

Facebook buying Atlas ad business from Microsoft

February 28 2013

Facebook is buying a set of online advertising tools called Atlas from Microsoft in its latest attempt to build a more effective marketing system around its Internet social network.

In making the deal announced Thursday, Facebook is betting the acquired technology will bear more fruit under new ownership than it did during the past five-and-half years under Microsoft's control.

Atlas is part of an online advertising service called aQuantive that [Microsoft Corp.](#) bought for \$6.3 billion in 2007. Aquantive didn't bring in as much online ad revenue as Microsoft envisioned, prompting the software maker to absorb a \$6.2 billion charge last year that resulted in its first [quarterly loss](#) in its 26-year history as a public company.

[Facebook](#) didn't disclose the purchase price.

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Citation: Facebook buying Atlas ad business from Microsoft (2013, February 28) retrieved 23 May 2024 from <https://phys.org/news/2013-02-facebook-atlas-ad-business-microsoft.html>

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