



How FanGraphs grew ad revenue by 47% with JWP Connatix

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server & exchange with connections to Amazon TAM and Prebid.js.

The Results

By increasing the number of direct demand partners, while improving player placement

& viewability, FanGraphs saw a 47% increase in total ad revenue.

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.

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As a Product Marketing Manager at JWP Connatix

Yarayah brings his expertise in video

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edia,



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.

in

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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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