

# Rumors of Microsoft & LinkedIn Merger Discovered 8 Weeks Prior

July 11, 2016



**June 13** marked Microsoft's \$26.2 billion acquisition of LinkedIn. But, the news didn't catch Sentifi users by surprise.

Sentifi's event detection algorithms scour through 400 million messages every month to find financial market insights. On **April 22, 2016**, at **1:31 a.m. UTC**, Sentifi captured a rumor that Microsoft would acquire LinkedIn. When news of the acquisition broke on June 13, LinkedIn's shares rose a remarkable 46.6% to \$192.21 from its previous close of \$131.08.