

**JANUARY
2024**

**Q4 2023
MARTECH
INNOVATION &
YEAR END
REVIEW**



The latest marketing technology introductions, feature updates, and acquisitions



2023

Year in Review

354	NEW PRODUCTS
308	FEATURE ANNOUNCEMENTS
121	ACQUISITIONS
\$18.9B	MARTECH FUNDING

2023 saw notably less in funding compared to previous years, as well as less new product announcements, feature updates, and M&A activity throughout the year.

To receive our weekly new product update and future issues of this report please [subscribe to the CabinetM newsletter](#). Vendors, we encourage you to send your product and feature announcements to vandrews@cabinetm.com.

Allyson Delaney
CabinetM Marketing

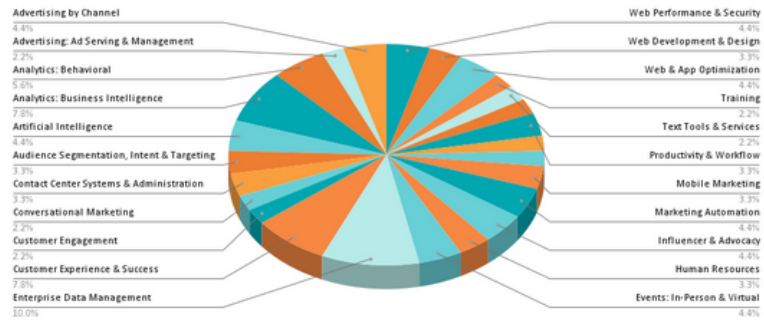
121 ACQUISITIONS

= \$52.48B

AMOUNT DISCLOSED



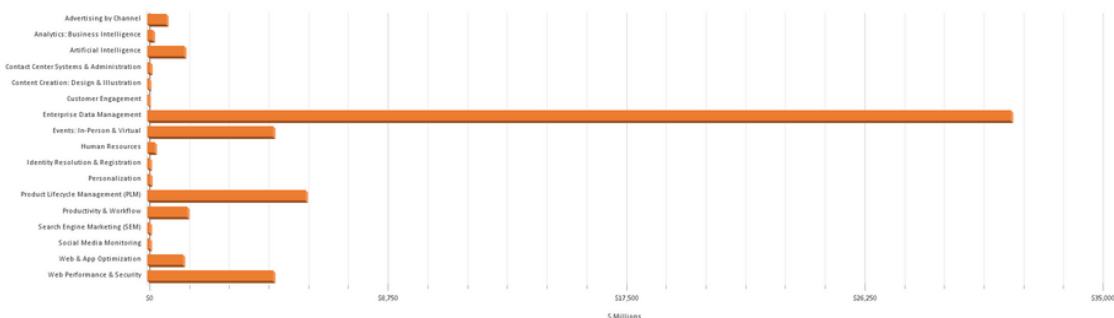
Categories of Acquisition by # of Companies



TOP ACQUISITIONS BY \$\$ IN 2023:

Category	Acquisition	Value (Millions)
Enterprise Data Management	Cisco acquired Splunk	\$28,000
Product Lifecycle Management (PLM)	OpenText acquired Micro Focus	\$5,800
Events: In-Person & Virtual	Blackstone acquired Cvent	\$4,600
Web Performance & Security	IBM acquired Apptio	\$4,600
Enterprise Data Management	Thales acquired Imperva	\$3,600
Productivity & Workflow	PTC acquired ServiceMax	\$1,460
Artificial Intelligence	Databricks acquired MosaicML	\$1,300
Web & App Optimization	Thoma Bravo acquired UserTesting	\$1,300
Advertising by Channel	Novacap acquired Cadent	\$600
Human Resources	Zoom acquired Workvivo	\$216
Analytics: Business Intelligence	ThoughtSpot acquired Mode Analytics	\$200
Advertising by Channel	Perion acquired Hivestack	\$100
Contact Center Systems & Administration	Tata Communications acquired Kaleyra	\$100
Enterprise Data Management	Databricks acquired Arcion	\$100
Personalization	OpenWeb acquired Jeeng	\$100
Identity Resolution & Registration	Socure acquired Berbix	\$70
Search Engine Marketing (SEM)	Geniee acquired Zelto	\$70
Social Media Monitoring	Sprout Social acquired Repustate	\$70
Content Creation: Design & Illustration	Shutterstock acquired GIPHY	\$53
Human Resources	Veritone acquired Broadbean	\$52
Artificial Intelligence	McKinsey & Company acquired Iguazio	\$50
Customer Engagement	Braze acquired North Star	\$28
Web Performance & Security	SailPoint acquired Osirium	\$8

