LTIMindtree

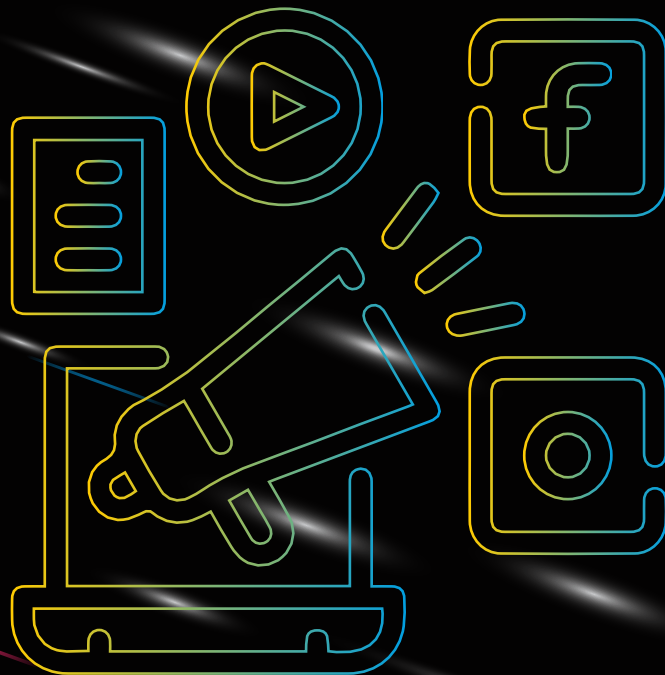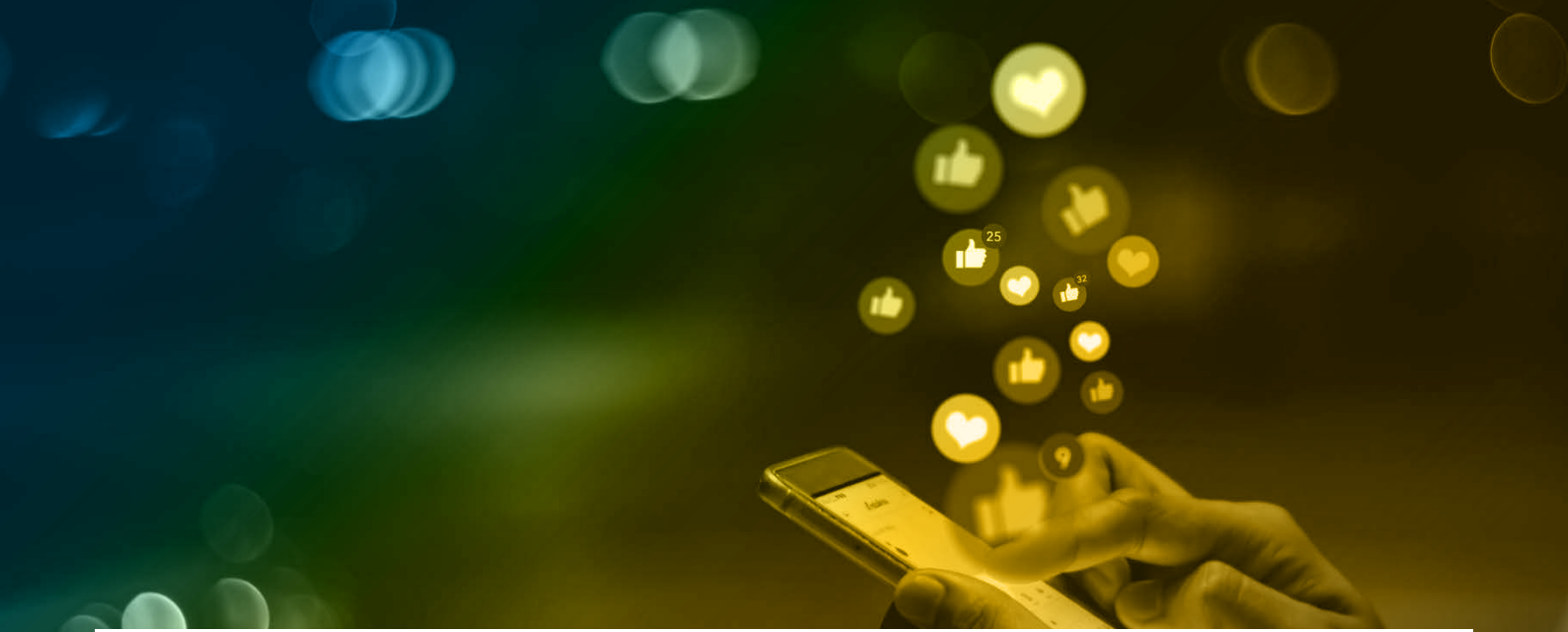# Revolutionizing Media Advertising with 'AdGenius'

A dynamic AI-Driven Contextual Ad-Insertion Solution that Maximizes Engagement, Revenue & Personalization for Targeted Audiences Worldwide

Taking media advertising to the next level, this LTIMindtree solution enhances the viewer's experience. While doing that, it helps generate valuable advertising revenue for filmmakers, by seamlessly blending relevant Ads (products/brands) into the storyline. Our solution uses advanced AI to integrate products naturally into scenes, creating non-intrusive yet impactful ad placements that resonate with audiences.

Several stakeholders within the Advertising ecosystem can benefit from a Contextual Ad insertion solution, viz.

Advertisers / Brands

By maximizing ad effectiveness and enhancing revenue

Media Owners

By strategic placement of ads driving engagements

Ad Agencies

By efficient and strategic ad placement and campaigns

Viewers/Audiences

Enjoy an immersive viewing and shopping experience

Value Proposition

- Targeted advertising

- Data-driven insights

- Content monetization opportunities through contextual advertisement

- Improved user experiences with feedback adaptations

Capture details on scene context, objects, and celebrities with their semantic interactions at the frame level using various Computer vision and NLP techniques. This enables optimized ad-bidding and targeted persona-based ad recommendations ensuring immersive viewer and shopping experience for revenue maximization.

Benefits

Up to **40%** improvement in ad revenue and monetization

Up to **50%** enhanced viewer engagement

Efficient Ad-Bidding and persona-based ad recommendations

Why LTIMindtree

LTIMindtree's solution leverages in-house trained data models for scene segregations and contextually relevant dynamic ad placements that consider ad-bidding and ever-evolving persona-based user preferences.

The solution is powered by an intelligent ad-recommendati on engine.

We bring over two decades of experience serving media and entertainment clients globally and being part of their strategic transformation programs.

For more information, Please write to us at : **Mediacube@Ltimindtree.com and Gopalakrishna.S@Ltimindtree.com**

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