

Cart.com Acquires DataFeedWatch

Client News

March 17, 2022

Gunderson Dettmer represented client Cart.com, an end-to-end eCommerce software and service provider, in its acquisition of DataFeedWatch, a data-feed management solution. The acquisition of DataFeedWatch will enable Cart.com to help brands increase sales across top marketplaces and reach more customers by directly listing their products on all major social media platforms and additional online channels.

In the [announcement of the transaction](#), Chief Innovation Officer of Cart.com Michael Svatek said, “DataFeedWatch is the industry leader when it comes to data feed management, and they share our commitment to giving merchants of all sizes access to powerful, efficient, and scalable eCommerce technologies. By bringing DataFeedWatch into the Cart.com ecosystem, we’re giving Brands the power to sell everywhere, across thousands of global channels. With customizable automation, powerful optimization tools, and game-changing product-level analytics, this acquisition will allow Cart.com’s customers to work smarter rather than harder as they grow in their Brands.”

The Gunderson deal team was led by Wes Watts and Luke Thomas and included Mark Foster, Lily Kim, Morgan Otway, James Hauser, Frances Sevilla-Sacasa, Ben Cukerbaum, and Muskan Mumtaz.

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