



# ActionIQ Announces Acquisition by Uniphore

Client News

December 5, 2024

Gunderson Dettmer represented client ActionIQ in its acquisition by Uniphore, a leading AI-Native Platform. ActionIQ connects multiple data sources such as email, customer relationship management and clickstream, and centralizes them onto an analytics dashboard to capture, analyze and utilize marketing data to build and launch campaigns without the assistance of IT. By combining Uniphore's deep roots and expertise in AI with ActionIQ's Composable Customer Data Platform, orchestration and activation capabilities, a new kind of CDP will be built to work with existing enterprise AI investments and infused with AI capabilities of its own.

In the [announcement of the acquisition](#), ActionIQ founder and CEO Tasso Argyros said, "At ActionIQ, we helped create and lead the massive category of Customer Data Platforms, helping dozens of F1000 enterprises transform their Customer Experience. It is my belief that the future of CDPs is AI and CX Agents. Bringing together Uniphore's industry-leading AI capabilities and ActionIQ's data and CX capabilities will allow us to lead the market in innovating at the intersection of AI and CX."

The Gunderson Dettmer team was led by Corporate partners Greg Volkmar and Jeff Stricker and included associates Eugene Kim, Brandon Joseph, Amira Abulafi, Brian Wohlhieter, Greg Miele and Jaime Lacson, strategic transactions & licensing partner Aaron Rubin and associate Emily Miller, executive compensation partner Emily Cabrera and associates Sofia Rattes and Elisabeth Bernabe, tax partner Jace Clegg and associate Morgan Otway and employment and labor of counsels Chelsea Raiten and Jeff Salomon.

Companies

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Uniphore

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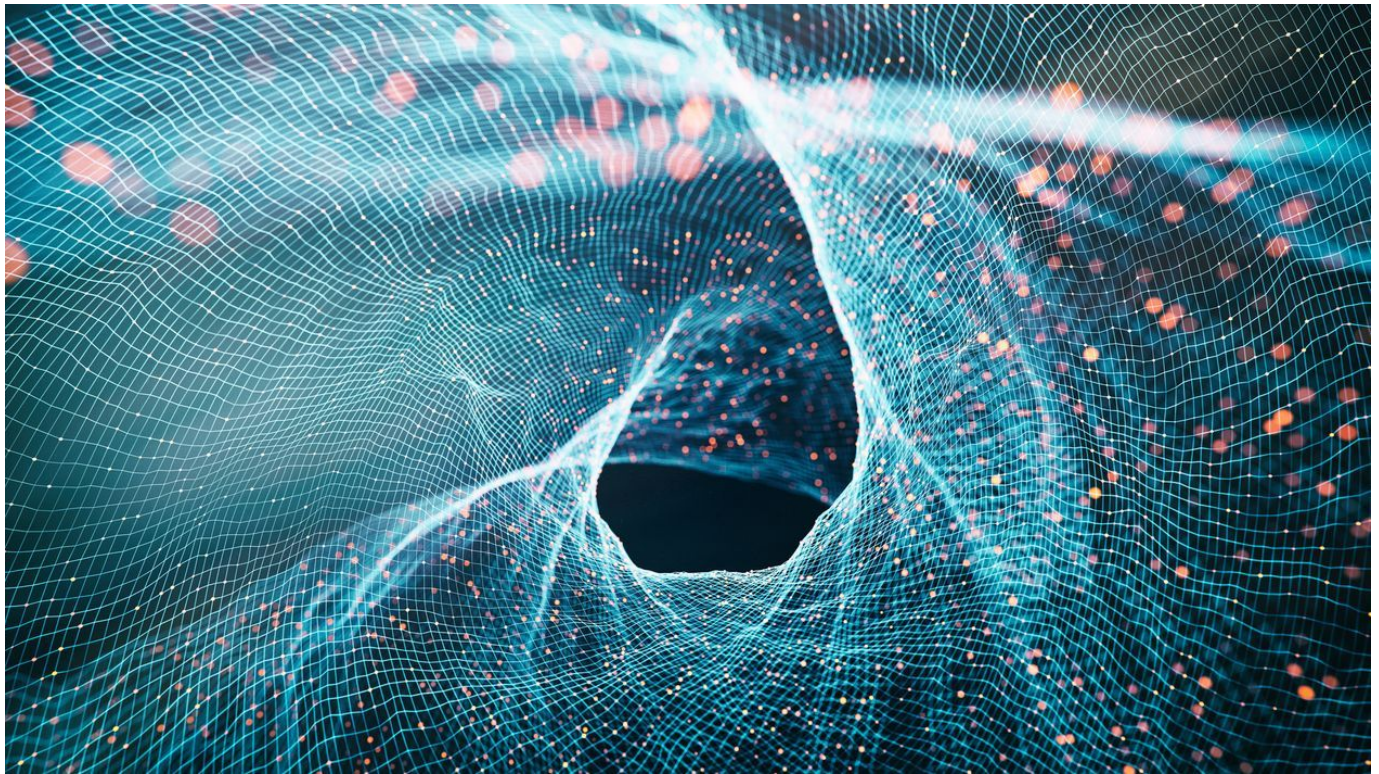
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## Gunderson Dettmer's Generative AI Resources

Gunderson Dettmer is committed to fostering AI education for the innovation economy by supporting startups and venture capital firms.

Discover our AI-focused resources designed to provide updates, education, and insights into the development of AI and generative AI.

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