

**APRIL 2023**

**Q1 2023  
MARTECH  
INNOVATION**



***The latest marketing technology introductions, feature updates, and acquisitions***



# Q1 MARTECH INNOVATION

121

NEW PRODUCTS

In comparison to last quarter, new product announcements were up 38%, and feature announcements were up 14%.

98

FEATURE  
ANNOUNCEMENTS

Acquisitions were up 13% with 40 acquisitions across 31 categories in Q1.

40

ACQUISITIONS

Investment in MarTech companies this quarter was \$13.2B, up 77% over the last quarter. This number is skewed however, by a single investment of \$10B in OpenAI. See more details on where investments were made on page 31.

\$13.2B

FUNDING

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 [eross@cabinetm.com](mailto:eross@cabinetm.com).

*Allyson DeLemay*  
CabinetM Marketing

# HOW DOES Q1 2023 COMPARE?

	Q1 2021	Q1 2022	Q1 2023
NEW PRODUCTS	59	85	121
FEATURE ANNOUNCEMENTS	65	89	98
ACQUISITIONS	52	74	40
FUNDING	\$3B	\$12.1B	\$13.2B

\$10B OF WHICH WENT TO OPENAI (!)



# Q1 2023 NEW PRODUCTS BY CATEGORY



## ADVERTISING BY CHANNEL

**WideOrbit** launched ZingX™, a buy-side platform that offers direct access to inventory from thousands of broadcast TV stations.

**SeenThis** launched a creative platform which enables clients to access its proprietary streaming technology to seamlessly build their own creatives.

**Mitgo** launched Takeads, a privacy-first native advertising platform that utilizes native ad formats and contextual relevance to reach customers without revealing personal information.

**Reveal Mobile** announced an OOH campaign measurement solution that shows incrementality for audiences exposed to an ad while the campaign is still running.



## ADVERTISING: AD SERVING & MANAGEMENT

**SeaChange** launched the SeaChange Xstream™ platform, a cloud-based content monetization platform helping OEMs and content owners maximize advertising revenue on CTVs.

**Moloco** announced a monetization solution for streaming media and OTT providers that helps users transform their monetization strategy by driving outcomes for advertisers throughout the entire funnel.

**AppsFlyer** launched ROI360, a comprehensive ROI measurement suite that provides a unified platform for both cost aggregation and revenue measurement.



# Q1 2023 NEW PRODUCTS BY CATEGORY



**Instreamatic** launched Contextual Audio Ads, a solution that offers advertisers unlimited capacity to dynamically generate fully-customized creative content that is relevant to the listener's specific context and environment.

## ANALYTICS: BEHAVIORAL

**Nielsen** announced Nielsen ONE Ads, a comprehensive self-service platform that provides marketers with powerful insights into audience behavior based on their usage of media platforms such as TV, radio and digital.

**AdTheorent** launched its AdTheorent Predictive Audience Builder, a transformational suite of platform tools designed to enable users to create and activate predictive models which score audience quality.



## ANALYTICS: BUSINESS INTELLIGENCE

**DataRobot** announced Notebooks, a fully integrated notebooks solution within the DataRobot AI platform that enables data scientists to collaborate across code-first workflows with one-click access to embedded notebooks.

Knoema and Seek Data launched its new unified brand **Seek**, and introduced two new complementary products, **Seek Insights** and **Insight Cloud**.

**Modulos** launched Data Copilot™, a GPT-based conversational AI platform designed to significantly speed up the development of AI models and bring businesses closer to the use of AI by introducing a new way to interact with data and models.

# Q1 2023 NEW PRODUCTS BY CATEGORY



**ThoughtSpot** launched ThoughtSpot Sage, a search experience that gives organizations the ability to use natural language to safely and securely explore, interact, and interrogate data, automatically generate narratives to explain insights, and augment data modeling through AI-created descriptions and synonyms to quickly prepare data for search.

**AnswerRocket** launched Max, a conversational AI assistant designed to help businesses explore, analyze, and uncover insights from their data.

**DemandLab** released Insentric, a marketing intelligence platform that accurately measures and confidently proves marketing's impact on B2B revenue.

## ARTIFICIAL INTELLIGENCE

**Picsart** announced a standalone app, SketchAI, which gives anyone the ability to turn a sketch or image into a new picture made by AI.

**Copyleaks** launched its enterprise-level, multi-language AI Content Detector for educational institutions, businesses, and individuals.

**DeepL** announced the beta version of DeepL Write, an AI writing companion that will help users improve their writing and express themselves precisely.

**Shutterstock** launched its Generative AI platform that converts prompts into larger-than-life, ethically created visuals ready for licensing.

**AI Detector Pro** released an online tool that detects content written by AI algorithms, such as ChatGPT.





# Q1 2023 NEW PRODUCTS BY CATEGORY



**Textbroker** launched Transparent.ai, a tool that helps distinguish between human-written and AI-generated content.

**Otter.ai** launched OtterPilot, the smart AI meeting assistant that automates meetings from start to finish to help professionals and teams save time and increase meeting productivity.

**Lumina Datamatics** launched ARTY, a cloud-based workflow solution that helps publishers create, manage, and re-use alt text using Lumina Datamatics' AI and ML algorithm.

**JustAnswer** launched a tool that enables people to quickly verify the accuracy of results generated by ChatGPT with board-certified doctors, licensed accountants, lawyers and other vetted professionals in over 150 categories.

**Wochit** launched the Wochit Wizard, a video creation tool that leverages AI capabilities made available by ChatGPT and allows users to generate professional-looking videos from a simple text description.

**Grammarly** unveiled GrammarlyGO, a generative AI product that accelerates productivity where people write, enabling people and businesses to unlock their potential, save time, and get more done.

**Squirro** launched an enterprise-ready Generative AI solution, which brings all the benefits of GenAI to enterprises.

**CloudFactory** launched Accelerated Annotation, an AI-assisted labeling solution for 2-D images that learns and adapts to your use case to improve annotation speed and quality.







## AUDIENCE SEGMENTATION, INTENT & TARGETING

**Fyllo** launched Hypertail PMP, helping advertisers contextually reach their target audiences through a unique set of websites essential to their passions and lifestyles.

**DrivenIQ** launched AMP, an Audience Intelligence Customer Data Platform that helps brands and marketers identify and engage with new in-market audiences, while ingesting and normalizing their existing customer data to craft more effective marketing campaigns and maximize ad spend.

**Tunni** launched an audience intelligence platform that offers a singular, cloud-based access point to all of Tunni's audiences, insights, planning, and measurement tools.



## BRAND MANAGEMENT

**Ethos** launched as a brand empowerment platform that makes it easy to create a beautiful and organized digital Brand Guideline that becomes the single source of truth for a company's brand content.

## CAMPAIGN MANAGEMENT

**Dash Hudson** launched Campaigns, an intuitive, cross-channel social commerce reporting tool that takes the guesswork out of measuring ROI.

