



# DLA Piper has advised Giosg on its acquisition of the business of Whisbi Technologies

DLA Piper has advised Finnish company Giosg on its acquisition of the business of Whisbi Technologies, a Spanish live shopping supplier with offices in Spain and the United States.

Whisbi is a video-first inbound marketing & sales platform designed to help customers improve the quality of online leads, revenue, and online customer experience. Many leading global brands within Telco and Automotive industries, as well as Retail, Consumer Electronics, E-commerce, and Banking & Insurance sectors use Whisbi to enhance their online conversion and customer satisfaction.

"The future together is looking bright. We find that with Giosg's and Whisbi's strong product and customer portfolios, we will be able to improve our current solutions even more in order to deliver better performance for our customers. In the world of live shopping, our joint solutions will support our customers, cover wider areas, provide a stronger foundation, and a greater overview", **Ville Rissanen**, CEO and founder of Giosg, commented.

The DLA Piper advisory team comprised [Markus Oksanen](#), [Luis Borrero](#), [Javier Vicente](#) and [Joaquin Echanove](#).

**Are you interested in hearing more?** [Contact us](#), we will help.