

Twitter buys minority stake in Aleph

Twitter Inc has picked up a minority stake in Aleph Group Inc, the digital advertising firm stated recently as it seeks to go public in the US.



Source: ©Brett Jordan [pexels](https://www.pexels.com)

Aleph did not reveal any financial terms of the investment but said Twitter's stake buy would help the company expand its educational tech platform.

Emerging markets-focused Aleph, which helps large digital platforms connect with advertisers and customers, counts Meta Platforms Inc, Spotify Technology SA and Microsoft Corp-owned, LinkedIn among its customers.

Aleph is Ad Dynamo's parent company and is based in Cape Town. Ad Dynamo has been Twitter's sales partner in Africa since 2013.

Despite wide-ranging supply chain disruptions that delayed products from reaching shelves and a user privacy clampdown by Apple Inc that many feared would disrupt mobile advertising, brands have continued to advertise online.

Source: Reuters