**INCRMTAL** launched Autonomous, a platform driving the next evolution in marketing measurement that allows brands to view where they gained or lost incremental value across any channel, online and offline.



## COMPETITIVE INTELLIGENCE

**Spot Trender** introduced their brand tracking platform for marketers that tracks insights on a daily or weekly basis, providing granular insights that allow for better decision making and faster optimization of marketing strategies.

## CONTACT CENTER SYSTEMS & ADMINISTRATION

**Textr** announced Textr Team, a business texting and calling app that allows your team to communicate on one platform across any device.

**Observe.AI** launched its Real-Time AI product suite, designed to help agents with customer interaction and boost productivity with live guidance, supervisor coaching and automated actions for after-call work.

## CONTENT MANAGEMENT SYSTEM (CMS)

**Solodev** launched Solodev Serverless CMS, a cloud-native enterprise content management system that runs serverless on AWS.

**TerminusDB** launched TerminusCMS, an open-source CMS that is designed to allow content creators to work with a graph database to manage and distribute their content, offering advantages such as greater flexibility, richer relationships and more effective content reuse.



# Q1 2023 NEW PRODUCTS BY CATEGORY



## CONVERSATIONAL MARKETING

**Cupshup** launched Auto Bot Builder, a tool that harnesses the power of GPT-3 to automatically and effortlessly build advanced chatbots tailored to enterprise requirements.

**Yext** launched Yext Chat, a solution that empowers organizations to create conversational experiences with cutting-edge AI.

**VDQ.app** announced its SaaS product that can turn every website into a video chat experience.

**Sceyt** introduced In-App Chat API, a messaging platform that enables developers to integrate full-featured chat functionality into their applications effortlessly.

**Juji** announced its generative AI tool that enables any organization to rapidly generate custom AI chatbots with no code or additional IT resources.

**Botpress** launched a chatbot builder powered by AI that helps users to quickly build intelligent personal assistants, teaching bots, coding copilots, and more.

**Verneek** announced One Quin, a Consumer Experience AI platform that provides enterprises with one holistic consumer-facing AI solution to accurately answer personalized questions through voice activation or text.

## CUSTOMER ENGAGEMENT

**Intense Technologies** launched UniServe Reach, a digital customer engagement platform that provides businesses with the ability to create, execute, and manage complex marketing campaigns across multiple channels.



# Q1 2023 NEW PRODUCTS BY CATEGORY



## CUSTOMER EXPERIENCE & SUCCESS

**Medallia** announced Medallia Experience Orchestration, a platform that helps companies use omnichannel customer insights to understand and personalize what their customers want in order to provide the best experience.

## CUSTOMER SERVICE & SUPPORT

**Kyndi** announced Kyndi Clarity, a natural language-enabled self-service customer support solution that delivers accurate results instantly.

**Level AI** announced AgentGPT a secure, omniscient generative AI system for customer service teams, trained on a client's proprietary customer conversational data.

**Factoreal** announced Agent App, an app that provides powerful chat routing capabilities to satisfy business routing needs, ensuring visitor chats are always directed to suitable agents, leading to an improved customer service experience.

**Market Logic Software** announced DeepSights™, an AI Assistant trained to answer business questions about market research and intelligence.

## DIGITAL ASSET MANAGEMENT (DAM)

**NewSpark.io** released Media Manager, a simple and intuitive digital asset management platform.

# Q1 2023 NEW PRODUCTS BY CATEGORY



## DIGITAL EXPERIENCE

**Infosys** launched Infosys Equinox Studio, their low-code/no-code cloud-native platform that enables businesses to seamlessly manage their digital experiences across channels and provide easy integrations to all enterprise and cloud-based service-oriented applications.

## EMAIL PERSONALIZATION & TARGETING

**OKZest** released an email marketing tool that can embed personalized messages into images to provide a higher engagement and click rate, resulting in a higher ROI.

## EMAIL PLATFORMS

**Validity** relaunched Sender Score, a destination for email marketers looking to level up their programs and deepen their sending knowledge.

**Emailsforce** launched its email marketing solution designed to help businesses of all sizes create, send, and optimize effective email marketing campaigns that drive engagement, conversions, and revenue.

**GMass** launched The Reply Project, an email response tool that helps users respond to emails 10x faster than before.



## ENTERPRISE DATA MANAGEMENT

**TapClicks** announced its TapClicks Data Exporter that allows users to blend all campaign information in the automated TapClicks data warehouse, and push it to the platform of their choice.

**Immuta** announced Immuta Detect, the solution that alerts data and security teams about risky data access behavior.

**Integrate.io** announced their Data Observability product that allows teams to continuously verify and alert on the health of their data.

**Spectra Logic** announced Spectra Digital Archive, a modern archive solution that enables organizations to manage and archive terabytes to petabytes of unstructured data, digitally preserving that data on any combination of disk, tape and cloud, without sacrificing reliability or data availability.

**Snowflake** launched the Telecom Data Cloud, helping telecommunications service providers break down data silos within companies and across the ecosystem, and allows organizations to easily and securely access data in near real-time, enrich it with ML models, and then share and analyze it to drive better decisions.

## EVENTS: IN-PERSON & VIRTUAL

**Captello** launched EventGen, an event management platform with a comprehensive suite of solutions to help organizers plan and execute events seamlessly.



# Q1 2023 NEW PRODUCTS BY CATEGORY



## HUMAN RESOURCES

**Brightcove** launched Brightcove Communications Studio, a video-first solution designed to help HR and communications professionals build deeper relationships and better engage with their internal stakeholders.

## IDENTITY RESOLUTION & REGISTRATION

**Ping Identity** announced PingOne Neo™, a multi-standards decentralized identity management solution that gives control of identity data back to your users.

## INFLUENCER & ADVOCACY

**Banzai** launched Boost, a solution that enables your registrants to become your promoters to increase registrations for virtual live and automated webinars and events.

**pieFi** launched Upside.coop, a revolutionary platform that gives companies the tools they need to achieve a new level of authentic connection with their customers and fans.



## LEAD GENERATION

**Terminus** launched Prospect Engine, a data solution to uncover previously unknown, high-quality accounts and contacts showing in-market buying signals.

# Q1 2023 NEW PRODUCTS BY CATEGORY



## MARKETING AUTOMATION

**NetElixir** launched LXRInsights, their proprietary AI-powered digital marketing platform that combines the power of machine learning with a human touch.

**Wishpond** launched Propel IQ, an all-in-one marketing and sales solution designed to help businesses conveniently manage all their marketing needs in an easy-to-use solution.

## MARKETING RESOURCE MANAGEMENT

**Adobe** announced Adobe Express for Enterprise, a universal creative tool enabling anyone in the enterprise to easily create, share and collaboratively review on-brand content.



