



Simplified Cross-Platform Ad Dashboard

How Can Smaller Service Providers Access Big-Media Insights, Addressability, and Ad Targeting without the Big-Media Overhead?

While large vendors like Nielsen and ComScore offer robust cross-platform measurement and operations tools, their dashboards are built for major broadcasters and agencies—not for the needs of smaller, regional, or local providers.

Mavsotech is uniquely positioned to help smaller service providers harness their data, integrate fragmented sources, and optimize ad operations—without enterprise-level complexity or cost.

Our Core Expertise

Mavsotech brings deep experience in data integration, ad operations, and platform engineering to help smaller service providers and local or regional broadcasters unlock the value of their ad inventory. We specialize in building lightweight, scalable, and affordable measurement tools that make it easy to access insights once limited to national broadcasters.

Our team delivers:

- A standalone reporting application built to run in service providers back offices
- Full-service engineering support to integrate with unique, often fragmented data sources—from YouTube and Twitch to local FAST channel logs
- Ad ops consulting or execution that leverages SP data to drive smarter ad placement
- Custom AI-powered tools to analyse content and match it with high-value ads in real time
- Strategic partnerships with regional network operators to collect and package local audience data for precise targeting

Why Partner with Mavsotech?

Large vendors serve the biggest players in media—but smaller service providers are underserved, despite holding valuable local inventory. Mavsotech bridges that gap by offering a cost-effective, repeatable platform that enables addressable advertising, better targeting, and stronger monetization for local operators.

With our measurement dashboard, service providers can:

- Improve ad targeting and increase per-subscriber ad revenue
- Ensure the right ad is shown in the right slot, increasing advertiser confidence and campaign effectiveness
- Gain a unified view of public and proprietary data in a SaaS-style dashboard
- Reduce cloud costs with an optimized reporting infrastructure built to scale affordably

Mavsotech helps service providers turn fragmented data into actionable insights—unlocking the full revenue potential of local content.

