

APRIL 2022

Q1 2022
MARTECH
INNOVATION



The latest marketing technology introductions, feature updates, and acquisitions



Q1 MARTECH INNOVATION

85

NEW PRODUCTS

In comparison to last quarter, new product announcements were up 37%, and feature announcements were up 19%.

89

FEATURE
ANNOUNCEMENTS

Acquisitions were up 50% with 74 acquisitions across 42 categories in Q1.

74

ACQUISITIONS

Investment in MarTech companies this quarter was an incredible \$12.1B indicating that MarTech innovation won't be capped anytime soon! See more details on where investments were made on page 29.

\$12.1B

FUNDING

Allyson Delaney
CabinetM Marketing

Q1 2022 NEW PRODUCTS BY CATEGORY



ACCOUNT-BASED MARKETING

ZoomInfo launched MarketingOS, an account-based marketing platform that brings actionable company insights and contact data to your omni-channel marketing strategy.

Terminus launched Connected Account Experiences, helping marketers identify their buyers wherever they are, reach them on any screen they use, and engage with them on the marketing and sales automation tools their teams use everyday.

ADVERTISING BY CHANNEL

TiVo announced the launch of TiVo Xtend™, a suite of end-to-end advertising solutions built on the foundation of TiVo's first-party deterministic TV viewership data.



ADVERTISING: AD SERVING AND MANAGEMENT

Adlucent introduced Adlucent Index™, a technology solution that augments platform automation to help brands and retailers optimize ad spend.

Clinch announced Flight Control, a collaborative campaign management platform to build and run complex, highly personalized campaigns across all channels through a visual interface without specialized technical knowledge.

Q1 2022 NEW PRODUCTS BY CATEGORY



datafuelX launched precisionX, a dynamic reach and frequency tool that creates exposure models of linear audiences, which can be used to converge the traditionally siloed channels.

ADVERTISING: BUY & SELL

InMobi launched Meson, an independent SaaS mediation platform designed to provide app publishers with the ability to fully own and manage their data, control each aspect of their monetization, user experience, and linkages to user acquisition, and transparently review the end-to-end flow of advertising dollars to understand their true take rate.

ANALYTICS: BEHAVIORAL

ironSource announced the launch of App Analytics, a mobile analytics platform helping developers to better monetize, scale their user base, and access complete app data for optimization – all in one place.

datafuelX launched outcomeX, a predictive analytics model that powers the evolution of consumer behavior metrics from measurement and attribution to forecasting and optimization.

Quotient announced Quotient Analytics, its new on-demand multi-touch media measurement platform that delivers transparent performance metrics of ad dollars across channels.

data.ai announced the launch of two new products, App IQ and IAP SKU (In-App Purchase SKU) that will help enterprises illuminate the digital landscape, identify new opportunities and maximize growth.





ANALYTICS: BUSINESS INTELLIGENCE

Comscore introduced Comscore Everywhere, a true single-source unified cross-platform measurement solution that will provide a comprehensive, consistent, and deduplicated view of media consumption and audience intelligence to accurately capture the realities of modern media consumption.

FlexRule announced FlexRule X, the end-to-end decision management and automation platform that combines rule-based decisioning, process automation, data & analytics, and decision robotics to empower organizations to improve the quality and speed of their key business decisions.

Stardog unveiled Stardog Designer, a no-code, visual environment for data engineers and analysts to connect, map, model, and publish data.

AUDIENCE SEGMENTATION, INTENT & TARGETING

Start.io introduced Maia, an audience building platform that allows users to uncover insights and make data-driven decisions that enhance strategies and drive growth.

Clearbit announced a Data Activation Platform that lets you manage, segment, and activate data all in one place.

Contentgine unveiled its Content Indication Platform that provides access to Contentgine's proprietary and 100% first-party account intent data and categorical content insights that allow for expansion and prioritization of target account lists and content consumption intelligence.

Q1 2022 NEW PRODUCTS BY CATEGORY



BUSINESS MANAGEMENT

Inmar Intelligence announced DeductionsLink, a SaaS collaboration and payments solution designed to help modernize deductions management processes.

BUSINESS PROCESS AUTOMATION BY INDUSTRY

Sway AI announced its no-code AI platform that allows users to either build their own AI workflow without writing code, or choose from the prebuilt library of end-to-end AI workflows that can be quickly and effectively implemented.



CAMPAIGN MANAGEMENT

Affise launched Affise Reach, a partnership marketing platform that allows brands to directly organize, implement, and measure partnership marketing campaigns without support from a third party.

CONTACT CENTER SYSTEMS & ADMINISTRATION

Zoom launched Zoom Contact Center, its omnichannel contact center solution that's optimized for video and integrated right into the same Zoom experience.

Q1 2022 NEW PRODUCTS BY CATEGORY



CONTENT CREATION: WRITTEN CONTENT

AI Exosphere announced Satellite Blogger, their SaaS that has the ability to write product descriptions and ads in seconds.

CONTENT MANAGEMENT SYSTEM (CMS)

Bridgeline Digital announced TruPresence, their marketing suite that will provide users with the ability to grow their multi-location business or franchise online.



CONTENT MARKETING: CURATION & DISCOVERY

Gondola launched its online platform where creatives can take credit for their work and access data on their social content regardless of which account or platform the work is housed on.

CONTENT MARKETING: PERFORMANCE & TRACKING

Maralytics announced its automated marketing solution that gets data directly from POS, to give real-time, reliable figures with the flexibility to upload your own results.

Q1 2022 NEW PRODUCTS BY CATEGORY



CONTENT MARKETING: PRODUCTION AND DISTRIBUTION

Otter Network announced Teleport, a subscription video app that monetizes your video library, reach your audience on smart TVs, mobile devices, and the web, and secure content management.

CONVERSATIONAL MARKETING

Kore.ai announced HealthAssist, a healthcare-specific enterprise solution to boost patient experiences, drive efficiencies, relieve critical staffing shortages and maximize care.

Drift unveiled the Drift Conversation Cloud, empowering organizations to deliver a personalized experience at all stages of the customer journey, in the right place, at the right time and with the right conversation.



CUSTOMER DATA PLATFORM (CDP)

NetFay released a Peer-to-Peer Encrypted Private Data Platform, a revolutionary SaaS and VSaaS solution, aimed to overcome the challenges of working remotely amid the COVID-19 pandemic.

Q1 2022 NEW PRODUCTS BY CATEGORY



CUSTOMER ENGAGEMENT

Syniverse announced the Syniverse Hyperscale Communications Platform, an omnichannel customer engagement platform that reaches your employees and customers from anywhere through your preferred messaging channels at the best possible time in a seamless experience.

CUSTOMER EXPERIENCE AND SUCCESS

AskNicely launched its Frontline Success Platform designed for frontline workers to transform how customer experience is delivered in a mobile app.

CXera announced their cloud-based digital cx microsite builder and recommendation engine that allows companies to engage customers to stay connected, understand their needs, and make recommendations at any stage of the customer journey.

DIGITAL EXPERIENCE

Expresia announced its DXP that empowers users to drive desired business outcomes by providing full visibility of customer behavior, a native Customer Data Portal, and the delivery of hyper-personalized experiences through native AI and machine learning capabilities.