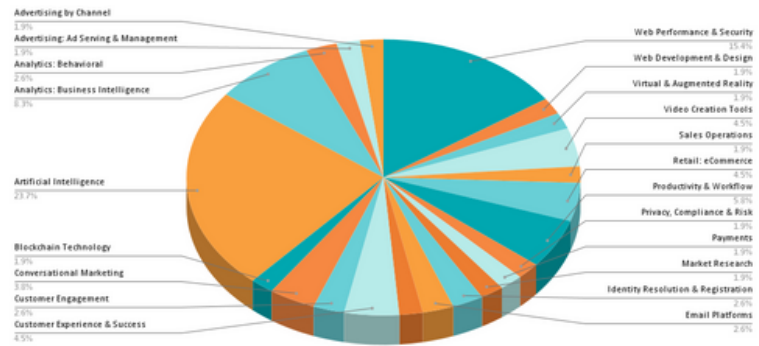
Categories of Acquisition by \$\$



\$18.9B FUNDING



Categories of Investment by # of Companies

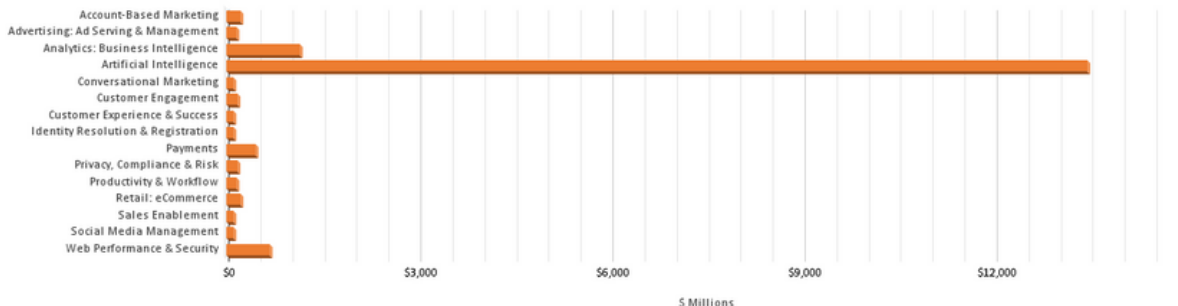


TOP RAISES OF 2023:

- Artificial Intelligence
- Artificial Intelligence
- Analytics: Business Intelligence
- Artificial Intelligence
- Payments
- Artificial Intelligence
- Artificial Intelligence
- Artificial Intelligence
- Web Performance & Security
- Web Performance & Security
- Account-Based Marketing
- Analytics: Business Intelligence
- Artificial Intelligence
- Advertising: Ad Serving & Management
- Privacy, Compliance & Risk
- Artificial Intelligence
- Analytics: Business Intelligence
- Social Media Management
- Retail: eCommerce
- Sales Enablement
- Customer Engagement
- Payments
- Artificial Intelligence
- Artificial Intelligence
- Artificial Intelligence

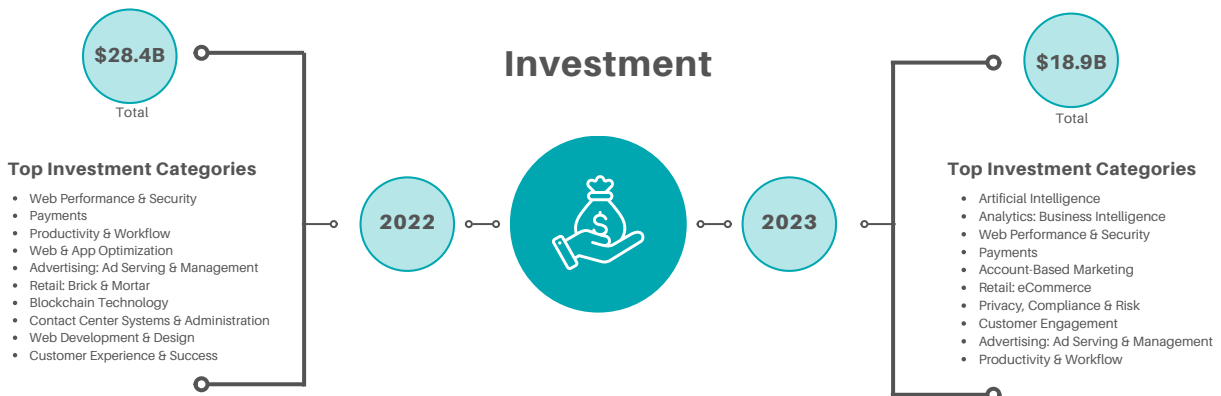
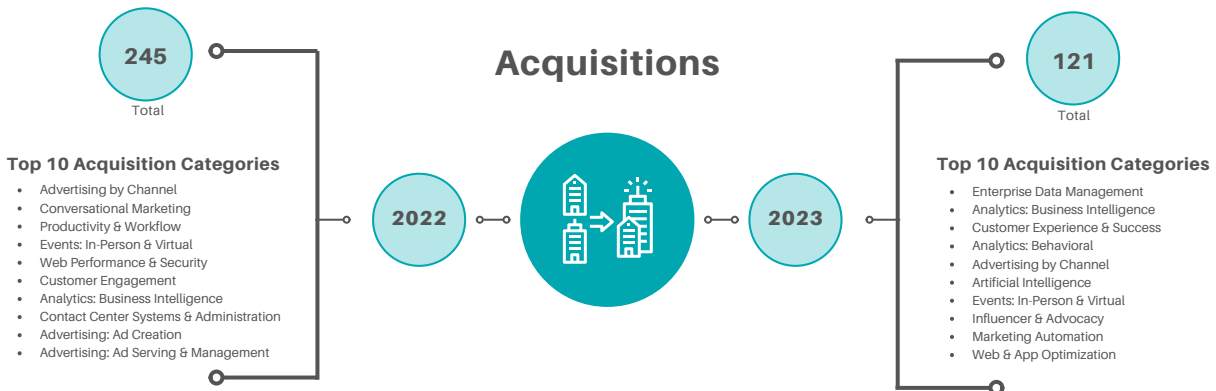
Company	Amount (Millions)
OpenAI	\$10,000
Inflection AI	\$1,300
Databricks	\$500
Adept AI	\$350
PhonePe	\$350
Cohere	\$270
Builder.ai	\$250
AI21 Labs	\$208
Saviynt	\$205
Deepwatch	\$180
Demandbase	\$175
Tredence	\$175
Amelia	\$175
VideoAmp	\$150
OneTrust	\$150
Runway	\$141
Quantexa	\$129
SOCI	\$120
Shop Circle	\$120
Consensus	\$110
Impel	\$104
Tranch	\$100
SoundHound	\$100
Pinecone	\$100
Writer	\$100

