

Cart.com Acquires FB Flurry

Client News

January 10, 2022

Gunderson Dettmer represented client Cart.com, an end-to-end eCommerce software and services provider, in its acquisition of FB Flurry, a customer care and fulfillment operator. FB Flurry's API-first order management system ensures rapid onboarding for new clients, enables innovative shipping and return options, and provides real-time analytics. The acquisition will enable Cart.com to integrate FB Flurry's capabilities to triple its fulfillment footprint and enable next-day delivery services in the United States.

In the [announcement of the transaction](#), co-founder and CEO of Cart.com Omais Tariq said, "To support today's top eCommerce brands requires an end-to-end operational support system that encompasses the entire customer journey. FB Flurry understands that, and they've built an amazing high-volume support network that spans fulfillment, customer support, strategic planning, and more. Their customer-focused, tech-forward approach to omnichannel support perfectly complements Cart.com's powerful suite of end-to-end eCommerce tools and services. We're delighted to welcome Jeff and the rest of the Flurry family to Cart."

The Gunderson deal team was led by Wes Watts and Francesa Crisera Ruiz and included Jim Hauser, Mark Foster, Lily Kim, Natalie Pierce, Anna Westfelt, Jeff Salomon, Ben Cukerbaum, Morgan Otway, Anthony Ramirez, Frances Sevilla-Secasa, Frida Alim, Alex Devine, James Gately, and Bella Thornton-Clark.

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