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TOP ISRAELI WEB PORTAL PARTNERS WITH ADTOMA FUSION

Online advertising and media management company, Adtoma, has partnered up with Walla!, a top Israeli web portal featuring news, a search engine, E-mail and more. Walla! will utilize Adtoma's Fusion advertising solution for online publishers. Fusion works to optimize online ad businesses. "Adtoma offers a product that streamlines the business process, enuring efficiency and centralizing data for online advertising," said CTO of Walla!, Sharon Weiss. "Fusion offers revolutionary management visibility into sales and operations." Fusion will allow Walla! to combine workflow with ad serving and business intelligence. The ideal result is one that significantly increases efficiency and reliability.

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