



## AI-Powered Recommendations for Targeted Advertising Experiences

### How can Service Providers Utilizing Legacy Infrastructure Use AI to Deliver Laser-Targeted Advertising and Content Experiences?

Utilizing an AI-based recommendation engine along with legacy infrastructure can supercharge personalization, giving service providers a powerful opportunity to turn operational constraints into competitive strengths—unlocking higher ad revenue, increased viewer engagement, and stronger digital readiness. Mavsotech delivers tailored recommendation engineering solutions that are cost-effective, scalable, and built to meet the unique needs of legacy ad platforms without requiring full infrastructure overhauls.

### Our Core Expertise

Mavsotech specializes in building AI-powered recommendation engines tailored for local, regional, and national service providers—designed to maximize viewer engagement and advertising effectiveness.

Our core capabilities include:

- Developing recommendation engine software that blends organic and sponsored content
- Integrating context-aware ad suggestions based on genre, time of day, and viewing behavior
- Using AI to analyze real-time viewing habits and deliver personalized recommendations
- Building systems for real-time content classification and in-memory data processing to support legacy environments
- Creating plug-ins that integrate with existing ad servers (e.g., FreeWheel, Elemental) to enable contextual ad targeting
- Providing dashboard setup and management of personalization workflows for both local and national service providers

### Why Partner with Mavsotech?

Local, regional, and national video operators often face limitations like batch processing systems and the growing ineffectiveness of third-party cookies. Mavsotech addresses these constraints by delivering modern personalization tools that work within existing infrastructures.

**We help service providers:**

- Turn limitations into competitive advantages through smarter recommendations and integrated advertising
- Improve monetization by embedding ads into personalized content suggestions
- Enhance user experience with real-time AI-driven recommendations and contextual targeting
- Collect and package audience data to fuel more relevant ad placements and increase CPMs
- Enable a future-ready personalization strategy without requiring full platform replacement

With Mavsotech, service providers can reliably achieve digital agility, higher ad revenue, and better viewer engagement — all at a manageable cost.