## MOBILE MARKETING

**Tapcart** launched Custom Blocks, a low-code product that allows merchants and developers to design, build and customize their mobile apps.

**Openscreen** announced Openscreen Engage, an end-to-end solution for publishing QR Code led interactive content for on-location marketing, education and promotional campaigns.

**Appy Pie** introduced its AI App Generator, which will allow users to build and launch apps simply by entering a text describing the type of app they require and their preferences.



# Q1 2023 NEW PRODUCTS BY CATEGORY



**Sendbird** announced Sendbird Notifications, a low-code, API-based solution that enables product managers and marketers to customize and launch a persistent in-app notifications experience in minutes.

**Adjust** unveiled Pulse, a monitoring and alerting solution that empowers marketers with essential insights to know when to optimize their mobile campaign performance.

## PAYMENTS

**SubscriptionFlow** launched its subscription management platform that is equipped with a comprehensive suite of tools for automated billing and payment processing, detailed analytics and reporting, and AI-powered revenue management.



## PHOTOGRAPHY

**Pixeloni** launched its e-commerce platform that offers timely delivery of stock photo solutions for business purposes with images independently taken, produced and designed by the team members at Pixeloni.

## PODCASTING

**ellipsis Podcasts** launched an innovative Personalized Podcasts platform that offers a unique personalized podcast experience that is tailored to each individual listener.





## PRIVACY, COMPLIANCE & RISK

**Trulioo** launched a global identity platform for person and business verification that allows you to quickly build, launch and optimize onboarding workflows through Workflow Studio or connect to specific verification services through API Direct.

## PRODUCT DISCOVERY PLATFORMS

**We Think North** launched Toolcano, a martech tool finder that lets users sift through the hundreds of apps that help with different marketing functions, compare capabilities, and curate the best solutions for their needs.

## PRODUCT LIFECYCLE MANAGEMENT (PLM)

**Pimly** launched The Product Cloud, the first Salesforce-native Product Information Management platform, allowing employees, prospects, partners and customers to become experts on product information.

**Lumavate** launched its Product Information Management (PIM) solution that allows marketers to easily create and manage all of their product data and digital assets in a centralized location.

# Q1 2023 NEW PRODUCTS BY CATEGORY



## PRODUCTIVITY & WORKFLOW

**Prezi** announced it teamed up with Zoom to launch Prezi Video for Zoom, which provides Zoom customers with the ability to launch Prezi Video from within Zoom.

**Cordoniq** launched providing custom interfaces that free organizations from privacy issues, broken APIs and meeting rooms expiring.

**Craft.io** launched its Product Portfolio Management Solution that is designed to help enterprise product organizations and product leaders manage their product portfolios.

**Zoho** unveiled Trident, its unified communications platform that helps you meet all of your communication, productivity, and business needs.

**Alchemer** launched Alchemer Workflow, a no-code workflow feedback engine that gives you the fastest and easiest way to build customer-centric workflows.

**APITable** launched its APITable Cloud edition that offers businesses advanced no-code database capabilities to help improve efficiency and create new opportunities.

## RETAIL: BRICK & MORTAR

**BrandMuscle** introduced its AI solution that improves channel marketing results by drafting on-brand copy, automating tasks, and enhancing campaigns.



# Q1 2023 NEW PRODUCTS BY CATEGORY



## RETAIL: ECOMMERCE

**Coveo** released the Coveo Merchandising Hub that provides a comprehensive feature set that enables brands to deliver a highly relevant shopping journey that helps to build loyalty and increase profitability.

**commercetools** launched commercetools Frontend, a FaaS solution that helps businesses gain all the advantages of implementing headless commerce such as unlimited customization, freedom to experiment, and scalability without sacrificing time to market.

**Zmags** released Fastr Frontend, a Frontend-as-a-Service agile storefront that enables organizations to highlight the right products for the right people at the right time.

## SALES ENABLEMENT

**Actifai** launched Actifai Digital, an end-to-end digital sales solution that utilizes AI and ML to guide broadband providers' online shoppers to the right products and services that best meet their needs.

**RingCentral** launched RingSense, an AI platform that brings the power of conversation intelligence to business communications and collaboration.

## SEARCH ENGINE MARKETING (SEM)

**Gale Force Digital Technologies** announced ClickForce, its paid search marketing software that allows agencies and businesses to execute and optimize pay-per-click campaigns at scale.



# Q1 2023 NEW PRODUCTS BY CATEGORY



**Botify** launched Botify Activation, a solution that empowers organizations to regain control of how search engines and consumers find products and services organically online.

## SMS MARKETING

**Deltapath** announced its Deltapath Business Texting – SMS solution, a solution engineered to create targeted business experiences, extend communication reach, and increase engagement through one-to-one and group texts with consumers, partners, suppliers, and other businesses.

**Weave** announced Bulk Texting, giving businesses the ability to send a single text to hundreds of their customers at once, while curating recipient lists and dynamic fields to deliver customized content.

## SOCIAL MEDIA MANAGEMENT

**Synup** launched Synup Social, an AI-Assisted Social Media Management platform that simplifies social post creating, publishing, and engagement tracking for marketers to boost their brand presence.

**Birdeye** launched Birdeye Social, a social media software platform designed from the ground up to revolutionize social media management for local businesses with multiple social media accounts.

## SOCIAL MEDIA MARKETING

**Avaturn** released a next-generation avatar platform, Avaturn.me, which generates realistic 3D avatars from 2D photos in real time using generative AI.

# Q1 2023 NEW PRODUCTS BY CATEGORY



**Gigopost** launched as an AI-assisted social amplification tool that helps businesses and individuals amplify their social media presence as thought leaders, engage with their target audience, and boost their online visibility.

**Nuelink** launched as a social media scheduling and automation tool that allows users to schedule months of social content in minutes as well as analyze their performance.

## SOCIAL MEDIA MONITORING

**BrandBastion** launched BrandBastion Lite, an AI-driven platform that automates comment moderation and sentiment analysis, enabling social media marketers to manage conversations much faster and more efficiently.

**SureCritic** launched Social Campaigns, a product that simplifies social media management for businesses.



## TRAINING

**Arist** launched Sidekick, a generative AI course builder that uses AI specifically to craft bit-size learning moments and deliver it the Arist way, in messaging apps like MS Teams, Slack, and SMS.

## VIDEO CREATION TOOLS

**DCM** launched PRSNL, a full-service, end-to-end, personalized video content platform.



## VIDEO PLAYERS & DISTRIBUTION

**MediaPlatform** unveiled MediaPlatform Autocaster®, an automated webcasting platform that allows enterprise video production teams to schedule and monitor autoplay events that have been pre-produced and scheduled to run in advance.

## VIRTUAL & AUGMENTED REALITY

**ARize** launched its innovative frictionless platform that allows businesses to easily create and deploy AR experiences that enhance customer engagement, satisfaction, and brand awareness.