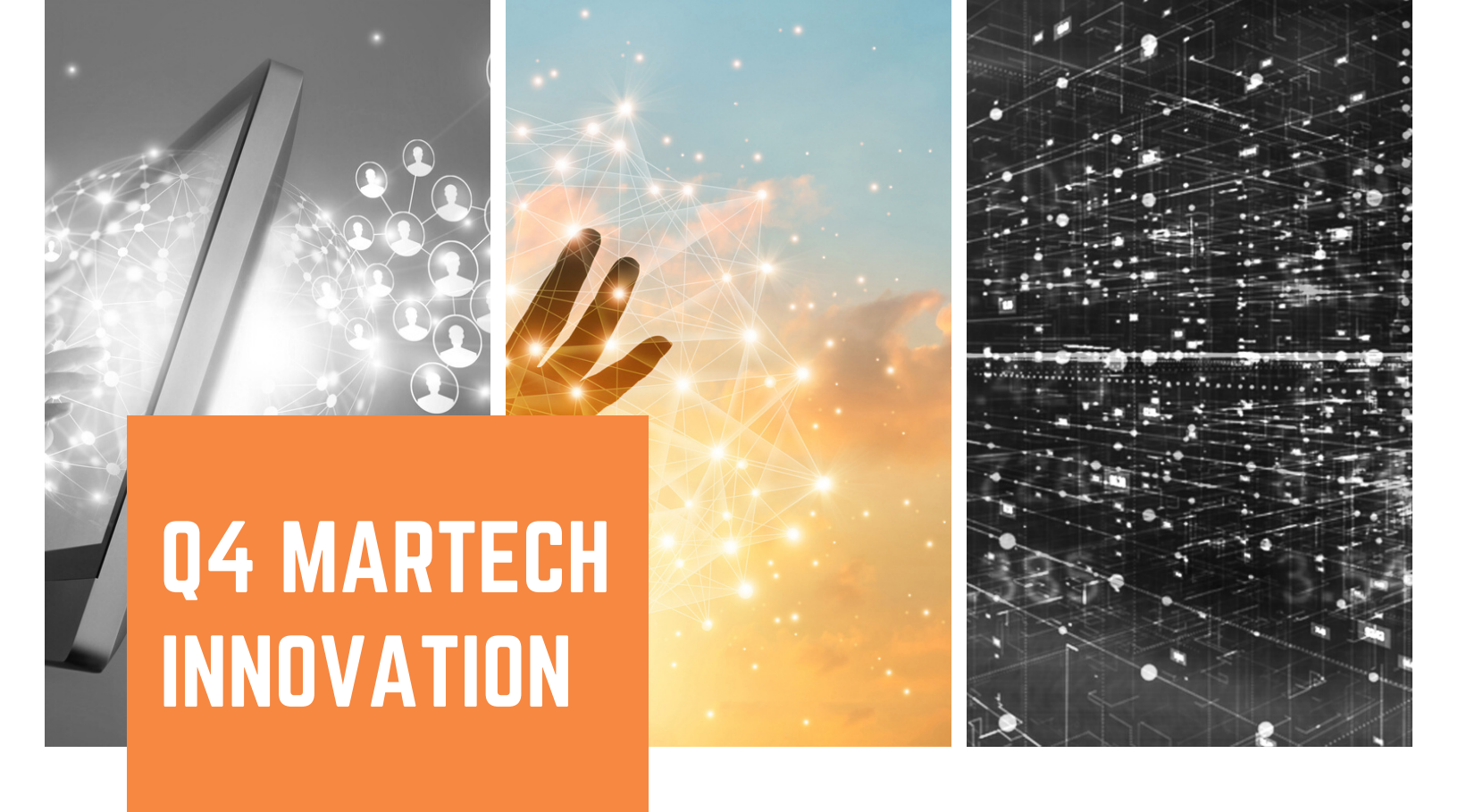
Categories of Investment by \$\$



MarTech INNOVATION

2022 → 2023





Q4 MARTECH INNOVATION

40

NEW PRODUCTS

In comparison to last quarter, new product announcements were down 39%, and feature announcements were down 11%.

59

FEATURE
ANNOUNCEMENTS

24

ACQUISITIONS

Acquisitions were down 23% with 24 acquisitions across 18 categories in Q4.

\$699M

FUNDING

Investment in MarTech companies this quarter was \$699M, down 62% over the last quarter. See more details on where investments were made on page 23.

HOW DOES Q4 2023 COMPARE?

	Q1 2023	Q2 2023	Q3 2023	Q4 2023
NEW PRODUCTS	121	128	65	40
FEATURE ANNOUNCEMENTS	98	85	66	59
ACQUISITIONS	40	26	31	24
FUNDING	\$13.2B	\$3.1B	\$1.9B	\$699M
	\$10B OF WHICH WENT TO OPENAI	\$1.3B WENT TO INFLECTION AI	\$500M WENT TO DATABRICKS	\$156M WENT TO AI-BASED COMPANIES

Q4 2023 NEW PRODUCTS BY CATEGORY



ADVERTISING: AD CREATION

Launch Cart launched LaunchADS.AI, an advanced AI-driven advertising platform that enables businesses to create and launch ads seamlessly across major platforms such as Meta, Instagram, YouTube, TikTok, Google, and LinkedIn.

ADVERTISING: AD SERVING & MANAGEMENT

LifeStreet announced Nero Dynamic Creatives, a solution that helps performance marketers maximize return on ad spend, by testing, analyzing, and deploying a limitless number of AI-generated creative combinations across numerous audience segments.

DESelect launched the DESelect Marketing Optimization Platform, combining all of DESelect's global products, including Segment, Engage, Search, and Deedee AI to provide clients with a mission control center for improving marketing effectiveness.

ANALYTICS: BEHAVIORAL

DataGPT launched the DataGPT AI Analyst, a tool that unites the creative, comprehension-rich side of a large language model with the logic and reasoning of advanced analytics techniques.