Zmags unveiled Creator Connect, a digital experience platform that allows marketers to incorporate any component of their eCommerce infrastructure into their digital experiences.



DOCUMENT & CONTENT MANAGEMENT

AvePoint launched Confide, a virtual data room to help businesses manage sensitive data needs, and collaborate with greater confidence.

ENTERPRISE DATA MANAGEMENT

Validity announced GridBuddy Connect, a data productivity platform that combines your data into an editable, spreadsheet-simple view so your team can get all of the insights in one place and engage confidently using the right data.

SentinelOne announced DataSet, a data analytics solution that delivers a limitless enterprise data platform for live data queries, analytics, insights, and retention.

Amperity announced Amperity Profile Accelerator for Adobe, a pre-configured package that seamlessly connects to Adobe tools, resolving identities with our patented AI-driven approach and delivering a database of unified customer profiles designed to work in Adobe environments.

Snowflake launched their Retail Data Cloud, which enables retailers and manufacturers to access, govern and share data seamlessly, to deliver more personalized customer experiences, optimize supply chains, and make data-driven merchandising decisions.



Q1 2022 NEW PRODUCTS BY CATEGORY



Stibo Systems launched Data as a Service, a cloud-based data distribution service focused on the delivery of data to high-volume data-consuming applications.

K2View announced their Data Product Platform that continually syncs, transforms, and serves data via data products – delivering a real-time, holistic view of any business entity to any data consumer.

EVENTS: IN-PERSON & VIRTUAL

Splash introduced Splash Studio, a new virtual and hybrid event solution that provides all the features marketers need to improve their productivity and drive attendee engagement.

Opsgility launched OneVenue, a web-based event platform designed to simplify the planning, creation, and delivery of virtual experiences.



HUMAN RESOURCES

Pendo announced Pendo Adopt, a suite of products that helps companies better understand how employees are using workplace software and take action to increase employee productivity.

Visier announced Visier People Cloud, the people analytics platform designed to help executives make better decisions that influence people-powered business performance.

Modern Hire launched Automated Interview Creator, an AI-enhanced interview tool that helps recruiters find the top applicants.

Q1 2022 NEW PRODUCTS BY CATEGORY



Skyminyr announced its AI-driven human capital intelligence platform that combines behavioral analytics, sector mapping, and relationship intelligence to equip companies to successfully navigate talent shortages and optimize their workforce.

INTEGRATIONS

Tealium announced Integrate Everything, an integration product created to help businesses access data from wherever it lives, optimize it and use it to drive customer value.

INTELLIGENT AGENTS

Dynam.AI announced Vizlab, an AI/ML platform that enables ML data scientists to design, build, improve and deploy AI engines at scale.

Medallia announced Medallia Athena Studio, a new solution enabling organizations to create custom AI models and analytics for unstructured data without any coding.

Intellect Data released Intellect² INFER, a ML platform that enables data teams of all skill levels to analyze and turn any image, video, or text into actionable data intelligence.

MARKET RESEARCH

TapResearch announced Market Intelligence Solutions™ platform, a real-time market intelligence platform that helps users survey their ideal target audience, and get actionable insights about their brand, consumers, and market trends.



Q1 2022 NEW PRODUCTS BY CATEGORY



Kentik announced Kentik Market Intelligence, a market research product that observes and evaluates the size, market share and the relationship of Autonomous Systems globally and regionally.

MARKETING AUTOMATION

Sinuate Media announced Approach Positive, a self-serve marketing platform that brings big-brand marketing power to small and independent businesses, helping them capitalize on new marketing technologies, and leveling the playing field to be more competitive online.

MARKETING OPERATIONS

Aptean announced Aptean EAM, a cloud-based enterprise asset management solution that provides the information needed to maximize the performance of assets, control maintenance costs, improve operational efficiency, reduce unplanned production stop, manage maintenance processes effectively, and control spare parts inventory.

AvePoint launched Entrust, a SaaS management product designed to streamline the management of Microsoft 365 admin users, processes, and data insights.

MARKETING RESOURCE MANAGEMENT

ironSource announced ironSource Luna, their app marketing platform that helps unify every element of your marketing to empower you to drive incremental growth for your app.

Q1 2022 NEW PRODUCTS BY CATEGORY



PRIVACY, COMPLIANCE & RISK

anch.AI launched its Ethical Governance Platform, providing an all-in-one risk assessment platform that empowers organizations to manage regulatory and ethical risk of AI.

PRODUCTIVITY & WORKFLOW

Markee announced their improved browser-based collaboration software that allows you to host video meetings, chats, and share files with anyone you choose — all from a browser.

Avid introduced Avid NEXIS | EDGE™, a collaboration software solution that enables post production teams to work from any location, delivering secure, remote access to media and metadata.

APEK Group released JAVAT 365, a new digital collaboration tool that combines targeted content sharing, team grouping, private/group Chat, video conferencing, and survey creation.

RingCentral announced RingCentral Webinar, a secure solution that makes it easier than ever to plan and host a variety of webinars.

Intellect Data announced Intellect STREAM, a platform that provides white-labeled video conferencing, streaming, and collaboration capabilities for embedding within organizational operations, sales, or support networks and workflow that boost business performance and service levels.

Q1 2022 NEW PRODUCTS BY CATEGORY



RETAIL: BRICK & MORTAR

Precisely announced Property Graph, a data enrichment product that makes it more efficient to see the relationships between data related to buildings, parcels, property attributes, addresses, and points of interest.

RETAIL: ECOMMERCE

dunnhumby launched dunnhumby Sphere, an end-to-end retail media platform that takes users from brand insights to campaign billing through its fully integrated modules, helping to unify audience targeting, media booking, forecasting and measurement.

Prodport announced their eCommerce product intelligence platform that enables brands to deliver product experiences tailored to each customer.

Emplifi announced Emplifi ShopStream by Go Instore, a one-to-many live shopping experience that helps brands reach unlimited audiences through interactive live video streaming.

Informatica launched Intelligent Data Management Cloud for Retail, a cloud-neutral data management cloud platform for the retail industry that enables digital-first experiences for customers while driving omni-channel revenue growth by managing data across any system, any cloud, multi-cloud or hybrid.

commercetools announced commercetools for Growth, a B2C and B2B commerce solution that makes it easy for brands and retailers to create modern customer experiences without full developer teams.



Q1 2022 NEW PRODUCTS BY CATEGORY



SALES ENABLEMENT

Uniphore announced Q for Sales, an emotional intelligence (EQ) based solution that drives positive, engaging and trusted customer interactions and outcomes.

SMS MARKETING

getLouie announced their innovative business text messaging platform designed for small businesses.

SOCIAL MEDIA MONITORING

Open Influence announced Go Prism, a proprietary social intelligence platform that leverages cross-channel data sets to give brands access to social insights on demand.

Qualtrics announced XM Discover, a conversational analytics platform that allows you to understand what people are saying about your company, wherever they're saying it.



TEXT TOOLS AND SERVICES

Sensory announced SensoryCloud.ai, a complete AI as a Service platform designed for processing voice and vision AI workloads in the cloud.

Q1 2022 NEW PRODUCTS BY CATEGORY



Fathom launched as an AI notetaker exclusively for Zoom to effortlessly record, transcribe, and annotate Zoom calls on the fly and generate a comprehensive summary of key insights, notes, and action items that can be automatically shared across CRM platforms and Slack channels.