## WEB DEVELOPMENT & DESIGN

**WebLime** launched Limey, a landing page builder that allows users with no prior coding knowledge to create their own professional pages.

**Fresh Consulting** launched an innovative platform, Brancher.ai, which allows users to create their own AI-powered apps without coding.

**Anvil** announced Anvil X, a platform designed to help organizations using Salesforce's Tableau software turn their dashboards into applications.



# Q1 2023 NEW PRODUCTS BY CATEGORY



**Infomaniak** launched Site Creator, a website builder that requires no technical expertise.

## WEB INFRASTRUCTURE

**FullHost** launched FullHost.Cloud, a cloud platform designed to provide businesses with a cost-effective and scalable solution for hosting their web applications.

## WEB PERFORMANCE & SECURITY

**ZenPrivata** launched Privacy Observatory™ 2.0, a turnkey privacy and data protection platform to help companies of all sizes safeguard data and understand and comply with new privacy and data requirements.

**ThreatLocker** launched ThreatLocker Ops, a community-driven threat detection tool that assists administrators to detect attempted breaches or weaknesses in their systems.

**Descopie** launched a frictionless, secure, and developer-friendly authentication and user management platform.



# AI SPOTLIGHT



## HAVE YOU BEEN KEEPING UP WITH ALL THINGS AI IN Q1?

### 13 NEW TOOLS

Subcategory	Company	Product	Description
AI Content Detection Tools	Copyleaks	Copyleaks AI Content Detector	Copyleaks launched its enterprise-level, multi-language AI Content Detector for educational institutions, businesses, and individuals.
AI Content Detection Tools	AI Detector Pro	AI Detector Pro	AI Detector Pro released an online tool that detects content written by AI algorithms, such as ChatGPT.
AI Content Detection Tools	Textbroker	Transparent.ai	Textbroker launched Transparent.ai to help distinguish between human-written and AI-generated content.
AI Content Detection Tools	JustAnswer	JustAnswer ChatGPT Verifier	JustAnswer launched a tool that enables people to quickly verify the accuracy of results generated by ChatGPT in over 150 categories.
AI Content: Images	Picsart	SketchAI	Picsart announced SketchAI, a standalone app that gives anyone the ability to turn a sketch or image into a new picture made by AI.
AI Content: Images	Shutterstock	Generative AI	Shutterstock launched its Generative AI platform that converts prompts into larger-than-life, ethically created visuals ready for licensing.
AI Content: Text	DeepL	DeepL Write	DeepL released DeepL Write, an AI writing companion that will help users improve their writing and express themselves precisely.
AI Content: Text	Grammarly	GrammarlyGO	Grammarly unveiled GrammarlyGO, a generative AI product that accelerates productivity where people write, enabling people and businesses to unlock their potential, save time, and get more done.
AI Content: Video	Wochit	Wochit Wizard	Wochit launched the Wochit Wizard, a video creation tool that leverages AI capabilities made available by ChatGPT and allows users to generate professional-looking videos from a simple text description.
AI Enablement	Otter.ai	OtterPilot	Otter.ai launched OtterPilot, the smart AI meeting assistant that automates meetings from start to finish to help professionals and teams save time and increase meeting productivity.
Data Labeling	CloudFactory	Accelerated Annotation	CloudFactory launched Accelerated Annotation, an AI-assisted labeling solution for 2-D images that learns and adapts to your use case to improve annotation speed and quality.
Image Recognition	Lumina Datamatics	ARTY	Lumina Datamatics launched ARTY, a cloud-based workflow solution that helps publishers create, manage, and re-use alt text using Lumina Datamatics' artificial intelligence and machine learning algorithm.
Machine Learning	Squirro	Squirro Enterprise Generative AI	Squirro launched an enterprise-ready Generative AI solution, which brings all the benefits of GenAI to enterprises.

### 4 VENDORS WITH NEW AI CAPABILITIES

Subcategory	Company	Product	Description
AI Content: Text	iPRsoftware	Metatron	Metatron released new services for content generation including human-like AI text generation for ads, blogs, social media posts, emails, business plans, resumes, and any type of creative copywriting.
AI Content: Text	Jasper.ai	Jasper.ai	Jasper announced Jasper for Business, a suite of product enhancements built to meet the emerging AI needs of businesses.
AI Content: Text/Video/Images	Tome	Tome	Tome announced a new document-to-presentation feature powered by GPT-4 that enables users to take an existing text-based document and instantly transform it into a synthesized, AI-generated presentation, story, or narrative.
Machine Learning	Expert.ai	Expert.ai Platform	Expert.ai released new features for its Natural Language platform enhancing purpose-built natural language processing workflow support.

