



---

## ADISN PURCHASED BY CROWDGATHER



Digital Media Wire: CrowdGather, one of the leading networks of community forums, announce today that it has purchased its own digital advertising agency, Adisn. The deal is rumored to be worth \$5.5 million. Adisn, a next generation Digital Ad Agency, uses relationship data from the social web to enhance targeting and should be a good fit for CrowdGather, which according to the company's CEO, Sanjay Sabnani, "has been building up a network of forum based properties with a focus towards growing revenues through advertising." This strategy can now be pursued in-house. Adisn's founder, Andy Moeck, will also join the CrowdGather team.

<https://blog.granted.com/>