Kyndi announced the Kyndi Natural Language Search Solution, the end-to-end offering designed to maximize the relevancy and speed of finding answers in unstructured, text-based data.

VIDEO CREATION TOOLS

axle.ai launched axledit, a collaborative video editing platform that lets you manage images, audio, and video with custom metadata and robust security controls right from your web browser, as well as the ability to securely share for review with clients, and publish videos from the same platform.

Screencast-O-Matic introduced ScreenPal, a free screen and webcam recorder that transforms any ordinary text field into a video message.

VIDEO MEASUREMENT

Nielsen announced Streaming Signals, a solution for connected TV (CTV) operators and advertisers to better understand who is watching a show within the household.



Q1 2022 NEW PRODUCTS BY CATEGORY



VIDEO PLAYERS AND DISTRIBUTION

Otter Network announced Director, a mobile production studio that gives users the ability to record or livestream HD multi-cam videos with just your laptop and smartphones.

WEB & APP OPTIMIZATION

AbleDocs announced ADAAlign, the Accessibility Management System that aligns all of your organization's accessibility efforts in one place.

WEB DEVELOPMENT & DESIGN

Taplytics announced DevCycle, a feature management suite that helps product engineering teams focus on bettering their DevOps processes so that they can concentrate on releasing features in a timely manner.

WEB PERFORMANCE & SECURITY

Keeper Security announced Keeper Secrets Manager, a cloud-based, zero-knowledge solution for securing infrastructure secrets.

LogMeIn announced it rebranded as GoTo and launched the all-new IT management & support product, GoTo Resolve.



VENDOR ACTIVITY

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

Category	Product	Description
Advertising by Channel	AdAdapted Platform	AdAdapted announced the launch of new add-to-cart eCommerce capabilities for AdAdapted Direct that empowers marketers to create campaigns that enable shoppers to add a brand's products directly to a retailer's online cart.
Advertising by Channel	Infillion	Gimbal true[X] unveiled its new corporate identity as Infillion in response to accelerated growth and a renewal of its corporate vision.
Advertising by Channel	FreeWheel	FreeWheel announced that it is bringing new self-service capabilities to TV buyers that allows advertisers to build and create custom audience segments and activate CTV campaigns with streamlined access to FreeWheel's premium publisher partners.
Advertising: Ad Serving & Management	ViralGains Odyssey	ViralGains announced the release of a new cookieless tool available within their ViralGains Odyssey platform that allows advertisers to prompt ad viewers to share their preferences, sentiment, interests and other actions within an ad.
Advertising: Buy & Sell	Simpli.fi Programmatic Marketing Platform	Simpli.fi announced a partnership with Social Display advertising pioneer, Spaceback, which now allows advertisers to automatically convert social media content into programmatic display ads.
Advertising: Buy & Sell	Vistar Media	Vistar Media announced version 6.0 of the Vistar Demand-Side Platform (DSP), which includes advanced visual planning, granular bid management and an enhanced data & inventory marketplace that delivers maximum value for agencies & brands.
Analytics: Behavioral	data.ai ConnectPlus	App Annie has changed its name to data.ai to reflect their vision to drive comprehensive digital performance with products and partnerships, and will combine consumer and market data to fuel digital insights applying the power of ai.
Analytics: Business Intelligence	Domino Data Science Platform	Domino Data Lab introduced Domino 5.0 as part of their Enterprise MLOps solution, which introduces new capabilities that help enterprises dramatically accelerate data science and maximize their model velocity.
Analytics: Business Intelligence	Elasticsearch	Elastic announced enhancements across the Elastic Search Platform that enable customers to stop advanced cyber threats with new prebuilt detections and data source integrations.
Analytics: Business Intelligence	ChannelMix	Alight Analytics announced a brand relaunch, officially adopting the name of their proprietary marketing analytics platform, ChannelMix, as they increase focus on developing the next generation of SaaS analytics products for marketers.
Analytics: Business Intelligence	Anteriad	MeritB2B announced their new brand positioning as well as company name, Anteriad, meaning "pointing forward", which accurately represents both the company's forward-looking approach, and their solutions that help their customers take the lead in a competitive market.
Brand Management	Yext Listings	Yext announced new features to their Listings solution, giving businesses more ways to efficiently and effectively unify their data, publish it to listings across the Internet, and create their own modern search experiences.
Campaign Management	Upwave	Upwave announced the launch of its new platform feature Customer Forecast, designed to give brand marketers the most comprehensive reporting metric to understand which media tactics are driving future customer growth and identify long-term media efficiencies.
Contact Center Systems & Administration	Fuze	Fuze announced platform updates built to deliver enhanced communication and collaboration including new Fuze Contact Center features, as well as updates to Fuze's Microsoft Teams integration, Fuze's Call Flow Manager, and emergency services for workers.
Contact Center Systems & Administration	Modern Care	Sprinklr announced Sprinklr Modern Care Voice, built on their unified CXM platform and includes everything needed for a modern contact center, including automatic call distribution (ACD), conversational IVR, speech analytics, automated quality management and workforce management.
Contact Center Systems & Administration	3CLogic	3CLogic announced new SMS capabilities to help enterprise IT Helpdesks, Customer Support teams, or Employee Services groups leveraging the ServiceNow platform to deliver better service experiences and outcomes.
Contact Center Systems & Administration	Uniphore	Uniphore announced the addition of U-Assist In-Call, an in-call automation solution that delivers next-best actions, leveraging the intent, sentiment and tonal analysis as well as desktop automation using attended robotic process automation.
Contact Center Systems & Administration	Marchex Call Analytics	Marchex announced that it has launched Marchex Conversation DNA™ new technology that enables voice and text conversation decoding, scoring, categorization and signal delivery across every Marchex conversation intelligence product.
Content Creation: Design & Illustration	InVision	InVision launched enhancements to its platform that includes the new Spaces hub, as well as smart widgets, deeper video conferencing integrations, and over 100 new templates in their collaborative canvas, Freehand.

