
WilmerHale Advises Avocarrot in \$20M Acquisition by Glispa Global Group

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Native mobile advertising startup Avocarrot announced that it has been acquired by Glispa Global Group, a mobile ad tech pioneer, for \$20 million. With this, Glispa Global Group will further bolster its native advertising monetization business for app developers.

Based in San Francisco and Athens, Avocarrot is a high growth native advertising Supply-Side Platform leveraging programmatic advertising and Real-Time-Bidding technologies to help automate the buying and selling of mobile advertising.

The WilmerHale deal team was led by Partner [Daniel Zimmermann](#) and included Partners [Bill Caporizzo](#) and [Richard Andersen](#), Counsel [John Lee](#), and Associates [Jaclyn Ammon](#) and [Molly Holsinger](#).

For more information read [“Native mobile adtech startup Avocarrot acquired by Glispa Global Group for \\$20M,”](#) published by *TechCrunch* on September 13, 2016.