Q4 2023 NEW PRODUCTS BY CATEGORY



ANALYTICS: BUSINESS INTELLIGENCE

Act-On Software launched Act-On Advanced Analytics, a deep-dive analytics and custom reporting suite powered by AI.

Anova.ai launched as a marketing analytics platform powered by generative AI, that allows marketing teams to talk to their data in natural language and get results instantly.

ARTIFICIAL INTELLIGENCE

Vidnoz announced Vidnoz AI, a free AI video generator that helps people easily make videos faster than ever before.

invideo launched an AI video generator tool that allows you to create complete YouTube videos, social media clips, or slideshow presentations in a matter of minutes.

VanceAI unveiled its AI Background Generator that can generate product-specific scene images with several clicks.

OctoML launched OctoAI Image Gen, a solution that enables developers to dynamically apply thousands of customization assets to their image generation model via a single API within OctoAI.



AUDIENCE SEGMENTATION, INTENT & TARGETING

Rhetorik unveiled LeadNeuron, its unique skills-based targeting solution that identifies hard to find enterprise technology buying individuals and groups scored on their likelihood to engage and propensity to buy.

BUSINESS PROCESS AUTOMATION BY INDUSTRY

Relay.app announced their workflow automation product, which combines AI assistance, human-in-the-loop collaboration, and a robust multiplayer experience to help teams save time on repeated tasks.



CONTENT CREATION: DESIGN & ILLUSTRATION

Quark Software announced QuarkXPress, a page layout and digital publishing software that gives designers access to a new extensive visual fonts palette, local image libraries, GREP support for advanced find and replace of text, and real-time picture links palette capability to bring any creative idea to life.

Q4 2023 NEW PRODUCTS BY CATEGORY



CONTENT MARKETING: PLANNING & MANAGEMENT

AvePoint launched AvePoint Opus, its AI-powered information lifecycle management solution that enables organizations to discover, classify, protect and manage their data across Microsoft 365 accurately and at scale.

Folloze released Folloze GeneratorAI, the content engine that enables marketers to accelerate the go-to-market process by creating targeted and personalized campaign experiences at scale.

CONVERSATIONAL MARKETING

Writesonic unveiled Botsonic, a revolutionary AI chatbot set to reshape the landscape of customer communications.

Sprinklr launched Conversational AI+, a conversational bot builder that enables businesses to quickly deploy and scale generative AI-powered bots that can have human-like text and voice conversations.



CUSTOMER ENGAGEMENT

Scorpion launched Connect with AI Chat, providing local services businesses the ability to easily have their own specialized natural language conversational AI chatbot, capable of answering questions about their business and services.

Q4 2023 NEW PRODUCTS BY CATEGORY



CUSTOMER EXPERIENCE AND SUCCESS

Alchemer announced Alchemer Digital, a platform built to engage directly with mobile and web customers.

Level AI announced the release of VoC Insights, a generative AI solution set to disrupt the customer experience management landscape by redefining the way enterprises capture Voice of the Customer data.



CUSTOMER JOURNEY/LIFECYCLE MANAGEMENT

Monetate announced its Journey Analytics tool, offering an end-to-end view of platform-executed buyer journeys, enabling improved delivery of modern customer experiences.

DIGITAL EXPERIENCE

Sitecore announced XM Cloud Plus, an extended digital-experience solution that brings together content management, AI-powered search, personalization, customer data management and analytics.

Q4 2023 NEW PRODUCTS BY CATEGORY



EMAIL PLATFORMS

Maileroo launched its transactional email service platform that makes timely and reliable email communication easier for brands sending transactional emails.

ENTERPRISE DATA MANAGEMENT

Zapier announced Tables, an automation-first database allowing users to store, edit, share, and create automated workflows with their data all in one place.

Immuta announced Immuta Discover, a product for automated tagging and classification on cloud data platforms that enables data teams to establish and maintain highly accurate metadata for the primary purpose of data access control, monitoring and regulatory compliance.

HUMAN RESOURCES

Appcast launched AppcastOne, a solution that transforms candidate acquisition by harnessing the power of programmatic, search, social and traditional media into a single enterprise offering.



IDENTITY RESOLUTION & REGISTRATION

Cloaked launched its privacy app and web-based platform that gives people control of their personal data by creating unlimited, secure identities, including working phone numbers, emails, usernames and passwords, in real time.

Confirm launched a portable digital identity solution designed to bolster trust and security in online marketplaces.

MARKET RESEARCH

HG Insights launched the GenAI Navigator, a solution that helps customers understand a business' AI maturity, cloud centricity, and generative AI interest.

SurveyMonkey announced MaxDiff Analysis, a research solution that gives users the ability to prioritize the right product features, discover which marketing messages resonate, learn what benefits employees truly want, and more.

aytm launched Insights Portal, a solution that is set to increase the value of every survey run by offering a comprehensive longitudinal view for trackers and a dashboard overview for an entire portfolio of concepts.



Q4 2023 NEW PRODUCTS BY CATEGORY



PRODUCTIVITY & WORKFLOW

Zextras introduced Carbonio, a private digital workplace that enables users to perform daily tasks freely and privately, from e-mail, to file sharing and co-editing.

RETAIL: ECOMMERCE

Zoovu introduced Advisor Studio, a fully optimized generative AI solution built to solve customer frustration, mistrust, and choice overload when shopping online.



SALES ENABLEMENT

People.ai launched SalesAI, a fully integrated generative AI sales solution that automates manual workflows and day-to-day tasks, prepares salespeople for customer meetings, speeds up pipeline creation, uncovers hidden truths about deals, and enables prescriptive coaching recommendations.

SEARCH ENGINE MARKETING (SEM)

Siteimprove announced AI Generate™, a website content optimizer integrated into the SEO workflow that delivers AI-powered solutions.

