

Cart.com Acquires 180Commerce

Client News

November 15, 2021

Gunderson Dettmer represented client Cart.com, an end-to-end eCommerce-as-a-service provider, in its acquisition of 180Commerce, an operator of a full-service sales growth platform. Following the acquisition, 180Commerce clients will also gain access to the full range of integrated Cart.com eCommerce offerings, including performance marketing to accelerate direct-to-consumer (DTC) efforts, logistics and fulfillment, and powerful AI-driven insights and data science capabilities in a single view for users.

In the [announcement of the transaction](#), co-founder and CEO of Cart.com Omais Tariq said, “We’re thrilled to welcome the 180Commerce team into the Cart.com family as we continue to expand our offering of commerce everywhere. Jason turned 180Commerce into a success story by being relentlessly focused on delivering results for brands while creating a powerful company culture in which everyone is valued. That’s exactly the combination we look for at Cart.com – especially when it’s paired with a commitment to using data and technology to streamline and optimize eCommerce and marketplace functions for fast-growing brands in every corner of the world.”

The Gunderson deal team was led by Wes Watts and included Lily Kim, Ben Cukerbaum, Luke Thomas, Alex Devine, and Muskan Mumtaz.

Companies:

[Cart.com](#)

180Commerce

Related People

Wesley C. Watts
PARTNER
P +1 512 706 9500

Lily H. Kim
PARTNER
P +1 650 463 5326

Ben L. Cukerbaum
PARTNER
P +1 512 706 9988

Luke Thomas
PARTNER
P +1 512 706 9900

Alex S. Devine
ASSOCIATE
P +1 512 706 9995

Related Services

Late-Stage Company
Mergers & Acquisitions

Featured Insights

FIRM NEWS

Gunderson Dettmer Commemorates 2025 Asian American and Pacific Islander Heritage (AAPI) Month

CLIENT NEWS

Brazilian Carbon Capture Company Mombak Announces \$30M Financing

CLIENT NEWS

Africa BOP Credit Detail Announces \$20M Financing

Africa B2B Omniretail Announces \$20M Financing

CLIENT NEWS

Glacier Announces Series A Financing to Expand Robot Recycling Fleet

CLIENT NEWS

Dataminr Announces \$100M Investment Led by Fortress Investment Group

CLIENT NEWS

Omnidian Announces \$87M Series C for Renewable Energy Performance

INSIGHTS

Splitting the Pie: How Savvy Founders Divide Ownership and Navigate Other Founder Equity Decisions

CLIENT NEWS

Chainguard Announces \$356 Million Series D Led by Kleiner Perkins and IVP

INSIGHTS

Client Insight: California AI Transparency Act

INSIGHTS

Client Insight: Prepare for BE-10 Benchmark Survey of US Direct Investment Abroad

INSIGHTS

Tech Brew Interviews Aaron Rubin in “Where the legal battle stands around copyright and AI training”

CLIENT NEWS

Latin America Fintech Belvo Announces \$15M Funding