



How Mars Grew Brand Awareness During the Busy Holiday Season

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To reach the most receptive buyers, JWP Connatix targeted premium content in retail, food & beverage, and family & parenting categories.

Through placement of highly relevant ads across our massive scale of premium publisher inventory, the campaign successfully generated high VCR and viewability.



79%

Overall VCR

74%

Overall

Viewability

Deliver Better Results with Video.

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

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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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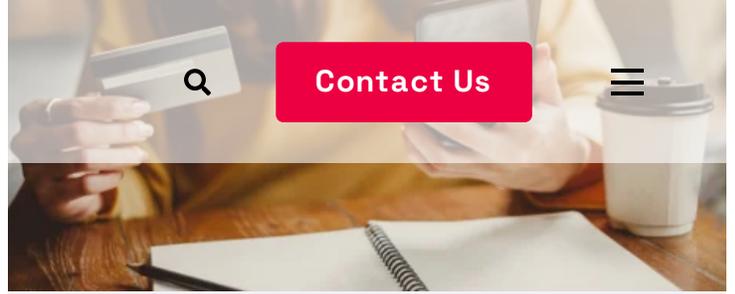
Yarayah St. Phard | May 28, 2025

| 3 min read

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Overview General Motors partnered with JWP Connatix to reach consumers in select local markets and convert those watching ...

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Yarayah St. Phard | May 28, 2025

| 3 min read

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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.



Publishing Solutions

- Media & Content Management
- VOD & Live Delivery
- Security & Access
- Video Analytics
- Viewer Experience
- Services & Support

Streaming Solutions

- Ad Delivery
- Data Intelligence Suite
- Dynamic Strategy Rules
- Ad Insertion for CTV

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