Wunderman Acquires Commerce Experience Agency Gorilla Group

WPP-owned digital agency Wunderman has acquired commerce experience agency Gorilla Group. The agency, which, according to a release, provides “end-to-end experience-driven commerce solutions and services” across platforms including Adobe, IBM Watson Commerce, Salesforce and SAP, will become part of Wunderman Commerce. Gorilla Group currently employs some 370 employees across the U.S., Canada, Poland and Ukraine,… https://www.adweek.com/agencies/wunderman-acquires-commerce-experience-agency-gorilla-group/