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▶ How Insider Inc. transformed its video performance with JW Player's Recomm... ⬠ 3:02



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ews brands, with a team of





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editors matched videos to Insider and Business Insider articles, the curation process was cumbersome and inefficient. When the publisher developed an in-house solution, the precision of the matching algorithm was not on par with editorial choices.

In order to improve its video performance, Insider Inc. was searching for a technology solution that could match or surpass the curation skills of a human editor while automating the entire workflow of finding, embedding and publishing the most relevant video in a given context. They turned to a long-standing partner, JW Player, to help them continue to innovate solutions to better monetize their video inventory and achieve their business goals.

*JW Player has awesome technology, and their products that drive engagement have done wonders for the way people experience video content on our site.*

*Chris Speziale | Director of Product Management | Insider Inc.*

## The Solution

Insider Inc. began using JW Player’s Article Matching and Recommendations to increase video engagement and maximize ad revenue per video. Article Matching selects and inserts the most relevant video for every text article via a proprietary

page. When Insider Inc. publisher observed a sharp video completion rates.

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playlists.



Implementing Recommendations entailed a few clicks while the JW support team assisted Insider Inc. to ensure that the Article Matching experience complied with their standard design elements.

## The Result

Article Matching and Recommendations had a profound effect on Insider Inc.'s ability to generate video views and hold the attention of its audience. Since adding Article Matching, Insider Inc. has enjoyed a 61% CTR increase, a 114% lift in completed video views and a 97% jump in ad impressions vs. its internal solution. By enabling Recommendations on its videos, Insider Inc. generated 1.3 incremental plays per initial play and .9 incremental ad impressions per initial ad impression across their properties.

61%

Increase in CTR  
vs. in-house  
solution

97%

Lift in ad  
impressions vs.  
in-house

2

Incremental  
plays  
generated per  
initial play  
across Insider  
Inc. properties

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## Kristin Lindsey-Cook

As Director of Product Marketing, Kristin brings over 20 years of experience in driving strategic marketing initiatives across B2B SaaS and media industries. With a passion for aligning product value with customer needs, she thrives on creating impactful strategies that deliver measurable results and help brands grow.

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