4 Ad-Tech Stories You Need to Know This Week

The ad-tech sector appears primed for another wave of consolidation as established players look for exit options, while others hoard more funding and others simply fall by the wayside. Meanwhile, last week also saw ad exchanges resolve to take proactive steps to help clean up the industry. The ad-tech sector is primed for more M&A… https://www.adweek.com/programmatic/4-ad-tech-stories-you-need-to-know-this-week/