### \$10.7B FUNDING TOWARDS AI



# VENDOR ACTIVITY

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

Category	Product	Description
Account-Based Marketing	Folloze ABX	Folloze announced enhancements to the Folloze BX platform, allowing enterprise marketers to be able to leverage Folloze's persistent identity matching to create the richest picture of an individual buyer and their needs.
Advertising by Channel	MGID	MGID announced the development and integration of generative artificial intelligence into its existing intelligent solutions offering.
Advertising by Channel	Firefly	Firefly announced the release of its OOH retargeting capabilities by partnering with Connected Media Ad-Tech vendor, Blue Bite.
Advertising: Buy & Sell	Choozle	Choozle launched its new Campaign Manager with improved ad buying capabilities, real-time optimization resources and expanded in-platform reporting.
Analytics: Behavioral	Alteryx Analytics Cloud	Alteryx announced new self-service and enterprise-grade capabilities to its Analytics Cloud Platform to help customers make faster and more intelligent decisions.
Analytics: Behavioral	Amplitude Experiment	Amplitude announced an expanded suite of product features for its experimentation offering including Experiment Groups, Formula Metrics, Controlled-experiment Using Pre-existing Data, and a Data Quality Checklist.
Analytics: Business Intelligence	Entyle Insyghts	Entyle introduced the first Installed Base Segmentation workflow, to address gaps in traditional segmentation such as insights, behavior, and buyer intent.
Analytics: Business Intelligence	Lucy	Lucy announced SynopsisSM, a new feature that enables Lucy to respond to users' questions with a short summary of the best answers.
Analytics: Business Intelligence	Tellius Genius AI Engine	Tellius announced Copilot, a new set of GPT-integrated product enhancements that leverage OpenAI's large language models.
Analytics: Business Intelligence	DataRobot AI	DataRobot announced the newest version of the DataRobot AI Platform, along with deeper partner integrations, AI Accelerators, and redesigned service offerings.
Artificial Intelligence	Metatron	Metatron announced the release of new services for content generation including human-like AI text generation for ads, blogs, social media posts, emails, business plans, resumes, and any type of creative copywriting.
Artificial Intelligence	Expert.ai Platform	Expert.ai released new features for its Natural Language platform enhancing purpose-built natural language processing workflow support.
Artificial Intelligence	Jasper.ai	Jasper announced Jasper for Business, a suite of product enhancements built to meet the emerging AI needs of businesses.
Artificial Intelligence	Tome	Tome announced a new document-to-presentation feature powered by GPT-4 that enables users to take an existing text-based document and instantly transform it into a synthesized, AI-generated presentation, story, or narrative.
Business Process Automation by Industry	Tines	Tines introduced a series of innovative features, including its new pages function, alongside the Storyboard, forms, formulas, and email or chatbot push notifications.
Campaign Management	Marigold	Pollfish announced its new feature, Pollfish AI, allowing users to generate a professional-grade insightful survey questionnaire all based on a single sentence a user enters on their topic of interest.
Channel & Partner Marketing	Impartner PRM	Impartner has launched Rewards Management in Impartner PRM, helping channel leaders drive more partner loyalty and profitability.
Competitive Intelligence (CI)	Spot Trender	Spot Trender announced new AI features that use NLP to quickly summarize open-ended answers, sentiment analysis to provide deeper insights into customer responses, and automatically scans business data to generate actionable insights.
Contact Center Systems & Administration	Cogito	Cogito announced innovations to transform real-time conversation intelligence in the contact center with enhancements that include a combination of topic-based ML models, self-service admin for easy topic generation, real-time transcription with emotion AI markup, and PCI/PII redaction.
Contact Center Systems & Administration	Upstream	Upstream Works announced Upstream Works Desktop 6.0, which features optimized AI and bot management capabilities, performance dashboards, enhanced digital and video engagements with Webex by Cisco, and platform expansion with Upstream Works on Cisco Webex Contact Center.
Content Creation: Design & Illustration	Beautiful.AI	Beautiful.ai announced DesignerBot, a generative AI designed to automate presentation creation and custom image generation.
Content Marketing: Curation & Discovery	The BloomReach Personalized Discovery Platform	Bloomreach announced a new Catalog Management feature that gives merchandisers greater control over their product catalogs, allowing merchandising teams to use business user-friendly tools to easily configure and manage all product catalogs within their account.
Content Marketing: Planning & Management	Quark Publishing Platform (QPP) NextGen	Quark announced the newest release of Quark Publishing Platform NextGen, taking self-service a giant step further with simplified role-based dashboards and enhanced analytics capabilities.
Conversational Marketing	yellow.ai	Yellow.ai announced Dynamic Conversation Designer, a feature that revolutionizes the design process of chat and voice conversational workflows with Generative AI.



# VENDOR ACTIVITY

## ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

Category	Product	Description
Customer Data Platform (CDP)	Acquia Customer Data Platform	Acquia announced new Acquia Customer Data Platform tiers and partner models, expanded industry focus, and configurability to meet the needs of organizations of all sizes.
Customer Data Platform (CDP)	Zeta Marketing Platform	Zeta Global introduced new Zeta Marketing Platform innovations that provide enterprise companies with powerful AI-enabled capabilities that deliver more predictable results from marketing investments.
Customer Data Platform (CDP)	Lytics Decision Engine	Lytics launched Lytics Reports, a powerful tool to visualize and gain critical insights from data in the Lytics CDP.
Customer Data Platform (CDP)	mParticle	mParticle introduced new capabilities to scale the way teams execute their first-party data strategy, empowering companies choosing cloud data warehouses as a central component of their data fabric.
Customer Engagement	Conversational Cloud	LivePerson announced enhancements that will empower enterprises to safely and productively leverage Generative AI within its Conversational AI platform.
Customer Engagement	Agora	Agora announced AI Noise Suppression, a new audio solution that removes background noise, and Agora 3D Spatial Audio, a solution that allows developers to add immersive, dynamic audio into real-time digital experiences.
Customer Engagement	Factoreal	Factoreal launched its new Omnichannel Chatbot feature to ensure businesses maintain an open channel to their customer base.
Customer Engagement	Pega Infinity	Pegasystems announced plans to extend its use of AI in its platform with a set of new generative AI capabilities across Pega Infinity™.
Customer Engagement	Session AI	ZineOne announced its official rebrand to Session AI, reflecting the company's focus on in-session marketing and privacy-forward ecommerce solutions.
Customer Experience & Success	InMoment Experience Intelligence (XI)	InMoment announced new XI Platform features to help organizations take a proactive approach to improving experiences that have a positive impact on business performance.
Customer Experience & Success	BirdEye	BirdEye announced that businesses can utilize BirdEye's AI platform to quickly generate personalized, human-like responses to customer reviews and surveys.
Customer Experience & Success	InMoment Experience Intelligence (XI)	InMoment announced its Smart Summary Generator technology that uses OpenAI to transform hundreds of pieces of individual and discrete feedback into short, structured paragraphs to surface the most important trends.
Customer Relationship Management (CRM)	HubSpot Sales Hub CRM	HubSpot announced content assistant and ChatSpot.ai, to help its customers save time while creating better connections with their audiences.
Customer Service & Support	Sugar Serve	SugarCRM introduced new digital self-service capabilities that empower customers to self-serve and connect with brands via 24/7 anytime, anywhere access, with speed and convenience via desktop or mobile devices.
Digital Asset Management (DAM)	Avid MediaCentral Platform	Avid released updates to the MediaCentral workflow platform, including the new MediaCentral   Acquire IP-based ingest scheduler, along with remote collaboration and improved hybrid working support.
Digital Asset Management (DAM)	Acquia Digital Asset Manager	Acquia announced new integrations for its DAM platform, giving customers more control over brand consistency, extend the value of content and data created in other systems, and help marketers become more productive.
Email Security & Deliverability	Front	Front announced new generative AI features that are fully integrated within its platform, including Compose with AI, for quicker higher-quality responses, and Summarize with AI, for summarizing long conversations.
Enterprise Data Management	xDM	Semarchy announced data-driven workflows for the xDM module that now allows organizations to collaboratively manage, transform and orchestrate raw data into "single source of truth" golden records for any business use case.
Enterprise Data Management	Talend Data Fabric	Talend introduced advanced capabilities and enhancements to simplify and automate cloud migrations and data management, expand data connectivity, and improve data visibility, quality, control, and access.
Enterprise Data Management	Data Collaboration	LiveRamp introduced a new module for privacy-safe, multi-party collaboration to unlock cross-screen measurement, giving customers exclusive access to more partner datasets so all parties can increase revenue and enhance customer experiences while maintaining control over their data.
Enterprise Data Management	SAP Datasphere	SAP announced the next generation of its data management portfolio, now called the SAP® Datasphere, which gives customers easy access to business-ready data across the data landscape.
Events: In-Person & Virtual	Momentus	Ungerboeck announced that they changed their name to Momentus, to meet the dynamically changing needs of the venue and event management industry.
Events: In-Person & Virtual	MeetingPulse	MeetingPulse launched platform templates, designed to provide quick-start solutions for MeetingPulse's most popular use cases for enterprise, human resources, IT, and event teams.
Events: In-Person & Virtual	Eventbase	Eventbase launched its advanced new personalization feature that lets event organizers delight attendees by crafting the perfect personalized and highly-branded first screen in their Eventbase-powered mobile event app.
Identity Resolution & Registration	LoginRadius Identity Platform	LoginRadius announced that its platform now offers a CLI (command-line interface) that will help developers streamline their work through a conventional yet robust interface.

