



# Gunderson Dettmer Advises Arden Labs in Acquisition by LISNR

## Client News

January 7, 2025

Gunderson Dettmer represented client Arden Labs, a gamified consumer engagement platform trusted by leading restaurants and retailers, in being acquired by LISNR®, the global leader in ultrasonic data transmission technology. Arden's platform helps businesses drive loyalty, personalization and consumer engagement through tokenized rewards and gamification. Together, LISNR® and Arden are redefining how businesses understand their customers—what they buy and why it matters. This can include personalized offers sent at just the right time or a loyalty reward that feels earned and appreciated, these solutions bridge the gap between data and real human connection.

In the [announcement of the transaction](#), Arden CEO and Co-founder Coert Voorhees said, "This collaboration represents a shared vision to make marketing feel less like a monologue and more like a dialogue. Together, we're equipping businesses to create meaningful connections by focusing on the moments that matter most."

The Gunderson Dettmer team was led by Wes Watts and included Jim Hauser, Luke Thomas and Emma Anderson.

## Companies

[Arden Labs](#)

[LISNR](#)

## Related People

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