

InMobi Purchases an Ad-Tech Unit From Sprint to Strengthen Its Marketing Cloud

InMobi is purchasing Pinsight Media from U.S. telecom Sprint with an all-stock deal as part of a wider partnership, a deal that comes amid a spate of relationships between telecoms and ad-tech companies. The pair have pledged that the wider partnership will create a “U.S. advertising powerhouse” and comes as Sprint prepares to merge with...
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