VENDOR ACTIVITY

ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

Category	Product	Description
Content Creation: Design & Illustration	iSpring Suite	iSpring Solutions announced the release of a new iSpring Suite Max feature that will let content creators make courses in multiple languages much faster, no longer needing to translate and rebuild courses manually for employees located in different countries.
Content Creation: Written Content	Persado	Persado announced enhancements to its platform, including Language Profiles, a first-of-its-kind new type of first party data, and Personalized Content Generation, which matches the right content to the right customer through every communication channel.
Content Management System (CMS)	Directus	Directus announced Directus 9, the newest version of their Open Data Platform with new features that remove barriers to accessing valuable data, providing a flexible, scalable and intuitive solution for any data-driven app or project.
Content Marketing: Performance & Tracking	Acrolinx Platform	Acrolinx launched a new capability to improve digital content performance called Content Cube which gives marketers clear insight into how their content is performing by aligning performance metrics with content fitness data and providing actionable insights.
Content Marketing: Planning & Management	Kapost	Upland Software announced new functionality for its content operations product Kapost, that will enhance customers' existing content processes with dynamic workflow capabilities and additional collaboration and access features, including Content Stages, Managed Access on Content, an idea feedback loop, and gallery and studio enhancements.
Content Marketing: Production & Distribution	Socialive	Socialive announced new one-click audio capture automation capabilities that allows users to automatically extract and publish audio files from video content produced in Socialive with a single click.
Content Marketing: Production & Distribution	Quickchannel	Quickchannel announced its latest feature on its webinar platform, that allows users to add multiple remote speakers to collaborate in real-time without the need for different digital tools.
Content Marketing: Production & Distribution	Hyland	Hyland launched new product functionality, enhancements and innovative industry solutions across their product portfolio to improve user experience, increase automation, and deliver greater platform scalability to their customers.
Conversational Marketing	Conversational Cloud	LivePerson announced new AI capabilities and integrations to help brands deliver Curiously Human™ digital experiences — experiences that understand, connect, and deliver outcomes for brands and consumers.
Customer Data Platform (CDP)	Adobe Experience Cloud	Adobe announced new AI capabilities embedded within the Adobe Experience Cloud, including product recommendations, live search results, intelligent budget forecasting and allocation, cross-channel budget optimization and intelligent content creation and delivery.
Customer Engagement	Alida Touchpoint	Alida announced new capabilities within their TXM Platform, including online reviews with Alida Social, dynamic targeting with Alida Touchpoint, AI-driven Text Analytics and Dashboards, Organizational Hierarchy reporting, and Integrated Sample Management.
Customer Experience & Success	Emplifi CX Cloud	Emplifi launched Emplifi Social Care as part of their Unified CX Platform, enabling brands to provide the next level of customer care on social media and messaging apps.
Customer Experience & Success	Reputation	Reputation introduced Competitive Intelligence, enhancing its platform with deeper insights and analytics that allows companies to learn the "why" behind their competition's online reputation and how to gain an advantage with target customers and market trends.
Customer Service & Support	Pega Customer Service	Pegasystems released Voice AI and Messaging AI, contact center agent-assist tools that tap voice recognition, natural language processing and AI services to help customer service agents more quickly answer questions during calls.
Customer Service & Support	Service Hub	HubSpot announced the launch of a new and improved Service Hub, with new features including a customer portal, service level agreement management tools, mobile inboxes, and inbound calling.
Digital Asset Management (DAM)	PDFelement	Wondershare has announced several new useful features to its PDFelement app such as PDF conversion, scan to editable PDF, customizable signatures, and more, along with a revisited UI and enhanced speed for a superior user experience.
Digital Asset Management (DAM)	Canto	Canto announced multiple new features including AI-powered search tools, smart filters, and facial recognition that allows teams to instantly find the right assets using the "Related Files" function, the ability for interactive content to be uploaded, previewed, annotated, and shared directly from the web browser, and the ability to access their full Canto library from anywhere with the new iOS app.
Digital Experience	Drupal Cloud	Acquia announced the launch of its new Drupal Cloud hosting solution for customers in the United Kingdom.

VENDOR ACTIVITY

DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Direct Mail Platforms	Postalytics Direct Mail Automation	Postalytics announced its launch in the Canadian market, bringing the first free direct mail automation marketing software to Canada.
Email Creation	Litmus	Litmus announced new capabilities in a move designed to boost personalized brand experiences and increase efficiencies in email workflow and creation.
Email Creation	Phrasee	Phrasee announced a new real-time language personalization and insights capability that automates the way brands engage with their customers, ensuring each customer receives on-brand messaging that is most likely to resonate with their individual profiles, leading to increased engagement and revenue.
Email Creation	BEE Pro	BEE announced the availability of a free plan for BEE Pro, its popular email and landing page design suite now giving users the ability to enjoy the no-code design tool without any time constraints.
Email Platforms	Sendlane	Sendlane has upgraded its suite of SMS/MMS campaign management tools to include a robust set of tools for coordinating, communicating and tracking SMS and MMS-based campaigns to shoppers.
Email Platforms	Klaviyo	Klaviyo announced new cross-channel communication features that enable brands to more easily build opted-in customer lists, launch SMS programs for marketing and support channels, gather insight into past performance, and communicate with customers across all channels.
Enterprise Data Management	xDM	Semarchy announced the release of xDI, a new data integration component as part of their Intelligent Data Hub™ platform that will help clients accelerate and simplify embedding the platform in their enterprise applications architecture.
Enterprise Data Management	Starburst Enterprise	Starburst announced a suite of new capabilities for Starburst Enterprise, including features that allow companies to build & share data products, and the necessary native access controls that form the foundation of a Data Mesh implementation.
Enterprise Data Management	Anomalo	Anomalo introduced the Pulse dashboard that provides a comprehensive view of data quality in an organization and aggregates all the data quality vitals in one place.
Enterprise Data Management	Collibra Data Intelligence Cloud	Collibra announced product updates, expanded integrations, new tools and services for its Collibra Data Intelligence Cloud, all designed to drive clarity and ensure that every user can be as productive as possible.
Enterprise Data Management	Syncari	Syncari announced new templated workflows called Quick Starts that help customers automate common lead management processes with data from every source in the revenue tech stack.
Enterprise Data Management	Domo	Domo announced several enhancements to its cloud-based platform that make it easier than ever to put data to work for everyone, with the speed, scale and user experience (UX) needed to tackle any business challenge through data apps.
Enterprise Data Management	Ataccama ONE	Ataccama introduced a new data visualization module as part of their Ataccama One flagship platform called Data Stories that will help drive the creation, presentation and sharing of data in dynamic reports, animations and annotations.
Events: In-Person & Virtual	Cloud Conventions	Convey Services demonstrated new capabilities to bolster Unified Communications as a Service (UCaaS) by adding the ability to digitally engage internal and external audiences with its virtual event and content management platform Cloud Conventions.
Events: In-Person & Virtual	Airmeet	Airmeet unveiled Airmeet 360° Analytics, a measurement solution intended to track and analyze event performance.
Events: In-Person & Virtual	Virbela	Virbela unveiled a newly designed virtual campus, more flexible avatar system, and native integration with Zoom, giving companies and their employees greater choice and control over how they work.
Lead Generation	Justuno	Justuno announced the launch of a new template library, enabling users to choose from hundreds of pre-built designer templates to get started with onsite lead capture and messaging even faster.
Lead Generation	Bamboo	eMoney Advisor announced the launch of new features for its digital marketing and engagement tool Bamboo, which includes email scheduling, customizable branding, and a Redtail CRM integration.

VENDOR ACTIVITY

IS IT TIME TO CHAT WITH YOUR VENDORS?

