

Revmatics Acquires DataFeedWatch

Client News

June 30, 2026

Gunderson Dettmer represented Cart.com in the [acquisition of DataFeedWatch by Revmatics](#).

DataWatchFeed, a subsidiary of Cart.com, is one of the world's most widely adopted e-commerce product feed management platforms. The acquisition positions Revmatics to build a revenue media platform while operating, at its core, as an AI revenue company focused on predicting and influencing buyer behavior across the full commerce funnel.

Cart.com will take an early equity position in Revmatics as part of the deal.

The Gunderson deal team was led by Wes Watts and Luke Thomas and included Ben Cukerbaum, Lily Kim, Samuel Willie, Cameron Jahansouz, Alex Devine, Tina Xu, and Nicole Boyd.

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