

Life360 Acquires Nativio for \$120 Million to Expand Its Advertising Ambitions

Life360, the family location and safety app, has agreed to acquire adtech company Nativio for \$120 million in cash and stock, the company announced today.

The acquisition combines Life360's location and behavioral insights with Nativio's publisher network and programmatic tools, pushing the mobile app deeper into advertising.

The deal includes Nativio's native ad platform and direct integrations with publishers such as Time and Ziff Davis. Advertisers will be able to reach families not only inside Life360's app but across mobile, web, and connected TV, turning the company into a full-funnel ad player with a "family-safe" positioning.

"Acquiring Nativio is an exciting step forward as we build a durable, mission-aligned advertising business," Lauren Antonoff, chief executive officer of Life360, said in a statement.

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