Category	Product	Description
Lead Generation	Foundry	IDG Communications rebranded as Foundry, signaling a pivot to integrated marketing technology services following recent data and technology acquisitions.
Marketing Automation	Pega Infinity	Pegasystems announced the latest edition of its Pega Infinity™ software suite that helps empower organizations to quickly deploy apps, create smarter workflows, and deliver better experiences for businesses and their customers.
Mobile Marketing	ironSource	ironSource announced that its platform now supports Dynamic Segmentation in its mediation solution LevelPlay, allowing app developers to improve user engagement, optimize their monetization strategy and maximize revenue, by adjusting the ad strategy in real-time as a user changes segments during an app session.
Omnichannel Marketing	Adobe Journey Optimizer	Adobe unveiled new mobile capabilities within Adobe Journey Optimizer including a message designer, personalized in-app experiences, unified real-time customer profiles, personalized one-time interactions and campaign communications, location-aware triggers, and developer tools.
Podcasting	Backtracks	Backtracks announced the addition of dynamic client-side ad insertion (CSAI) for audio.
Podcasting	Casted	Casted announced its expansion of Casted Themes + Written Content, expanding the way content marketers can use Casted Themes to plan, execute, and analyze their strategy, giving them a 360-degree view of all content and how it's working together in one place — across audio, video and text.
Podcasting	Blubrry	Blubrry introduced a new podcast statistics user interface that provides all of the detailed data podcasters had before, plus two new data points provided to Blubrry Advanced Hosting customers. New features include Listener Retention and Impactful Plays over a show's lifetime, down to individual episodes.
Podcasting	Blubrry	Blubrry announced numerous new enhancements to its tools and features including new podcast statistics, advanced hosting and updated audience survey questions for listener data.
Productivity & Workflow	Box Sign	Box announced new and enhanced capabilities to Box Sign including workflow features that automate processes once a document has been executed and APIs that power e-signatures in third-party and custom applications.
Productivity & Workflow	Livestorm	Livestorm announced that it has added a host of new features intended to help companies boost engagement during virtual meetings or events, combat screen fatigue and ensure online event materials are aligned with their messaging and branding.
Productivity & Workflow	Cisco	Cisco announced new innovations designed to power hybrid work with people working from home, in the office, or anywhere, including new Wi-Fi 6E technology that expands capacity to exceed gigabit performance for demanding hybrid business environments, Cisco's Private 5G managed service, and introduction of Cisco Silicon One to the Catalyst Switching Portfolio.
Productivity & Workflow	Slack	Box announced the general availability of an enhanced Box for Slack integration — using Box and Slack together, joint customers can now increase security, minimize content sprawl, and improve productivity.
Productivity & Workflow	Google Workspace	Google announced the launch of Google Workspace Essentials Starter, their new no-cost offering for business users looking to enhance teamwork with secure-by-design collaboration.
Productivity & Workflow	Smartsheet	Smartsheet announced new integration capabilities with Brandfolder, Smartsheet's digital asset management platform, which helps marketers better manage their work, content, and people—from ideation to execution.
Productivity & Workflow	Creately	Creately announced the launch of a new Creately that now consists of a free-form visual canvas that provides users with an infinite space to go from ideation to execution and beyond in a single workspace.
Productivity & Workflow	ProjectManager.com	ProjectManager unveiled a major product update that consists of a new user interface with role-based data insights, and enhanced collaborative tools and new licensing options that make hybrid work management more accessible and affordable for hybrid teams.
Public Relations	Prezi	Prezi unveiled its new Brand Kit feature for Prezi Video that allows teams to brand their video meeting screen using any template, elevating an organization's brand within the virtual meeting experience.
Retail: Brick & Mortar	Synup	Synup announced the addition of Campaigns as a part of their product suite, promising direct growth in revenue by increasing brand's product exposure, reducing clicks to buy, and watching conversions soar.

VENDOR ACTIVITY

HAVE YOU CHECKED OUT THESE NEW FEATURES YET?

Category	Product	Description
Search Engine Marketing (SEM)	Moz Pro	Moz announced the launch of its Performance Metrics suite within the Site Crawl toolset in Moz Pro, enabling SEOs and site owners to automate and streamline performance analyses.
Search Engine Marketing (SEM)	Search Ads 360	Google has revamped Search Ads 360, its enterprise campaign management platform, with updates that include support for some newer Google Ads features (like Performance Max and Discovery campaigns), greater support for other search engines, a refreshed UI as well as workflow improvements.
Search Engine Marketing (SEM)	Optmyzr	Optmyzr announced their new Optmyzr Lite offering, providing entry-level pay-per-click advertising tools specifically designed for the needs of those who are not deeply versed in PPC marketing.
Search Engine Marketing (SEM)	Ahrefs	Ahrefs announced major updates to its keyword data, giving customers access to a 70% bigger database of international search queries, refined search volume accuracy, and a new proprietary SEO metric called "Traffic Potential."
Social Media Management	Agora Pulse	Agorapulse announced a new advanced link management feature that automates UTM features, including link shortening, to make it easier to create, organize, and use tracking codes for social media.
Social Media Monitoring	Silhouette	StatSocial launched the newest version of their social audience insights platform, Silhouette with new functionality that allows researchers and marketers to harness the power of social audiences and seamlessly integrate them into their market research and marketing programs for the first time.
Text Tools & Services	Descript	Descript announced the launch of multi-language transcription in 22 languages to help audio and video creators expand their audiences and meet the growing demand for multilingual content.
Text Tools & Services	Otter	Otter.ai released a major update to its AI-powered meeting collaboration and note-taking tool including a home feed and calendar to manage all of your meeting needs, Meeting Gems™ for key takeaways, an automatic outline for a quick meeting summary, and one-click screen captures for visual references.
Video Creation Tools	Filmora	Wondershare rolled out the latest version of Filmora, with new features including speed ramping, masking, auto beat sync, auto synchronization, and Wondershare drive.
Video Creation Tools	Wevideo	WeVideo has released a feature-rich update for its iOS app, offering a host of visual enhancements to streamline the creation of mobile videos on-the-go and from any location including a library of dynamic effects, vivid new color filters, and seamless integration with GIPHY.
Video Creation Tools	Loom	Loom reimagined their platform to provide users with an upgraded user experience and brand-new capabilities including improved information discoverability, seamless collaboration, and community-driven engagement.
Web & App Optimization	UserZoom All-in-One UX Research Platform	UserZoom announced 'Live Interviews', a new automation capability that gives product leaders the ability to recruit study participants, schedule sessions, collaborate virtually, synthesize findings, and share research results with their organization.
Web & App Optimization	UserTesting	UserTesting released new test templates for the UserTesting Human Insight Platform that enable companies to see first-hand how people experience the Internet of Things (IoT) and other connected devices.
Web Development & Design	Famous	Famous announced a new feature for Famous Pro, allowing users to now publish pages and shopping experiences created with Famous Pro to their own domains, allowing for a better, more cohesive customer experience.
Web Development & Design	Creatio Studio	Creatio announced a major update to its platform, that includes a consolidated No Code Designer within which users can design and launch applications, and the Freedom UI Designer, a canvas on which users will have freedom to build and customize UI/UX in conformity with brand standards.
Web Development & Design	Zoho Creator	Zoho announced the latest version of the Zoho Creator Platform, that now empowers businesses to easily build, deploy, manage, and analyze custom solutions.

