

---

## MOBILE AD TARGETING COMPANY ONERIOT PURCHASED BY WALMART



Walmart is buying OneRiot, a mobile ad targeting company as part of its plan to increase its competitiveness in e-commerce, especially against the likes of Amazon.com. One reason for this choice would have something to do with OneRiot developing some ground breaking technology that interprets data from popular social networks such as Twitter and Facebook to personalize advertisements to potential customers. Read the full article here: [Why Walmart Is Buying a Mobile-Ad-Targeting Company](#)

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