



Kustomer Announces \$1B Acquisition by Meta

Client News

February 15, 2022

Gunderson Dettmer represented client Kustomer, a messaging software company, in its \$1 billion acquisition by Meta Platforms Inc., the world's largest social networking platform formerly known as Facebook. The company's CRM platform provides a customer-centric tool that streamlines everything that agents and teams need in one place to manage customer relationships and resolve issues.

In the [announcement of the transaction](#), co-founder and CEO of Kustomer Brad Birnbaum said, "The acquisition of Kustomer by Meta means we can now help more businesses grow faster by delivering highly personalized customer service—wherever and however customers want it. As we combine our award-winning technology with the resources of Meta, we will give brands throughout the world greater customer visibility, intelligent automation, and the tools to quickly adapt to issues and opportunities."

The Gunderson deal team was led by Jeff Higgins, Andrew Luh, Neil Toomey, and Jas Johnson, with support from partners Mark Foster, Aaron Fiske, Heather Aune, Anna Westfelt, and Lily Kim, associates Nick Feldman, Tina Xu, Brittany Nicely, John Maciejewski, Frida Alim, Brett Condie, and Agnes Aniol, and paralegal Lisa McQuen.

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