M&A ACTIVITY

DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Advertising by Channel	Pressboard	Impact has acquired Pressboard, an analytics and reporting platform for branded content, and together will provide publishers with new integrated tools to improve content partnerships and boost revenue.	Impact
Advertising by Channel	Parsec	Kargo announced that it has acquired the attention-based mobile advertising business Parsec, which will help Kargo clients be able to buy media based on "seconds exposed," which guarantees that no impression is wasted.	Kargo
Advertising: Ad Serving & Management	MoPub	AppLovin announced it has completed the acquisition of Twitter's MoPub business, together creating a powerful and efficient monetization solution.	AppLovin
Advertising: Ad Serving & Management	Ad-Lib	Smarty.io announced the acquisition of Ad-Lib.io, the next-generation creative optimization platform, advancing Smarty.io's cross-channel reach from social to now include dynamic creative optimization across programmatic, CTV and the entire Google ecosystem.	Smarty.io
Advertising: Buy & Sell	Xandr	Microsoft announced it will acquire programmatic ad marketplace Xandr, combining Microsoft's global customer base, audience intelligence and technology with Xandr's platform.	Microsoft
Affiliate & Network Marketing	BrandCycle	StackCommerce announced that it has acquired BrandCycle, an innovator in the affiliate management space that connects influencers and top publishers with premium retailers and brands, and together will help to expand publisher and merchant services.	StackCommerce
Analytics: Behavioral	Wicket Labs	Brightcove announced it has acquired audience insights company Wicket Labs, giving Brightcove customers access to content and subscriber insights to make data-driven decisions to improve subscriber acquisition, conversions, engagement, and retention.	Brightcove
Analytics: Business Intelligence	Indicative	mParticle announced that it has acquired Indicative, a customer journey analytics platform, giving customers the ability to easily visualize and better understand the key moments in the customer journey and take immediate action to improve conversion, engagement, and retention.	mParticle
Analytics: Business Intelligence	PlaceIQ	Precisely announced it has signed a definitive agreement to acquire PlaceIQ, a data and technology provider that powers marketing and business decisions with location-based consumer insights, which will expand the Precisely data integrity portfolio to include mobile location data while also providing customers with broader access to enterprise-wide data management solutions.	Precisely
Analytics: Business Intelligence	Yellowfin	Idera, parent company of global B2B software productivity brands, announced the acquisition of Yellowfin, a next-generation embedded data analytics and business intelligence platform for augmented business users and developers, and will join Idera's Developer Tools business.	Idera
Analytics: Business Intelligence	Flourish	Canva closed on its acquisition of data visualization platform Flourish, introducing new possibilities for creative data storytelling at scale.	Canva
Analytics: Business Intelligence	Opta	Verisk announced it has acquired property intelligence and innovative technology solutions provider Opta, and together will help customers improve operational efficiencies by delivering unique data assets via long-term integration with customer workflows.	Verisk
Analytics: Business Intelligence	Streamlit	Snowflake announced it will acquire Streamlit, the place for building data-based apps, which will fill in a big missing piece in the Snowflake platform, by allowing data scientists and others to interact with data and build apps that bring the data to life for non-technical users.	Snowflake
Analytics: Business Intelligence	Muze	Mode announced that it has completed the acquisition of Muze and its in-browser data visualization technology, which has already enhanced Mode's Visual Explorer with multiple new capabilities that increase its power for analysts and business people alike.	Mode

M&A ACTIVITY

DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Attribution	LeadsRX	Unbounce announced the acquisition of LeadsRX, a marketing performance and attribution solution, that together will improve the ability of customers to evaluate customer journey touchpoints and optimize ad spend.	Unbounce
Attribution	TVSquared	Innovid has entered into an agreement to acquire TVSquared, a global measurement and attribution platform for linear or "converged" TV, that together establishes a cross-platform measurement solution that maps one of the largest datasets of audiences, homes and devices, at scale, across linear, CTV and digital video.	Innovid
Attribution	Oribi	LinkedIn has acquired marketing attribution tech company Oribi, giving users enhanced campaign attribution metrics, thereby allowing them to optimize their ROI and overall strategies.	LinkedIn
Attribution	TVSquared	Innovid has completed its acquisition of TVSquared, an independent global measurement and attribution platform for converged TV, that together will deliver cross-platform TV measurement and outcomes, a unified global solution, and automation at scale.	Innovid
Audience Segmentation, Intent & Targeting	Selling Simplified	IDG announced that it has acquired Selling Simplified, a Marketing-as-a-Service platform that provides lead generation products, data services & analytics, and together will allow IDG to add contact and account level AI powered lead generation capabilities to its expanding suite of intent-based marketing technologies.	IDG
Business Management	Kryon	Nintex announced the acquisition of Kryon, a process discovery innovator and robotic process automation (RPA) provider, to further extend the intelligent process automation (IPA) capabilities of the Nintex Process Platform.	Nintex
Business Management	Process Analytics Factory	Celonis announced the acquisition of Process Analytics Factory, a provider of process mining insights for Microsoft Power BI, that will enable millions of Microsoft Power Platform users to utilize Celonis' market leading Execution Management System for process mining, automation, and collaboration.	Celonis
Contact Center Systems & Administration	Knowlarity	Gupshup announced the acquisition of cloud communications provider Knowlarity, which will give Gupshup customers the ability to build seamless conversational experiences across both messaging and voice channels.	Gupshup
Content Marketing: Planning & Management	GatherContent	Bynder has acquired content operation platform provider GatherContent, to expand its footprint in the digital ecosystem and provide a comprehensive platform for delivering content that creates powerful digital experiences.	Bynder
Conversational Marketing	Percept.AI	Atlassian announced that it has acquired Percept.AI, an AI company that offers an automated virtual agent support solution that will be integrated into Jira Service Management, Atlassian's tool for helping IT teams provide better service to employees and customers.	Atlassian
Conversational Marketing	Bavard	LifeOmic announced the acquisition of conversational AI platform Bavard, giving LifeOmic customers the ability to engage with a platform that responds 24/7 and provides personalized suggestions.	LifeOmic
Conversational Marketing	Solvemate	Dixa announced the acquisition of AI-powered customer service solution Miuros and conversational AI brand Solvemate, furthering their vision to set a new standard in experience and data-driven conversational customer service, providing brands with the toolkit they need to utilize data on a new scale for automation, measurement and analytics.	Dixa
Customer Experience & Success	Replier.ai	Tailwind announced that it has acquired Replier.ai, a software platform that helps marketers generate custom replies and content with AI, in order to expand its team, products and customer base.	Tailwind
Customer Service & Support	Miuros	Dixa announced the acquisition of AI-powered customer service solution Miuros and conversational AI brand Solvemate, furthering their vision to set a new standard in experience and data-driven conversational customer service, providing brands with the toolkit they need to utilize data on a new scale for automation, measurement and analytics.	Dixa

