

M&A #1

ADOBE

is buying Semrush

DEAL AMOUNT: \$1.9 billion

The Deal: The deal is a move to supercharge Adobe's AI-driven marketing stack. Semrush designs and develops AI software that helps companies with search engine optimization, social media and digital advertising.

The Source: (Slashdot)

The Article: Adobe Bolsters AI Marketing Tools With \$1.9 Billion Semrush Buy - <https://tinyurl.com/neytuetu>

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