



How Refinery29 Increased Views by 10% with JW Player and Recommendations

← Previous



Next →

▶ How Refinery29 Increased Views by 10% with JW Player and Recommendations ◆ 2:01



We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)

[Cookies Settings](#)

Reject All

Accept and Continue



or its audience of millennial



Contact Us



feed. Refinery29 can use this tool to highlight important editorial content and branded videos from advertising partners, driving more engagement and revenue.

"We're seeing great return. It was really easy to implement and just a quick check of a box."

Sara Livengood | Product Manager | Refinery29

The Solution

The Recommendations engine gives publishers the power to present relevant videos and keep viewers engaged for an extended time. The engine indexes a publisher's content library and selects the best videos for each viewer based on content traits and what's trending in the publisher's network.

Recommendations updates in real time, so content is always fresh. We are continuously improving and adjusting our underlying algorithms to drive the deepest audience engagement possible.

The benefit is not only that that videos suggested to your viewers are more engaging, but also that they require much less effort than a human-curated playlist.

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)

Refinery29 turned on
feature. In just a few months,





Contact Us



10%

Lift in Video

Views

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.

Contact Us

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)





As Director of Product Marketing, Kristin brings over 20 years of experience in driving stra



Contact Us



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.

in

RELATED ARTICLES

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)



| 5 min read

How **Challenge Insider Inc.** transformed its video performance with **JW Player's Recommendations and Article Matching.**

The Challenge Insider Inc. is one of the world's most beloved digital news brands, with a team of smart, enterprising ...

[Start Reading](#) →

| 4 min read

Infobae Q1 2025 [Contact Us](#) **Infobae Q1 2025** **Video Views and Opened Up Ad Inventory with JWP**

Infobae needed a video partner that could keep pace with their rapidly growing platform, improve operational efficiency and ...

[Start Reading](#) →



Kristin Lindsey-Cook | May 20, 2025

| 4 min read

How **Ebony** used **JW Player** to simplify workflows, save time, and increase engagement.

The Challenge Ebony made an important shift in its editorial strategy in 2017: Videos would now be on 80% of its text

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)





Contact Us



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

Advertising Solutions

- Video & Data Intelligence
- Advertising Packages
- Programmatic Partnerships
- Deep Contextual

Streaming Solutions

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

Company

- About Us
- Partnerships
- Careers
- Resources

We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)





Contact Us



We use cookies to offer you a better browsing experience, analyze site traffic, and personalize our communications with you. Read about how we use cookies and how you can control them by clicking "Cookie Settings." By clicking "Accept and Continue", you consent to our use of cookies. [Privacy policy page.](#)