M&A ACTIVITY

DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Data Integration & Analytics	Infutor	Verisk announced it has acquired identity resolution and consumer intelligence data provider Infutor, further enhancing Verisk's marketing solutions offerings to companies across several industries.	Verisk
Data Integration & Analytics	Grow	Epicor announced it has acquired Grow, a no-code, full-stack business intelligence (BI) platform, complementing and strengthening the Epicor portfolio of analytics capabilities, and giving businesses the ability to generate actionable insights from their data.	Epicor
Digital Asset Management (DAM)	Third Light	PhotoShelter announced that it has acquired Third Light, a UK-based DAM software provider that will add valuable capabilities to PhotoShelter's platform.	PhotoShelter
Digital Asset Management (DAM)	RevBase	Bullseye Locations announced it has acquired RevBase marketing asset management software and ForFile file transfer software, which together will create an unmatched solution for marketers to grow their businesses via sales channels and improve customer experience.	Bullseye Locations
Digital Experience	Abacus	Naviga announced it has acquired SaaS digital subscription and audience insight supplier Abacus, which will help Naviga further expand their digital subscription and audience insight capabilities.	Naviga
Document & Content Management	LiveNotary	PandaDoc announced the acquisition of LiveNotary, developer of a remote online notarization solution, that together helps PandaDoc build a full scope of digital document management solutions for SMBs, including legally binding agreements, transactions, proposals and more.	PandaDoc
Email Platforms	Delivra	Redbrick announced the acquisition of advanced email marketing automation provider Delivra, helping grow Redbrick's portfolio with the potential to support entrepreneurs through the digital space with a full suite of conversion tools.	Redbrick
Email Security & Deliverability	Area 1 Security	Cloudflare announced that it has agreed to acquire Area 1 Security, and will enable secure, fast email security through Cloudflare's Zero Trust network.	Cloudflare
Enterprise Data Management	Trifacta	Alteryx announced it completed its acquisition of data transformation company Trifacta, and will combine its low code/no code analytics solution with Trifacta's cloud native capabilities to offer flexible deployment options — on-premises, hybrid and cloud — to meet enterprise customers' analytics needs.	Alteryx
Enterprise Data Management	Excelero	Nvidia announced it has acquired software-defined storage technology developer Excelero as part of a move to improve support for block storage in Nvidia's enterprise software stack.	Nvidia
FinTech (Financial Technology)	Verisk	TransUnion has signed a definitive agreement to acquire Verisk Financial Services, the financial services business unit of Verisk, and with this acquisition, TransUnion intends to provide enhanced insights and solutions to help consortium members increase financial inclusion, acquire new accounts, and improve fraud prevention, risk management and targeting.	TransUnion
Human Resources	Candidate.ID	iCIMS announced the acquisition of Candidate.ID, the marketing automation software company built for talent acquisition, that together will give customers the ability to "know" and qualify talent better with unique lead scoring, improve their efficiency by reengaging their existing database of candidates and deliver more at scale with automated, personalized recruitment marketing campaigns.	iCIMS
Intelligent Agents	Albert	Zoomd announced its acquisition of Albert, an artificial intelligence marketing platform for advertisers, that will provide Zoomd customers with new offerings that cover branding and awareness needs.	Zoomd
Lead Generation	Sleeknote	Drip announced its acquisition of Sleeknote, a cloud-based provider of forms and on-site engagement tools, and together will unify the customer experience across a brand's marketing channels — website, email and SMS.	Drip
Marketing Operations	CoreMedia Systems	Simpli.fi announced that it has acquired performance media management software provider CoreMedia Systems, which will help to extend Simpli.fi's Omni-Channel Capabilities and further automate purchasing and analysis of linear TV alongside CTV and other programmatic advertising.	Simpli.fi
Marketing Operations	Blissfully	Vendr has acquired Blissfully, a startup that builds SaaS management tooling, that will help Vendr to manage customer software from the point of purchase, through use and into the renewal phase.	Vendr

M&A ACTIVITY

DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Mobile Marketing	Tapjoy	ironSource announced the closing of the acquisition of mobile marketing and monetization company Tapjoy, which will strengthen ironSource's offering for app developers.	ironSource
Mobile Marketing	Kumulos	Optimove announced its acquisition of personalized messaging platform Kumulos, which will help expand the native messaging capabilities of Optimove's CRM Marketing platform.	Optimove
Personalization	Thunderhead	Medallia announced the signing of a definitive agreement to acquire Thunderhead, the enterprise technology provider for real-time interaction management and journey orchestration, which together will help Medallia's customers increase their brand loyalty, sales, and growth.	Medallia
Podcasting	Chartable	Spotify announced that it is acquiring two major podcast ad tech firms, Chartable and Podsights, in a move to expand its offerings to advertisers.	Spotify
Podcasting	Podsights	Spotify announced that it is acquiring two major podcast ad tech firms, Chartable and Podsights, in a move to expand its offerings to advertisers.	Spotify
Pricing	B2B Ninja	BigCommerce announced the acquisition of B2B Ninja, a premier enterprise software solution providing B2B ecommerce capabilities for merchants of all sizes, furthering BigCommerce's ability to deliver powerful ecommerce functionality to B2B merchants.	BigCommerce
Productivity & Workflow	Citrix	Vista Equity Partners announced that it entered into a definitive agreement to acquire digital workplace provider Citrix, and when combined will be positioned to provide complete, secure and optimized infrastructure for enterprise application and desktop delivery and data management to advance hybrid cloud IT strategies.	Vista Equity Partners
Productivity & Workflow	CoScreen	Datadog announced it has acquired CoScreen, the collaboration platform for technical teams, bringing new capabilities to the Datadog platform that will help engineers share their screens and work together.	Datadog
Productivity & Workflow	Neudesic	IBM announced it has acquired cloud services consultancy Neudesic, which will significantly expand IBM's portfolio of hybrid multicloud services and further advance the company's hybrid cloud and AI strategy.	IBM
Productivity & Workflow	Neudesic	IBM has acquired cloud consultant firm Neudesic, expanding IBM's portfolio of hybrid multicloud services and advancing the company's hybrid cloud and artificial intelligence (AI) strategies.	IBM
Productivity & Workflow	MeetFox	Sendinblue has acquired MeetFox, a video conferencing and scheduling solution, that will help Sendinblue be able to expand its existing marketing, sales and communication product lines.	Sendinblue
Productivity & Workflow	ForFile	Bullseye Locations announced it has acquired RevBase marketing asset management software and ForFile file transfer software, which together will create an unmatched solution for marketers to grow their businesses via sales channels and improve customer experience.	Bullseye Locations
Retail Marketing	Swogo	1WorldSync announced the acquisition of e-commerce bundle technology company Swogo, and will provide immediate margin and sales growth benefits to 1WorldSync's growing network of retail customers.	1WorldSync
Retail: eCommerce	Hatch	PriceSpider announced its acquisition of software-as-a-service company Hatch, together helping brands better understand consumer buying patterns to optimize digital touchpoints globally.	PriceSpider
Retail: eCommerce	DataFeedWatch	Cart.com announced its acquisition of data-feed management solution provider DataFeedWatch, giving brands the ability to list their products directly on thousands of marketplaces and online channels worldwide from a single platform.	Cart.com
Retail: eCommerce	Social Retail Success	CommentSold announced that it has acquired Social Retail Success, the advanced business analytics suite that helps retailers on the CommentSold™ platform optimize sales, plan and manage inventory, and manage customer relationships to increase profitability.	CommentSold

M&A ACTIVITY

DOES 1 + 1 = 3?

