

# Digital Air Strike Acquisition of LotVantage

## Client News

February 11, 2021

Gunderson Dettmer represented client Digital Air Strike, a leading consumer engagement technology company, in its acquisition of LotVantage.

In the [announcement of the transaction](#), co-founder and CEO of Digital Air Strike Alexi Venneri said, “The acquisition of LotVantage’s inventory technology solutions supports our strategy of giving our clients extremely efficient and highly-targeted online marketing solutions that leverage our technology to pair specific inventory with data-driven platforms.”

The Gunderson deal team was led by Bennett Yee and included Elaine Strand Sylvester, Jamie Firth and Lily Kim.

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