

Yahoo mines recent acquisitions to boost revenue

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Yahoo is leaning more heavily on its recent acquisitions of technology and talent to as CEO Marissa Mayer tries to attract more traffic and advertising to the Internet company's services.

Mayer unveiled the latest steps in her efforts to accelerate Yahoo's lackluster revenue growth during an hour-long presentation at the International CES, an annual gadget show held in Las Vegas.

The additions include a [mobile app](#) that pulls news from various digital sources to highlight the top stories twice per day. The digests will be put together by Summly, a technology that Yahoo bought last year to automatically condense long stories.

Yahoo also revealed that Mayer's biggest acquisition so far, Internet blogging service Tumblr, will begin to use the company's tools to target ads based on people's gender and location.

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