

Pendo Acquires Zelta AI to Continue its AI Innovation

Client News

July 31, 2024

Gunderson Dettmer represented client Pendo, an all-in-one product experience platform, in its acquisition of Zelta AI, a startup that automates a collection of customer feedback and leverages AI to uncover actionable insights from the data. Pendo equips companies of all sizes with the ability to become product-led to drive revenue, create more efficient processes, and empower employees.

Through this acquisition, Pendo continues its rapid pace of AI innovation. Zelta will become part of Pendo Listen, enabling product teams to get AI-powered insights from troves of their user feedback data spread across 150+ sources, like Gong and Zoom calls, support tickets, social review sites, Salesforce records, email and more.

In the [announcement of the acquisition](#), Pendo CEO and cofounder Todd Olson said, “AI is transforming how companies build products with Pendo, and this acquisition accelerates that transformation. Users share feedback wherever it’s convenient for them, scattering insights that companies need to grow their businesses or retain customers. Zelta AI makes it easy to find these insights, and alongside Pendo Listen, enables product teams to make confident decisions on what to build. By integrating this team and their compelling technology, we can deliver even more value to Pendo customers.”

The Gunderson Dettmer team was led by corporate partners Jay Hachigian and Laura Stoffel and included corporate associates Aditya Perakath and Annie Cho, executive compensation partner Liz Webb and associate Erik Ward, employment and labor Of Counsel Jeff Salomon and associate Mark Macchi, tax associate Morgan Otway and strategic transactions associate Beatrice Igne-Bianchi.

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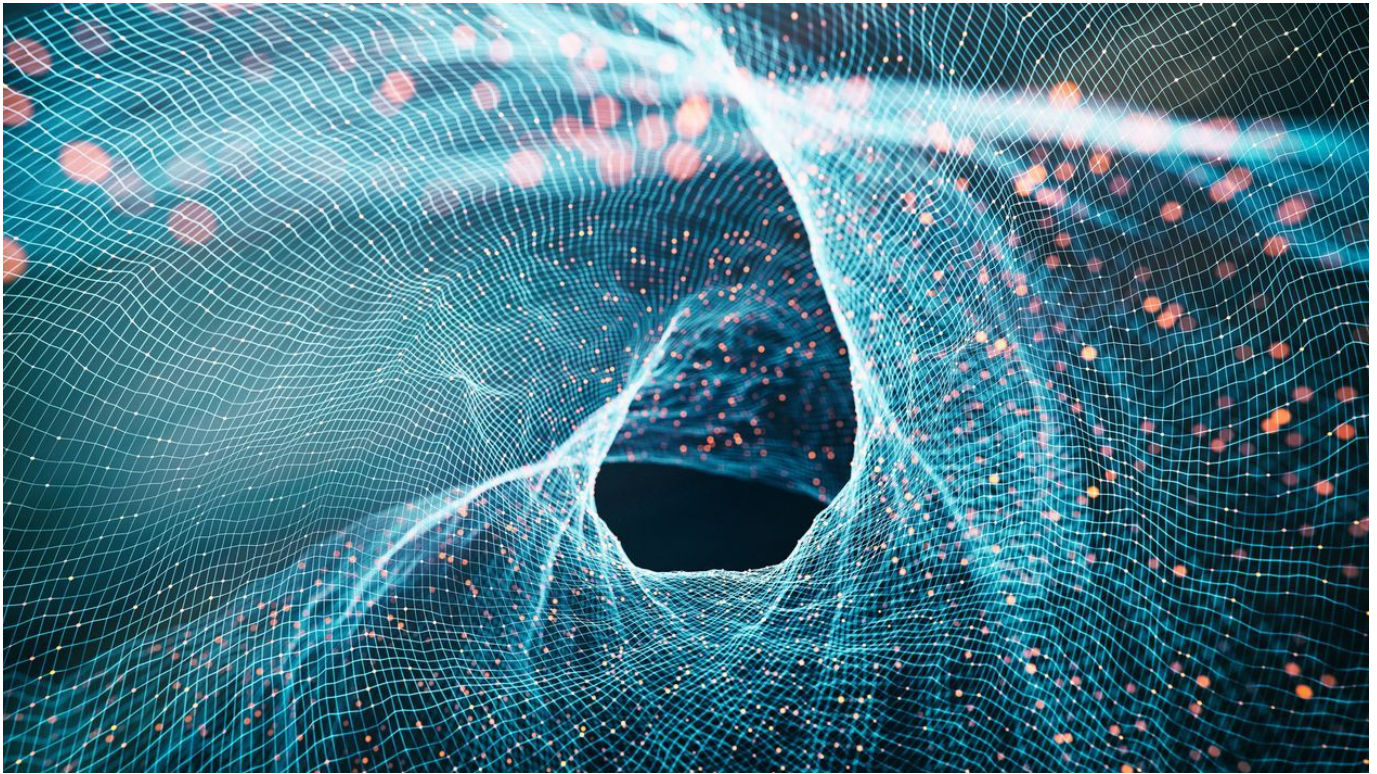
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