

plista acquires Norwegian content analytics company Linkpulse

plista, a provider of data-driven native advertising and part of Xaxis, WPP's global programmatic media company, has acquired Linkpulse, a real-time content analytics company in Norway.

Based in Oslo, Linkpulse works with over 120 publishers in Europe, enabling them to track the performance of articles across devices via customized dashboards and alerts. For example, using its technology, editors can test the performance of headlines and images in real-time.

Incorporating its technology into the plista service offering further strengthens the company's position as a one-stop partner for publishers wishing to maximise engagement with, and monetisation of, their content. The companies have worked closely together for the past two years.

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