VCR

82%

Overall Viewability

Mobile Performance

87%

Overall VCR

72%

Overall Viewability

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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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