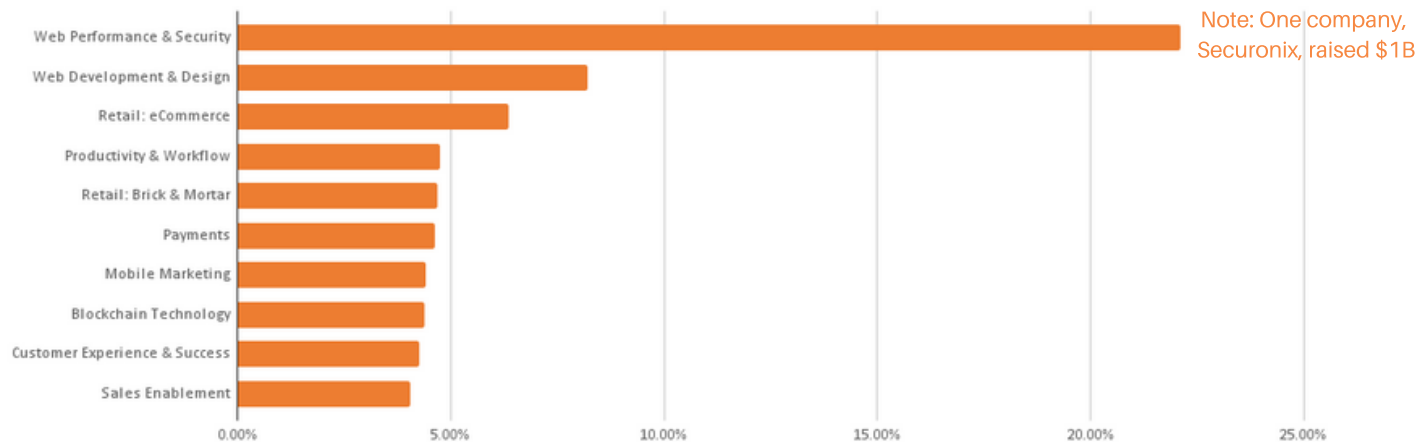
Category	Company	Description	Acquired by
Revenue Operations	Carbon	Magnite has acquired measurement firm Carbon to bolster its first-party solution in preparation for the deprecation of cookies.	Magnite
Sales Enablement	Intracately	HG Insights announced that it has acquired Intracately, the authoritative source of cloud product adoption, usage, and spend data that powers the Go-To-Market strategies for sales and marketing teams, and together will help companies to accelerate pipeline and revenue growth.	HG Insights
Search Engine Marketing (SEM)	MatchCraft	Vendasta announced the acquisition of global software company MatchCraft, that together will give channel partners the ability to manage thousands of clients' search engine marketing, display, and social advertising campaigns in an efficient and effective way while utilizing Vendasta's platform tools built to market, sell, bill, fulfill, and deliver critical solutions to SMB clients.	Vendasta
Search Engine Marketing (SEM)	ContentKing	Conductor announced it has entered into a definitive agreement to acquire real-time website auditing and monitoring solution ContentKing, with plans to implement ContentKing's technology within the Conductor platform as an organic marketing solution for enterprises.	Conductor
Search Engine Marketing (SEM)	Oncrawl	BrightEdge announced that it acquired AI-driven technical SEO platform Oncrawl, helping BrightEdge combine next-generation marketing and data science to help marketers navigate complex machine-to-machine communication to make smarter technical website and content marketing decisions.	BrightEdge
Social Media Management	SocialFlow	Piano announced it has acquired SocialFlow, a social distribution and marketing platform for media companies, which will allow social media teams to optimize engagement and attention across multiple accounts and gain a deeper level of insight into how content is driving revenue.	Piano
Social Media Marketing	Popular Pays	Lightricks announced the acquisition of Popular Pays, the company that connects brands with creators to enable an agile approach to advertising for brands, and powerful monetization opportunities for creators.	Lightricks
Text Tools & Services	Take Note	Verbit has acquired market research transcription company Take Note, that together will help Verbit become a one-stop-shop for all voice AI needs.	Verbit
Training	EVERFI	Blackbaud announced it has acquired global social impact technology company EVERFI, and together becoming a leading partner to help corporations drive meaningful social impact across a large span of technology-enabled program areas.	Blackbaud
Training	LUMA Institute	MURAL announced that it has acquired LUMA Institute, the company that transforms how teams collaborate and innovate at enterprise scale.	MURAL
Web Development & Design	The Bureau of Internet Accessibility	AudioEye announced it has acquired The Bureau of Internet Accessibility (BoIA), a leading automated testing platform combined with a step-by-step guide for website owners and developers to fix accessibility issues.	AudioEye
Web Performance & Security	Vectrix	Cloudflare announced it has acquired Vectrix, a company that provides businesses one-click visibility and control across all of their SaaS applications, enhancing Cloudflare's existing Zero Trust platform, by allowing security teams to scan third-party tools to detect and mitigate issues.	Cloudflare
Web Performance & Security	Mandiant	Google announced it is acquiring security intelligence company Mandiant, giving it access to security data gathering capabilities, as well as a team of hundreds of security consultants.	Google
Web Performance & Security	Attivo Networks	SentinelOne announced it has entered into a definitive agreement to acquire identity security and lateral movement protection company, Attivo Networks, extending SentinelOne's AI-powered prevention, detection, and response capabilities to identity-based threats.	SentinelOne

LOOKING AHEAD

WHERE INVESTMENT IS HAPPENING (Q1 2022)

Q1 2022 brought in roughly the same as Q4 2021 for MarTech and MarTech-related companies. We identified a total of **\$12.1B** in investment this quarter.

Funding was spread across **48 categories** with no category representing more than 22.1% of the total.



76% of funding went to **41 companies** whom each raised **\$100M** or more.

Top raises:

		Millions
Web Performance & Security	Securonix	\$1,000
Web Performance & Security	1Password	\$620
Retail: Brick & Mortar	RELEX Solutions	\$568
Blockchain Technology	ConsenSys	\$450
Contact Center Systems & Administration	Uniphore	\$400
Productivity & Workflow	Miro	\$400
Web Development & Design	Fractal Analytics	\$360
Customer Experience & Success	Cyara	\$350
Web Performance & Security	eSentire	\$325
Payments	GoCardless	\$312

LOOKING AHEAD

WHERE INVESTMENT IS HAPPENING (Q1 2022)

Mobile Marketing
 Payments
 Retail: eCommerce
 Sales Operations
 Lead Generation
 Web Development & Design
 Analytics: Behavioral
 Content Marketing: Curation & Discovery
 Customer Experience & Success
 Mobile Marketing
 Retail Marketing
 Retail: eCommerce
 Web Performance & Security
 Web Performance & Security
 Market Research
 Analytics: Business Intelligence
 Product Lifecycle Management (PLM)
 Marketing Automation
 Web Development & Design
 Advertising by Channel
 Office Management
 Sales Enablement
 Search Engine Marketing (SEM)
 Web Development & Design
 Content Marketing: Planning & Management
 Intelligent Agents
 Retail: eCommerce
 Sales Enablement
 Web Development & Design
 Web Performance & Security
 Web Performance & Security

Millions

Branch	\$300
Chargebee	\$250
Cart.com	\$240
Clari	\$225
6sense	\$200
Aleo	\$200
GWI	\$180
Bloomreach	\$175
Reputation	\$150
Scandit	\$150
Wayflyer	\$150
Shoplazza	\$150
CHEQ	\$150
Salt Security	\$140
Typeform	\$135
Ardoq	\$125
Productboard	\$125
Insider	\$121
Webflow	\$120
MNTN	\$119
Envoy	\$111
Apollo.io	\$110
Linktree	\$110
Docker	\$105
Amplience	\$100
InstaDeep	\$100
Shopware	\$100
CaptivateIQ	\$100
Builder.ai	\$100
Veriff	\$100
Beyond Identity	\$100

**APRIL
2022**



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 Erica Ross (eross@cabinetm.com)