Q4 2023 NEW PRODUCTS BY CATEGORY



SOCIAL MEDIA MONITORING

GetDandy introduced its AI-powered reputation automation and review removal platform.

VIDEO CREATION TOOLS

Sequel.io launched AI-powered Media Hub, a platform that allows content-led growth marketing teams to gain a powerful edge over their competition by elevating their efficiency, infusing life into their content, and opening doors to exponential growth.



WEB DEVELOPMENT & DESIGN

Hatch launched its creative web development platform that provides simple tools and a dedicated web space to make unique websites, portfolios, digital art, interactive stories, messaging, maps, and creative experiments.

Web.com launched its website AI Builder to streamline the website building process for small businesses (SMBs) and entrepreneurs.

Q4 2023 NEW PRODUCTS BY CATEGORY

WEB PERFORMANCE & SECURITY

Okta announced Identity Threat Protection with Okta AI, a new product for Okta Workforce Identity Cloud that delivers real-time detection and response for Identity-based threats.



AI SPOTLIGHT



HAVE YOU BEEN KEEPING UP WITH ALL THINGS AI IN Q4?

4 NEW TOOLS

Subcategory	Company	Product	Description
Generative AI: Images	VanceAI	VanceAI Background Generator	VanceAI unveiled its AI Background Generator that can generate product-specific scene images with several clicks.
Generative AI: Images	OctoML	OctoAI Image Gen	OctoML launched OctoAI Image Gen, a tool that enables developers to dynamically apply thousands of customization assets to their image generation model via a single API.
Generative AI: Video	invideo	invideo AI Video Generator	invideo launched an AI video generator tool that allows you to create complete YouTube videos, social media clips, or slideshow presentations in a matter of minutes.
Generative AI: Video	Vidnoz	Vidnoz AI	Vidnoz announced Vidnoz AI, a free AI video generator that helps people easily make videos faster than ever before.

2 VENDOR WITH NEW AI CAPABILITIES

Subcategory	Company	Product	Description
AI Enablement	Boomi	Boomi AI	Boomi announced Boomi GPT, a new feature within the Boomi AI platform that allows organizations to harness the power of generative AI to integrate and automate faster than ever before.
Generative AI: Video	Vidnoz	Vidnoz AI	Vidnoz unveiled an astonishing advancement in its free AI video generator with Real Customized Avatars.

\$156M FUNDING TOWARDS AI

Subcategory	Company	\$ Millions
Generative AI: Text	AI21 Labs	\$53.0
AI Enablement	Essential AI	\$56.5
Generative AI: Video	Pika	\$35.0
Generative AI: Video	Guidde	\$11.6



VENDOR ACTIVITY

SCAN THE NEW FEATURE LIST TO SEE IF YOU NEED TO CHAT WITH YOUR VENDORS.

Category	Product	Description
Advertising by Channel	ZTV	Simplifi launched its TV Ad Insights Dashboard within its ZTV tool, providing advertisers with valuable data about streaming and linear TV advertising trends at the ZIP code level.
Advertising by Channel	The AND Platform	Ampersand announced the release of its next-generation local and national TV insights, empowering ad buyers to rebalance their TV investments for optimal reach and frequency.
Advertising: Ad Serving & Management	Netsertive	Netsertive announced a series of new enhancements that make it even easier for multi-location marketers to improve their local discoverability, increase engagement with shoppers and drive organic leads.
Analytics: Behavioral	Intentsify	Intentsify released multi-language intent data capabilities.
Analytics: Business Intelligence	Coveo Intelligent Search Platform	Coveo announced more than 15 new enhancements to the Coveo platform, strengthening the Coveo composable AI Search and Generative experience platform to improve digital experiences across commerce, service, website and workplace to deliver superior business outcomes for enterprises.
Analytics: Business Intelligence	DataRobot AI	DataRobot announced new end-to-end functionality designed to close the generative AI confidence gap, accelerating AI solutions from prototype to production and driving real-world value.
Analytics: Business Intelligence	ChannelMix	ChannelMix announced its Marketing Impact Modeling capability, that is setting new standards in media mix modeling with its AI-driven, real-time optimization capabilities, designed for navigating a landscape without third-party cookies.
Artificial Intelligence	Boomi AI	Boomi announced Boomi GPT, a new feature within the Boomi AI platform that allows organizations to harness the power of generative AI to integrate and automate faster than ever before.
Artificial Intelligence	Vidnoz AI	Vidnoz unveiled an astonishing advancement in its free AI video generator with Real Customized Avatars.
Attribution	RedTrack	RedTrack released Customer Journey Reporting, a new feature that helps unlock full-funnel visibility for advertisers who invest in multiple ad channels and struggle to attribute revenue results to the relevant channels, campaigns, or ads.
Audience Segmentation, Intent & Targeting	Pathlight Conversation Intelligence (CI)	Pathlight announced Insight Streams, an expansion to its platform that provides businesses with Generative Agent technology that simulates "autonomous analysts" capable of synthesizing millions of customer conversations into impactful business insights and transformative trends.
Audience Segmentation, Intent & Targeting	Braze	Braze introduced Feature Flags, an agile feature management tool that allows brands to create meaningful experiences at scale, which is designed to drive in-product conversions and revenue for brands.
Business Management	UiPath Enterprise RPA Platform	UiPath announced its platform's latest AI features with Autopilot, an integration of Generative AI, Specialized AI, and automation that allows any user to automate work fast using natural language.
Business Management	Seismic Enablement Cloud	Seismic announced several new generative AI-powered capabilities to the Seismic Enablement Cloud, including two major innovations in Aura Copilot and Seismic for Meetings.
Competitive Intelligence (CI)	Comscore Media Metrix	Comscore announced the inclusion of social metrics in its Media Metrix Multi-Platform suite, which enables agencies to achieve channel optimization and publishers to better position the complete reach of their properties for partners to transact on.
Contact Center Systems & Administration	CallRail	CallRail announced three new features including the ability to automatically identify questions frequently asked, capture personal details and preferences of callers automatically, and the ability to leverage AI to generate thoughtful, concise text and email messages after a call has ended.
Content Creation: Audio	Audiate	TechSmith launched generative AI scripting and voiceover features in Audiate, the company's audio recorder and text-based editing solution, allowing creators of all skill levels to efficiently produce comprehensive, near-instant audio projects without a writer or voice actor.
Content Creation: Design & Illustration	Canva	Canva launched Magic Studio, a comprehensive suite of AI tools empowering individuals, teams and organizations to boost their creativity, supercharge their productivity and scale their brands.
Content Creation: Design & Illustration	Adobe Creative Cloud	Adobe announced over 100 major innovations and updates across Creative Cloud that dramatically advance power and precision for creative professionals.
Content Creation: Written Content	Grammarly	Grammarly launched a generative AI-powered rewrite feature that enables more compelling communication, bringing the benefits of the latest AI technology to on-the-go writing.

