

## WPP Digital acquired US-based innovation studio

WPP's digital investment arm WPP Digital has acquired Deeplocal, Inc., an innovation studio, which focuses on product invention, design, and engineering in marketing campaigns based in the US.

The acquisition is in line with WPP's investment strategy, aimed at expanding the company's technology, data, and content offerings.

For more, visit: https://www.bizcommunity.com