

BEE MEDIA INC. ACQUIRES ADCENTRICITY INC.



The Bee Media Incorporation, known for being a top shopping platform for mobile devices, which includes phones and tablets, has recently made the announcement of its new acquisition. Bee Media Inc. will be obtaining Adcentricity Inc. And, along with the acquisition, Adcentricity announced that it has two products that are now available and will make it much simpler for advertisers to be able to develop some local campaigns. There are some terms to the agreement made between Bee Media and Adcentricity with the acquisition taking place. As it moves forward, the company will continue to operate under the name of Adcentricity. However, the CEO of Bee Media, which is based in Toronto, Canada, will remain CEO. The CEO is Doug Wooldridge. In the meantime, Adcentricity will still be providing clients with marketing solutions that are particularly base on each location, which is a way of targeting audiences based on their particular location. They will also continue to provide the technology that is needed for advertisers to create advertisement campaigns that will engage the audience. These terms were put into place although financial terms were not provided to the general public. However, one thing that was made public is that Telesystem and ICM-Caldwell were behind the transaction from the acquisition. The former CEO for Adcentricity, Rob Gorrie, will continue to work for the company. He will no longer be the CEO but will instead be working as the strategic advisor, which is a position he welcomes with arms wide open. He believes that the acquisition as a wise decision made between the two companies, believing that with the combination of Adcentricity and Bee Media, they will be able to offer an extremely powerful platform for the advertisers and marketers, which is good for everyone involved. With two companies combining together, both of which have much experience and so much to offer to marketers, only good things are expected to happen with this new acquisition that is set into place. The company made it clear that marketing based on location is becoming increasingly popular, especially when it comes down to influencing the consumers. With the new Adcentricity, brands will be able to respond to different events and things that are taking place in local areas and create advertisement campaigns based on that, with the help of the tools and platform that Adcentricity has to offer. The two products that were created and announced for Adcentricity include ADMobile and ADFormat. These two platform have much to offer marketers, which includes content management, services on location, all sorts of shopping tools, and much more. The company will also continue to offer its other products, which includes ADCentral, ADVenue, and ADTarget.

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