VENDOR ACTIVITY

ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

Category	Product	Description
Content Management System (CMS)	Brightspot	Brightspot announced a new version of Brightspot CMS, allowing businesses to create, manage, and optimize content more quickly than ever before by using Brightspot's "connect and create" integrations with Shopify, SharePoint, Microsoft Drive, and Google Drive, enhanced search and collaboration tools, a new site health framework, and generative AI capabilities powered by OpenAI.
Content Marketing: Curation & Discovery	The BloomReach Personalized Discovery Platform	Bloomreach announced three new features in Bloomreach Discovery, including algorithm weight customization, LLM-based precision, and visual search, allowing businesses to drive even greater search relevance while maintaining control and flexibility to customize their e-commerce experience for the unique needs of their buyers.
Content Marketing: Planning & Management	Quark Publishing Platform (QPP) NextGen	Quark Software announced new capabilities within its Quark Publishing Platform (QPP) NextGen, delivering deeper insights into usage and engagement patterns to support faster time to value of mission critical enterprise content.
Content Marketing: Planning & Management	Contentful Studio	Contentful announced new capabilities in Contentful Studio, including an Experience Builder that will provide a visual canvas whereby teams can create consistent, on-brand experiences using design system components and a structured content foundation, and new AI enhancements including the AI Image Generator to easily create and manipulate images, and the improved AI Content Generator to quickly create content, translations, and SEO keywords.
Content Marketing: Production & Distribution	Shutterstock	Shutterstock announced new creative AI-powered editing features and the potential for infinite options to refine and perfect images available in the company's high-quality library of more than 700 million stock images.
Conversational Marketing	Auto Bot Builder	Gupshup.io introduced new features such as audience categorization, and automated retargeting for leads generated from click-to-chat advertisements, as well as from the brand's own channels.
Customer Engagement	Drift	Drift announced an evolution of its buyer engagement platform, introducing three new features – Drift Engage, Site Concierge and Bionic Chatbots.
Customer Engagement	Mapp Cloud	Mapp announced the addition of Mapp AI Assistant to the Mapp Cloud, designed to enhance and automate marketers' cross-channel campaigns.
Customer Engagement	Session AI	Session AI announced new features that collectively allow Session AI customers to design, deploy, and measure their real-time incentives with greater precision and speed, both accelerating the time to value and increasing the overall value realized from in-session marketing.
Digital Asset Management (DAM)	Digital Asset Management	Aprimo unveiled a range of innovative features that demonstrate a visionary approach to the future of content operations including Content Collaboration and AI Content Coach.
Digital Experience	Open Digital Experience Platform (DXP)	Acquia unveiled its expanding Acquia DXP with everything marketers need to improve their organizations' online presence, including optimization of websites, content, and digital engagement.
Enterprise Data Management	Google Cloud	Google Cloud announced new Vertex AI Search capabilities that are purpose-built to help media and entertainment companies give audiences more personalized experiences.
Enterprise Data Management	Matillion Data Productivity Cloud	Matillion announced the addition of generative AI functionality to its flagship Data Productivity Cloud using Amazon Bedrock.
Enterprise Data Management	Dremio	Dremio unveiled AI-powered data discovery capabilities to enhance data contextualization and simplify analytics.
Human Resources	ActivTrak	ActivTrak announced the addition of a new AI capability to its workforce analytics platform that automatically detects and classifies the use of AI tools and websites to help organizations manage and improve AI adoption across the workforce.
Market Research	SurveyMonkey	SurveyMonkey announced Build with AI, a new survey creation feature powered by OpenAI that allows users to create surveys from just a written description, automating and accelerating the survey creation process.
Marketing Automation	Act-On Platform	Act-On Software introduced new advanced webhooks technology, which enables B2B marketers to engage their target audiences in more ways, streamline operations, and accelerate revenue growth.
Marketing Automation	Act-On Platform	Act-On Software announced it is expanding its omnichannel marketing capability to include direct mail, enabling marketers to reach customers and prospects across both physical and digital channels.

