

Cart.com Acquires SellerActive

Client News

January 18, 2022

Gunderson Dettmer represented client Cart.com, an end-to-end eCommerce software and service provider, in its acquisition of SellerActive, a provider of SaaS multichannel eCommerce tools. Following the recent acquisition of FB Flurry, the acquisition of SellerActive will enable Cart.com to utilize the company's multichannel management platform to increase growth and boost revenues for brands.

In the [announcement of the transaction](#), CEO of Cart.com Omair Tariq said, "Multichannel selling is a vital aspect of the eCommerce space. By integrating SellerActive's amazing software into the Cart.com platform, we're extending our ability to generate actionable insights using both industry and business-specific data and product information, to give both established and emerging brands the smart, data-driven tools they need to succeed. We're delighted to welcome Jason and the SellerActive team to the Cart.com family, and we're looking forward to introducing them to the thousands of brands already using Cart.com's one-stop eCommerce solution to drive growth and scale their businesses."

The Gunderson deal team was led by Wes Watts and included Mark Foster, Jim Hauser, Lily Kim, Ben Cukerbaum, Luke Thomas, Alex Devine, Frances Sevilla-Sacasa, Sasha Benincasa, and Muskan Mumtaz.

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