



# Factual and Foursquare announce merger

## Client News

April 6, 2020

Gunderson Dettmer client Factual announced its merger with Foursquare to create an independent leader in location-based technology data.

Factual CEO Gil Elbaz said in an announcement of the merger, “Following Foursquare’s acquisition of Placed last year and upon the integration with Factual, together we’ll offer customers a united product portfolio, providing the best in highly scalable audiences, offline attribution, point of interest (POI) data and developer tools that will enable companies to tap into data and insights that optimize their marketing and business decisions.”

The Gunderson Dettmer deal team was led by Jeff Higgins, John Tolpa and Jordan Murray and included Heather Aune, Erica Davis, Samantha Hedrick, Cameron Jahansouz, Lily Kim, Emily Lieberman, Brendan McCarthy, Brittany Nicely, Justin Peters, Matthew Rietfors, Anna Westfelt and Jessie Yu.

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