VENDOR ACTIVITY

DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Marketing Automation	Bloomreach Engagement	Bloomreach announced new features to Bloomreach Engagement that allow businesses to gain more control over how their projects are organized, how their teams manage data, and how users access the marketing automation platform itself.
Marketing Operations	CabinetM Enterprise Cabinet	CabinetM released Stack Architecture Diagrams, an easy to use visualization tool that can be used to create architecture diagrams, map dataflows, technology roadmaps, customer journey maps, and workflow processes.
Privacy, Compliance & Risk	BigID	BigID launched automated, context-based data remediation recommendations, a new capability enabling security teams to make better, more informed decisions to reduce data risks and elevate data security posture management.
Productivity & Workflow	Asana	Asana announced new AI capabilities that drive greater clarity, impact, and scale for executives, departments, and entire organizations.
Productivity & Workflow	Bluescape	Bluescape announced its enhanced API, enabling any developer to build streamlined workflows for generative AI.
Productivity & Workflow	Mural	Mural announced Mural AI, which includes the AI-powered features: actions, mind maps, and clustering, giving teams across the enterprise the technology they need to work together better, faster, and smarter, for increased productivity and job satisfaction.
Public Relations	PRophet	PRophet unveiled two new platform capabilities – AI-driven influencer discovery and campaign management and machine learning-based news monitoring.
Public Relations	Meltwater	Meltwater announced new product enhancements that will help Meltwater customers be more efficient and effective through greater PR impact, better analytics and faster time to value.
Retail: Brick & Mortar	SproutLoud	SproutLoud announced new AI capabilities that are being infused into the platform, featuring generative AI, improved user experience and enhanced productivity.
Retail: eCommerce	Miva Merchant	Miva released a new version of its ecommerce platform, providing new features and improvements which enhance the speed, flexibility, and effectiveness of online businesses, including streamlined development and more robust fraud protection.
Retail: eCommerce	MikMak	MikMak unveiled the latest innovations to MikMak 3.0, which will offer brands insights on how digital marketing influences their offline sales lift, prevent cart abandonment, and implement strategies to convert shoppers in a turbulent and highly competitive economic context.
Sales Enablement	Bloomfire	Bloomfire announced enhanced generative AI and Enterprise Search solutions that are purpose-built to keep data secure, deliver accurate results, and augment employee performance.
Search Engine Marketing (SEM)	Optmyzr	Optmyzr launched Optmyzr Sidekick, a revolutionary generative AI capability designed to empower advertisers with comprehensive insights and optimization recommendations for their PPC ad accounts.
Search Engine Marketing (SEM)	SEO Plugins by Yoast	Yoast announced AI-powered enhancements to its renowned WordPress SEO plugin, helping users write engaging and SEO-optimized titles and meta descriptions for webpages.
SMS Marketing	Wunderkind	Wunderkind introduced WunderkindAI, an AI-based text generation tool for on-demand text campaigns that is included as part of their existing Text product.
Social Media Marketing	IZEA Flex	IZEA released Dynamic Content Requests in IZEA Flex, allowing marketers using IZEA Flex to solicit content submissions from both the paid influencers they work with as well as those creators who are publishing content about their brand organically.
Video Creation Tools	Vyond	Vyond announced the latest release of its video creation platform, bringing the power of generative AI inside Vyond, and allowing customers to go from vision to video in seconds.
Web Analytics	Heap	Heap introduced new features that guide users to actionable insights with out-of-the-box dashboards so that they can quickly make informed decisions and boost revenue growth.
Web & App Optimization	Catchpoint	Catchpoint launched new capabilities that accelerate time to detection, improve automation capabilities, and further expand its Global Observability Network.
Web & App Optimization	UserTesting	UserTesting unveiled new capabilities that simplify the process of reaching niche, hard to find audiences, new product integrations with Canva and FullStory that help organizations maximize the value of human insight, and a new Insights Services offering that gives organizations the ability to outsource research to UserTesting experts for time- and cost-efficient research and support delivery.
Web Development & Design	Quickbase	Quickbase announced Quickbase AI, a suite of AI-powered capabilities that give users the power to easily build applications that connect data and uncover insights that drive down costs and accelerate revenue growth.

M&A ACTIVITY

DOES 1 + 1 = 3?

