Swiftline Buys eCommerce Data Firm Charm.io to Boost its Platform

BY **PYMNTS**
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Ecommerce software company Swiftline has acquired direct-to-consumer (D2C) eCommerce intelligence platform Charm.io, the companies announced Monday (May 9).

Charm tracks millions of stores and uses features and signals such as proprietary growth, success stores, brand contacts, distribution platforms, revenues, social media followings and more.

Charm's clients and users include a myriad of entities like include agencies, brands, aggregators and financial institutions, who use Charm for things like analysis and business intelligence.

The acquisition by Swiftline will see Charm integrated into its data and tech platform, which will add core IP around data collections, language processing and computer vision models.

"The current challenges in the e-commerce ecosystem, specifically around supply chain, marketing spend, and cross-platform distribution, make it critical to have better intelligence for operating or providing financial services to e-commerce businesses," Ari Horowitz, CEO of Swiftline, said in the press release. "The Charm platform provides actionable data to the broad e-commerce ecosystem."

David Wurtz, the founder and CEO of Charm, said that the company was built to provide the eCommerce industry with "crucial knowledge" about D2C businesses.

"The platform grew exclusively by word of mouth, and we're excited to integrate to the Swiftline platform and power a critical component of their integrated data and technology solution," Wurtz, who is also the co-founder of Google Drive and Google Fonts, said in the announcement.

Wurtz will continue to serve as a strategic advisor to Swiftline.

Earlier this year, Swiftline debuted an integrated data and technology platform designed to provide eCommerce merchants with business-building solutions, including optimization strategies and access to growth capital.

See also: Swiftline Launches Integrated Services for eCommerce Merchants

"The team's success with operating, financing and acquiring eCommerce businesses will now be shared through an integrated SaaS platform that leverages our deep understanding of the extensive data accessible through DTC and marketplace platforms," Horowitz said at the time.

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