



How Revolver Used JW Player to Revamp Its Website and Power a Video-First Strategy

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▶ How Revolver Used JW Player to Revamp Its Website and Power a Video-First Str... ◆ 1:32



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"I have always had more fun with JW Player—it's easier to implement and integrate."

Alvaro Gomez | Head of Video Monetization | Revolver

The Solution

Revolver found a powerful tool through JW Analytics. "We're looking at every single metric you can think of – like views, time watched, who's consuming," said Gomez. The company also promoted branded content by using JW Recommendations to push specific content into first or second positions in a playlist. MRSS feeds fueled syndication, and excellent custom options infused more "personality" into Revolver-branded videos. "I've always had more fun with JW Player—it's easier to implement and integrate," said Gomez.

The Result

JW Analytics played an important role in propelling Revolver's relaunch. "We're trying to put together a good story for future investors. Anything we can glean from data that shows forward movement for us is key," said Gomez. Among the findings: a click-through rate that is 2x the industry standard and more advertising clout on the site.

at," said Gomez

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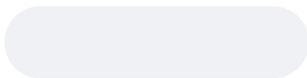


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Kristin Lindsey-Cook

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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