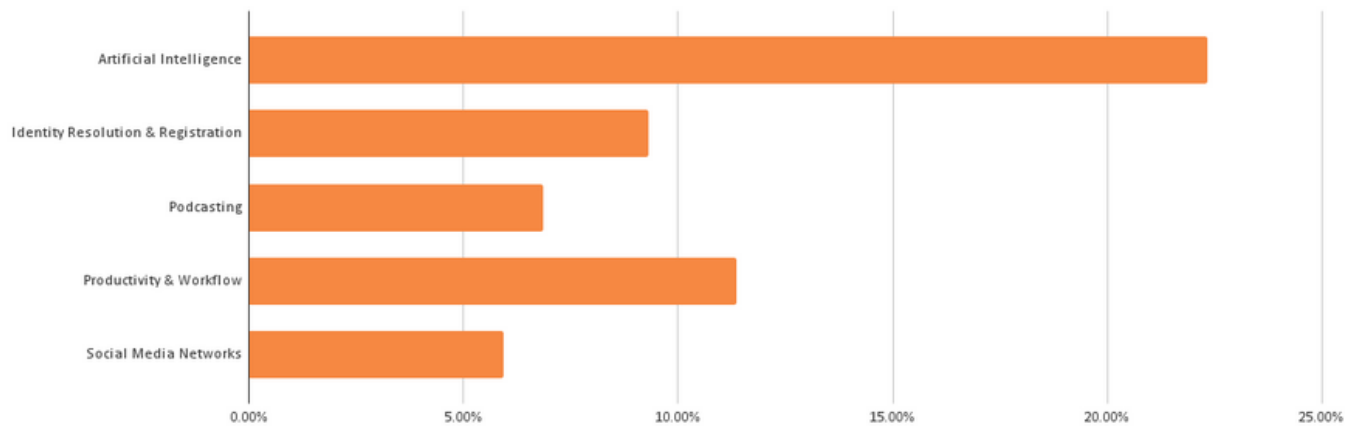
Category	Company	Description	Acquired by
Advertising by Channel	Hivestack	Perion announced that it has completed the acquisition of Hivestack, a global innovative full-stack programmatic digital out of home (DOOH) company.	Perion
Advertising: Ad Serving & Management	Vivvix	MediaRadar announced the acquisition of Vivvix, which together will combine complementary services to empower media sellers, brands, and agencies with broad market intelligence for confident decision-making.	MediaRadar
Analytics: Behavioral	Granify	Bazaarvoice announced the acquisition of Granify, the e-commerce contextualization solution that demonstrates Bazaarvoice's continuing commitment to investing in leading-edge technology to supercharge e-commerce engines to deliver seamless shopper experiences and accelerate revenue lift.	Bazaarvoice
Analytics: Business Intelligence	HeadsUp	Hightouch announced that it has acquired HeadsUp, the AI conversion engine for product-led growth, and will integrate the AI and ML-driven complex data models created by HeadsUp to build warehouse-native Customer 360 profiles into its Composable CDP.	Hightouch
Audience Segmentation, Intent & Targeting	TRAK Data	Fusion92 announced the acquisition of TRAK Data, an AI-driven data modeling platform, that will allow Fusion92 and its clients direct access to science-backed, top-performing audience lists, illuminating ideal customer profiles that lead to improved marketing outcomes.	Fusion92
Audience Segmentation, Intent & Targeting	oolo	AppsFlyer announced its acquisition of oolo, an AI-powered user acquisition and monetization decision-making platform.	AppsFlyer
Contact Center Systems & Administration	Kaleyra	Tata Communications announced the completion of the acquisition of Kaleyra, a global CPaaS platform, that together will help drive the growth of global enterprises powered by hyper-personalized and intelligent customer interactions.	Tata Communications
Conversational Marketing	QBox	Cyara announced its acquisition of conversational AI testing company QBox, which will help expand Cyara's conversational AI testing capabilities.	Cyara
Customer Experience & Success	LiveVox	NICE announced the closing of the acquisition of LiveVox, which together creates an interaction centric platform, the fundamental cornerstone to deliver superior AI driven CX.	NICE
Enterprise Data Management	Chatcsv	Flatfile announced the acquisition of AI start-up Chatcsv, helping companies get quick, contextual insight into CSV files and spreadsheets.	Flatfile
Enterprise Data Management	Arcion	Databricks announced it has agreed to acquire Arcion, a Databricks Ventures portfolio company that helps enterprises quickly and reliably replicate data across on-prem, cloud databases and data platforms.	Databricks
Enterprise Data Management	Mozaic Data	Qlik announced the acquisition of Mozaic Data, an innovative AI-driven data management technology.	Qlik
Influencer & Advocacy	affable.ai	Bazaarvoice announced the acquisition of affable.ai, helping add creator discovery and management technology to Bazaarvoice's existing creator-managed services.	Bazaarvoice
Influencer & Advocacy	Hoozu	IZEA announced it has acquired Hoozu, an Australian influencer marketing company.	IZEA
Influencer & Advocacy	Zuberance	IZEA announced it acquired Zuberance, a pioneering advocate marketing software platform that provides marketers with the tools to build white-label communities of their customers and influencers while engaging these communities to serve as advocates for their brand.	IZEA
Integrated Marketing Agencies	SIGNAL	Accenture has acquired SIGNAL, an integrated marketing firm that together helps to further strengthen Accenture's ability to support clients' marketing transformation across owned, paid and earned media.	Accenture
Marketing Operations	MartechGuru	MarketingOps.com, the community-led platform and private network for marketing operations professionals, announced it has acquired MartechGuru, the tech stack management solution, which will allow MarketingOps.com's community members to more easily manage their technology tools.	MarketingOps.com
Privacy, Compliance & Risk	WireWheel	Osano completed the acquisition of WireWheel, an enterprise provider of data privacy solutions.	Osano
Productivity & Workflow	Freehand	Miro announced the acquisition of the visual collaboration platform, Freehand, from Invision, helping Miro to deliver deeper support and value for teams driving innovation at scale.	Miro
Productivity & Workflow	Formsite	Formstack announced the acquisition of forms provider Formsite, and together they will empower users with practical solutions to everyday work problems.	Formstack
Retail: eCommerce	Koji	Formstack announced the acquisition of forms provider Formsite, and together they will empower users with practical solutions to everyday work problems.	Linktree
SMS Marketing	Onesend	ActiveCampaign has acquired Onesend, a suite of tools that together will provide superior technology and support for resellers, franchise, and multi-location businesses and help them manage email campaigns, automations, and content across multiple accounts simultaneously.	ActiveCampaign
Web & App Optimization	Instapage	airSlate announced the acquisition of Instapage, a company which offers scalable solutions that empower marketers to create personalized landing pages.	airSlate
Web Performance & Security	Osirium	SailPoint completed its acquisition of Osirium, a security company dedicated to solving complex access needs, that together helps to unify visibility, oversight, and protection across all types of access, both regular and highly sensitive.	SailPoint

LOOKING AHEAD

WHERE INVESTMENT IS HAPPENING (Q4 2023)

Q4 brought in 62% less than the amount Q3 brought in for MarTech and MarTech-related companies. We identified a total of **\$699M** in investment this quarter.

Funding was spread across **24 categories** with one category representing 22% of the total.



**JANUARY
2024**



CabinetM helps modern marketing and sales teams manage the technology they have and find the tools they need. The CabinetM marketing technology management platform enables full lifecycle support around technology discovery, qualification, implementation, and management.

Marketing teams using CabinetM gain critical visibility and leverage to save time, money, drive revenue, and manage digital transformation.

The company has built the industry's most comprehensive database of over 15,000 marketing tools across 500+ categories, and currently has the largest set of marketing technology adoption data as a result of hundreds of marketing stacks that have been built, and are being managed, on the platform. CabinetM subscribers have full access to the aggregated, anonymized data through StackInsights.

Questions? Contact Victoria Andrews (vandrews@cabinetm.com)