

WPP acquires top AI tech firm Satalia as advertising giant ramps up digital strategy

WPP has acquired leading artificial intelligence tech firm Satalia for a rumoured £75 million as the advertising giant ramps up its digital strategy.

Satalia, which launched in 2008 and has an 80-strong team, helps companies become more efficient through machine learning tools. The tech firm's algorithms can help firms decide how to allocate tasks, and optimise schedules. Clients including Big Four accountant PwC.

WPP said the deal is aligned with its "accelerated growth strategy" in growth areas including experience, commerce and technology.

The FTSE 100 group's CEO, Mark Read, said: "Advances in technology are revolutionising how people live, work and shop, how brands go to market, and how products and services are delivered. Clients are looking for end-to-end solutions that harness these technologies to grow their business."

Satalia's founder, Dr Daniel Hulme will take the role of chief AI officer of WPP, and be based in London.

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Hulme, a regular TedX speaker and UCL Entrepreneur in Residence, said on Twitter that there is "much more to come".