# VENDOR ACTIVITY

## DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Influencer & Advocacy	Affable	affable.ai launched a new content approval feature to help brands streamline the content collaboration process with influencers.
Integrations	Fivetran	Fivetran announced advanced capabilities for on-premises, change data capture, and AWS GovCloud that provide the most comprehensive data movement platform to address complex, highly-secure data requirements.
List Development & Management	ZeroBounce	ZeroBounce announced the relaunch of its email validation and deliverability platform, now offering faster, more accurate email validation tools and increased security features on a seamless, intuitive platform.
Market Research	Pollfish	Pollfish announced its new feature, Pollfish AI, allowing users to generate a professional-grade insightful survey questionnaire based on a single sentence a user enters on their topic of interest.
Market Research	Voxco	Voxco introduced six new features including Multi-Factor Authentication, Panelist Traceability, Survey Automation, NPS Feedback Collection, Real-Time Sentiment Analysis, and Sentiment Trends Chart.
Market Research	SurveyMonkey	Momentive announced three new survey creation features for SurveyMonkey Enterprise, including language personalization features, additional best/worst question types, and a multilingual email collector.
Marketing Automation	Bloom Intelligence Restaurant Marketing Platform	Bloom Intelligence launched a new featur to help restaurant owners save more time managing their online reputation, now with the ability to create reply templates to use when responding to reviews on Google and Facebook.
Marketing Automation	Bloomreach Engagement	Bloomreach announced the expansion of its AI/ML capabilities with the launch of a ChatGPT integration for Bloomreach Engagement.
Marketing Automation	Bloomreach Engagement	Bloomreach launched the app inbox, a mobile messaging tool from Bloomreach Engagement that creates a versatile new communication channel within the mobile app experience.
Marketing Automation	Bloomreach Engagement	Bloomreach announced a new feature that gives marketers the ability to experiment with personalized recommendations on their website through an easy-to-use visual editor and template blocks that require no coding.
Marketing Automation	Integrate Demand Acceleration Platform	Integrate announced new dashboards for greater visibility into account insights and campaign success included within their Demand Acceleration Platform.
Mobile Marketing	Quickbase	Quickbase announced new AI-powered Smart Builder and interactive Gantt Chart capabilities designed to help organizations build intuitively and faster.
Nonprofit Events	TeamRaiser	Blackbaud announced Good Move™, a new expansive feature for Blackbaud TeamRaiser* that is designed to help charitable organizations energize their constituents and raise more with a mobile-first gamified activity-tracking and peer-to-peer fundraising experience.
Personalization	Justuno	Justuno announced their completely rebuilt platform with custom automation and robust upgrades that empowers marketers to automate complex website strategies for greater personalization and sales.
Podcasting	CoHost	CoHost launched B2B Analytics, a powerful new feature designed to help B2B brands and agencies uncover which companies are listening to their podcast.
Privacy, Compliance & Risk	DataGrail	DataGrail launched a Privacy Dashboard that provides actionable recommendations to improve privacy management in an ongoing and scalable way.
Product Lifecycle Management (PLM)	inRiver PIM	inriver unveiled a new breed of PIM that powers a customers' entire product journey, by delivering even more operational efficiency, built-in digital shelf analytics, expanded sales opportunities, and greater sustainability benefits.
Productivity & Workflow	FileCloud	FileCloud announced Zero Trust File Sharing, which will enable users to collaborate securely, not just with other employees, but also with external partners, vendors, and clients.
Productivity & Workflow	Airtable	Airtable announced new updates to help you manage multiple fields at once, protect your data with new API authentication features, and updates to streamline collaboration.
Productivity & Workflow	Engageware	Engageware launched Peer Analytics, an appointment-scheduling analytics feature engineered to provide Engageware's bank and credit union customers benchmarking abilities against similar-sized financial institutions.
Productivity & Workflow	Freehand	Freehand by InVision released the Intelligent Canvas, helping cross-functional teams unlock productivity by adding never-before-seen automation to the canvas — saving teams valuable time on every task they do.
Productivity & Workflow	Kanban Tool	Kanban Tool launched its AI Assistant, a new feature that helps users work more efficiently, stay ahead of the curve, and achieve their project goals.
Productivity & Workflow	Asana	Asana announced new features and integrations to help organizations harness Collaborative Intelligence and drive organizational efficiency and agility.
Retail: Brick & Mortar	Evocalize	Evocalize launched EVOLVE, a new artificial intelligence layer applied to its Collaborative Marketing Platform designed for franchises to save time, maximize efficiency, and improve ROI on local digital marketing initiatives.

