



Cart.com Acquires Amazon Optimization and Advertising Solution Provider Amify

Client News

April 2, 2024

Gunderson Dettmer represented client Cart.com, a leading provider of unified commerce and logistics solutions, in its acquisition of Amify, a fast-growing provider of Amazon optimization and advertising solutions. Cart.com enables B2C and B2B companies as well as public sector agencies to sell and fulfill wherever their customers are located.

Amify's full-service Amazon Seller capabilities and expert in-house team will expand Cart.com's Marketplace Services to offer and help meet the accelerating demands from Cart.com's growing roster of brands requiring omnichannel software, services and logistics.

In the [announcement of the acquisition](#), Cart.com Founder and CEO Omair Tariq said, "I'm happy to welcome the entire Amify team to Cart.com and have industry veterans Chris Mehrabi and Christine McCambridge join our leadership team. Amify has been widely recognized for their expertise and technology and we're excited to leverage their experience to help our customers maximize their potential across channels."

The Gunderson Dettmer deal team was led by Wes Watts and Luke Thomas and included Lily Kim, Ben Cukerbaum, Jeff Salomon, Emma Anderson and Erik Ward.

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