



How General Motors Boosted Performance with Deep Contextual Targeting

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solution, GM ads

were targeted against publisher video content featuring competitive brands on

desktop

& mobile.

GM saw high video performance against the JWP Connatix's contextual conquering tactic, indicating that relevant environments drove better audience engagement.



77%

Overall VCR

70%

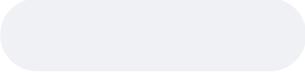
Overall

Viewability

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with





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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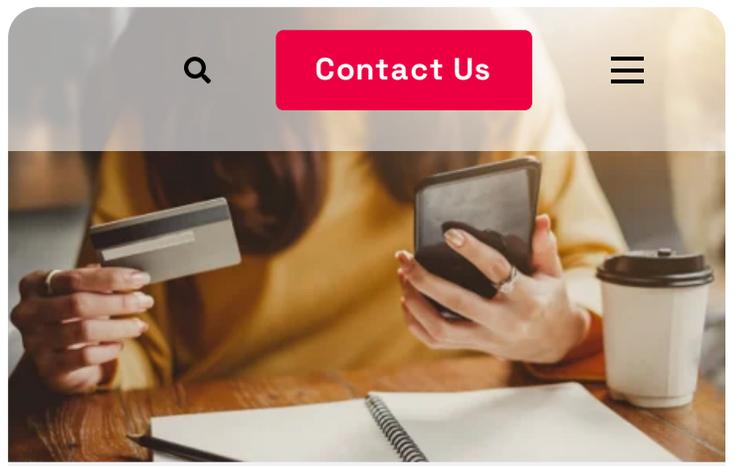
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wellness-minded consumers to promote
the offerings. The ...



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