



CASE STUDY

The Best of Video Intelligence

How Investopedia Used JW Player's Recommendations Engine to Grow Video Streams

The Challenge

As the world's largest financial education website, Investopedia reaches a wide range of financial professionals and sophisticated investors. Beyond educational and actionable written content, these users are seeking quality videos that bring financial news and concepts to life. As the appetite for video content increased, Investopedia identified a need for a solution that could support the demand. "We needed a partner who could provide a relevant solution that supported our expanded video offering and ultimately a better user experience," said Matt Kerr, Director of Revenue Operations.

"When considering other video partners, we found that JW Player's Recommendations engine stood out as the largest competitive advantage and biggest opportunity for us."

— Matt Kerr, Director of Revenue Operations, Investopedia

The Solution

Investopedia selected JW Player to **provide related content** to its users across its video pages and **boost monetization through JW Recommendations**. The engine automatically identifies related videos using keyword search as well as viewing activity and aggregates them into a playlist, allowing users to seamlessly view additional content.

CONTACT@JWPLAYER.COM



AT A GLANCE

- ▶ World's largest financial education website
- ▶ 30MM global monthly uniques
- ▶ Part of IAC family of brands, including Dictionary.com, Dotdash, The Daily Beast and Match.com
- ▶ Motto: "Sharper Insights. Smarter Investing."

JW PLAYER SOLUTIONS

- ▶ JW Recommendations, including dynamic playlists
- ▶ Flexible APIs
- ▶ JW Monetization

WHY JW PLAYER

- ▶ Significantly improves engagement via a powerful recommendations engine
- ▶ Grows video streams and ad revenue with recommended playlists
- ▶ Enhances overall video experience with player speed and video intelligence

RESULTS

- ▶ 50% growth in video streams from Recommendations
- ▶ 40% of ad revenue sourced from Recommended playlists
- ▶ 200% ad revenue achieved between 2016 and 2017

The Results

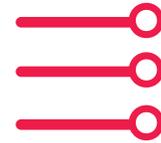
By suggesting videos that viewers want to watch, Investopedia gained a sizable amount of incremental video views. The video plays from the JW Player **Recommendations engine accounted for about 45% of total video streams** across the site and about **40% of video advertising revenue**.

50%

GROWTH IN VIDEO
STREAMS FROM
RECOMMENDATIONS

40%

PERCENTAGE OF VIDEO AD
REVENUE SOURCED FROM
RECOMMENDED PLAYLISTS



SIMPLE API TO
CREATE PLAYLISTS

“We saw our video advertising revenue double in 2017 as compared to 2016, which was largely due to the success through playlists.”

— Matt Kerr, Director of Revenue Operations, Investopedia

About JW Player

We're the company that pioneered video on the web and became the world's largest network-independent platform. Our world-class video technology empowers media giants like Univision, VICE Media, Hearst, and Business Insider.

Talk with a video expert about how JW Player technology can help you meet your video goals.

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JW PLAYER

The fastest online
video player



JW PLATFORM

Intuitive video management
and delivery at scale



JW ENGAGE

Intelligent, data-driven
audience growth



JW MONETIZE

Maximize ad yield, fill,
and performance