# VENDOR ACTIVITY

## DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Retail: eCommerce	Miva Merchant	Miva released the newest version of its popular ecommerce platform, now featuring PageBuilder, a flagship feature for the easy creation and management of pages on Miva websites.
Retail: eCommerce	Kibo Commerce	Kibo announced two new product updates, including Extensible Order Routing, which gives businesses the ability to extend custom attributes without needing IT or vendor help, and Substitutions, which gives businesses the ability to substitute one product for another during the fulfillment process.
Sales Enablement	Seismic	Seismic announced new capabilities to simplify and optimize go-to-market programs, including a GPT integration for Seismic Knowledge.
Sales Operations	Qualified Xforce	Qualified launched Qualified GPT, a new set of Generative AI product capabilities within Qualified that are designed to help revenue teams have faster, smarter, higher-converting engagements with their most important website visitors.
Search Engine Marketing (SEM)	MatchCraft AdVantage	MatchCraft announced its newest feature, YouTube Video Ads, providing resellers and agencies with campaign management and in-depth reports for their video ads.
Search Engine Marketing (SEM)	Yext Knowledge Graph	Yext announced the addition of Content Generation to its Knowledge Graph product.
Social Media Marketing	Later	Later unveiled an AI-driven Caption Writer for Instagram posts that allows users to generate relevant captions in their brand's tone of voice just by entering keywords.
Social Media Monitoring	Social Logix	Digital Air Strike rebranded to DAS Technology, reflecting the company's expanded CDXP technology solutions and unique capabilities.
Social Media Monitoring	Conversus.AI	Converseon released the latest version of Conversus with breakthrough capabilities for NLP and text analysis, including the integration of large language models and fine tuned task specific models built with GPT assistance.
Social Media Networks	LinkedIn Pages	LinkedIn rolled out new features to help B2B marketers schedule content without a 3rd-party tool and host live audio events on the platform.
Text Tools & Services	Fireflies	Fireflies.ai launched AskFred, a tool that helps users simply ask questions about what happened during meetings and receive answers in a conversational style.
Video Creation Tools	ScreenPal	Screencast-O-Matic has completed its rebrand to ScreenPal, in response to company growth, product expansion, and a renewed commitment to its corporate vision, making video creation and sharing easy and accessible to all.
Video Creation Tools	BridTV	Brid.TV announced the addition of the Yield Optimization Engine, a set of monetization boosters for publishers looking to increase ad revenue.
Video Creation Tools	Animaker	Animaker rolled out Animaker Subtitles, an AI-powered auto subtitle generator that supports subtitle generation in a maximum number of accents, dialects, and languages, thereby helping users reach their goals better.
Virtual & Augmented Reality	Nextech3D.ai	Nextech AR rebranded to Nextech3D.ai, to better reflect its current technology and business.
Web & App Optimization	UserTesting	UserTesting announced updates that provide individual users with easier access to high-value content through workspaces that curate tests, drafts, and highlight reels into scannable, personalized views that are tailored to recent engagement.
Web Development & Design	Appy Pie	Appy Pie introduced a brand new selection of fully customizable templates for creating stunning, high-quality websites without coding.
Web Development & Design	Pretty Links	Pretty Links released a new Link Health feature that alerts users on broken links found on their WordPress website.
Web Development & Design	Wix	Wix launched the SEO Dashboard, a unified place for everything SEO related, that provides Wix users with SEO tools, insights, and reports from Google Search Console.
Web Development & Design	Wix	Wix announced the launch of its AI Text Creator within the Wix Editor, providing users with technology that significantly improves the quality of their site content and streamlines the website-building process.
Web Development & Design	Thunkable	Thunkable unveiled Thinkable Organizations, a full suite of collaboration and administration tools to enable organizations of any size to seamlessly work together on a single workspace to create mobile-first experiences.
Web Development & Design	Appy Pie	Appy Pie launched its new AI Text to Image Generator feature that allows users to create eye-catching images with just a few clicks.
Web Development & Design	Stensul	Stensul announced the addition of a Landing Page Builder to its creation platform, that utilizes templates and predefined, no-code modules that allow non-technical users to easily and confidently create landing pages.
Web Performance & Security	Perception Point Advanced Browser Security	Perception Point added Browser-Centric Data Loss Prevention (DLP) capabilities to its Advanced Browser Security extension.
Web Performance & Security	Opera	Opera announced new AI features including contextual AI prompts and a sidebar integration of popular GPT-based services ChatGPT and ChatSonic.



# M&A ACTIVITY

## DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Advertising by Channel	VideoByte	Kargo announced the acquisition of VideoByte, a video advertising platform focused on a viewer-first experience across connected TV and OTT.	Kargo
Advertising by Channel	Bidtellect	Simpli.fi announced the acquisition of Bidtellect, a contextual and native demand-side platform (DSP) that together will provide customers with access to a full omnichannel suite of solutions through a single platform.	Simpli.fi
Advertising: Ad Serving & Management	Ampush	Tinuiti announced the acquisition of Ampush, a growth marketing agency with a core focus across social platforms that provide end-to-end performance creative and customer acquisition capabilities.	Tinuiti
Analytics: Behavioral	Transerve	Precisely announced it has acquired Transerve, a location intelligence and data provider with expertise in spatial data handling, processing and analysis.	Precisely
Analytics: Behavioral	Red Box	Uniphore announced it has acquired Red Box, the open enterprise platform for capturing voice, screen and metadata from conversations.	Uniphore
Analytics: Behavioral	Machine Advertising	Kochava has acquired Machine Advertising, enhancing the company's measurement solutions with Machine's Always-on Incremental Measurement product.	Kochava
Analytics: Business Intelligence	Poplin Data	Snowplow announced the acquisition of Poplin Data, the data-specialist consulting firm that helps organizations achieve a competitive advantage through deployment of sophisticated data-led strategies.	Snowplow
Analytics: Business Intelligence	Sightcorp	Raydiant deepened their AI and computer vision capabilities with the acquisitions of Sightcorp and Perch, bringing expanded capabilities onto one platform to enable retailers to create dynamic and data-driven experiences.	Raydiant
Artificial Intelligence	Iguazio	McKinsey & Company announced that it has acquired Iguazio, an AI and ML company that will help McKinsey accelerate and scale AI deployments dramatically.	McKinsey & Company
Blockchain Technology	HAL	ConsenSys announced the acquisition of HAL, a no-code blockchain development tooling platform that helps individuals and organizations query and automate blockchain data, together allowing developers to create alerts and notifications at the protocol level for various signals.	ConsenSys
Budgeting & Financial Management	Cloudwiry	Apptio announced that it has acquired Cloudwiry, a multi-cloud savings automation and FinOps provider that automates commitment management and optimization on behalf of its enterprise customers.	Apptio
Contact Center Systems & Administration	Eentropy Labs	SupportLogic announced the acquisition of Eentropy Labs, a provider of technology that automates quality assurance for enterprise support centers.	SupportLogic
Contact Center Systems & Administration	Spearline	Cyara announced its acquisition of global communication testing company Spearline, expanding Cyara's global in-country dialing and WebRTC testing and monitoring capabilities.	Cyara
Customer Engagement	Captain Wallet	Sendinblue announced the acquisition of Captain Wallet, a mobile wallet marketing platform that will help Sendinblue address the needs of retailers by adding a customer loyalty and retention channel.	Sendinblue
Customer Experience & Success	Broadly	Vendasta announced that it has acquired Broadly, a company that offers a customer engagement platform for small and medium-sized businesses.	Vendasta
Customer Relationship Management (CRM)	Tinyclues	Splio announced the acquisition of Tinyclues, the SaaS predictive marketing provider based on deep learning AI, that together will enable brands to easily orchestrate large-scale, hyper-personalized marketing plans.	Splio
Data Migration	Duplicator	Awesome Motive announced their acquisition of Duplicator, a popular WordPress backup and migration software.	Awesome Motive
Enterprise Data Management	Import.io	Scaleworks announced the acquisition of Import.io, the web data extraction provider for enterprises.	Scaleworks
Events: In-Person & Virtual	fielddrive	Hubilo has acquired fielddrive, an on-site event technology company that supports event organizers globally, that together will deliver leading products and customer experiences.	Hubilo
Market Research	Phonic	Infillion has acquired Phonic, a global market research platform designed to build voice and video surveys, analyze insights, and create media-enabled research for its partners.	Infillion
Mobile Marketing	Apptentive	Alchemer announced the acquisition of mobile feedback technology company Apptentive, providing Alchemer customers with a more in-depth method of collecting feedback from mobile customers and gives Apptentive customers access to survey and workflow functionality across communication channels and within platforms such as Salesforce, Microsoft Teams, and Slack.	Alchemer

