

NN4M acquired by WPP's Wunderman Thompson

Wunderman Thompson has acquired mobile commerce partner for global brands NN4M, WPP has announced. NN4M provides its clients with connected, experience-driven solutions across mobile and in-store channels and works with commerce brands such as Selfridges & Co., Nestlé and River Island.

The acquisition is in line with WPP's accelerated growth strategy and focused M&A approach to build on existing capabilities in growth areas such as marketing technology and e-commerce. As part of Wunderman Thompson Commerce, NN4M will strengthen the global e-commerce consultancy's multichannel offering.

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