# M&A ACTIVITY

## DOES 1 + 1 = 3?

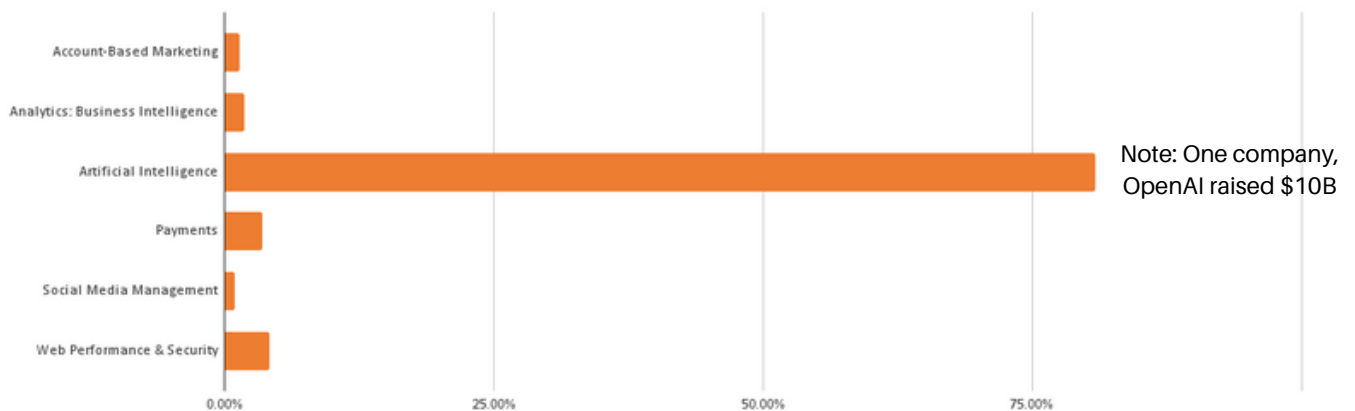
Category	Company	Description	Acquired by
Mobile Marketing	Swrve	MessageGears announced that it has acquired Swrve, the world's premier mobile app marketing platform that helps enterprise brands deliver stunning mobile experiences for their customers.	MessageGears
Mobile Marketing	Zudy	Jitterbit announced it has acquired Zudy, a no-code / low-code application development platform provider for enterprise organizations.	Jitterbit
Omnichannel Marketing	Brandcrush	Criteo announced its acquisition of Brandcrush, an omnichannel media platform that enables the buying and selling of omnichannel retail media.	Criteo
Payments	InPlayer	JW Player announced it is acquiring InPlayer, a subscription and identity management technology provider that will help broadcasters and other video-driven businesses more easily monetize their subscription-based business and by providing rich audience insights.	JW Player
Personalization	Jeeng	OpenWeb announced it has acquired the proprietary audience management platform Jeeng, strengthening OpenWeb's ability to create one-to-one relationships with millions of users.	OpenWeb
Product Lifecycle Management (PLM)	Micro Focus	OpenText closed its acquisition of Micro Focus, a provider of mission-critical software technology and services that help customers accelerate digital transformation.	OpenText
Productivity & Workflow	ServiceMax	PTC announced that it has completed its acquisition of ServiceMax, adding important field service management capabilities to PTC's closed-loop product lifecycle management and digital thread offerings.	PTC
Public Relations	Aylien	Quantexa announced that it has acquired Aylien, a natural language processing and advanced AI provider that will empower its customers to collect, analyze, and understand unstructured text data.	Quantexa
Retail: Brick & Mortar	Perch	Raydiant deepened their AI and computer vision capabilities with the acquisitions of Sightcorp and Perch, bringing expanded capabilities onto one platform to enable retailers to create dynamic and data-driven experiences.	Raydiant
Search Engine Marketing (SEM)	Searchmetrics	Conductor announced the acquisition of Searchmetrics, their SEO competitor, that will help accelerate their expansion in the European market.	Conductor
Search Engine Marketing (SEM)	Zelto	Geniee has announced its acquisition of Zelto, a technology solution provider for web publishers, that together will help Zelto be able to serve publishers with a larger pool of resources, give them access to a wider range of products and boost their revenue with more advertiser relationships.	Geniee
Social Media Marketing	Brand Networks	Augeo announced that it has acquired Brand Networks, a social media marketing pioneer that will deliver powerful social activation platform solutions that complement Augeo's engagement technology systems.	Augeo
Social Media Monitoring	Repustate	Sprout Social announced the acquisition of Repustate, an innovative sentiment analysis and NLP company that will increase the power, breadth and automation of their social listening, messaging and customer care capabilities.	Sprout Social
Text Tools & Services	EVS Translations	Unbabel announced its acquisition of EVS Translations, a single-source translation supplier for all language requirements.	Unbabel
Training	Traffic Think Tank	Semrush announced the acquisition of Traffic Think Tank (TTT), a marketing education company and community featuring premium content by and for world-class marketing and growth leaders.	Semrush
Web & App Optimization	UserTesting.	Thoma Bravo announced the completion of its acquisition of video-based human insight company UserTesting.	Thoma Bravo
Web & App Optimization	Gatsby	Netlify announced that it has acquired Gatsby, providers of an advanced cloud platform for web delivery and content orchestration.	Netlify
Web Development & Design	Thrive Themes	Awesome Motive announced the acquisition of Thrive Themes, a simple-to-use WordPress suite of website tools to help create conversion-optimized plugins and themes that give a real boost to your business.	Awesome Motive
Web Performance & Security	Morphus	Accenture has acquired Morphus, a cyber defense, risk management and cyber threat intelligence services provider, expanding its practice capabilities in Brazil and Latin America.	Accenture

# LOOKING AHEAD

## WHERE INVESTMENT IS HAPPENING (Q1 2023)

Q1 brought in 4x the amount Q4 brought in for MarTech and MarTech-related companies. We identified a total of **\$13.2B** in investment this quarter.

Funding was spread across **36 categories** with AI dominating investment and with one investment representing \$10B (OpenAI).



**91%** of funding went to **12 companies** whom each raised **\$100M** or more.

Top raises:

Category	Company	Amount (Millions)
Artificial Intelligence	OpenAI	\$10,000
Artificial Intelligence	Adept AI	\$350
Payments	PhonePe	\$350
Web Performance & Security	Saviynt	\$205
Web Performance & Security	Deepwatch	\$180
Account-Based Marketing	Demandbase	\$175
Analytics: Business Intelligence	Tredence	\$175
Artificial Intelligence	Amelia	\$175
Social Media Management	SOCi	\$120
Sales Enablement	Consensus	\$110
Customer Engagement	Impel	\$104
Payments	Tranch	\$100



**APRIL  
2023**



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](mailto:eross@cabinetm.com))***