

**APRIL 2024**

**Q1 2024  
MARTECH  
INNOVATION**



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



# Q1 MARTECH INNOVATION

82

NEW PRODUCTS

In comparison to last quarter, new product announcements were up 105%, and feature announcements were down 10%.

53

FEATURE  
ANNOUNCEMENTS

Acquisitions were up 38% with 33 acquisitions across 28 categories in Q1.

33

ACQUISITIONS

Investment in MarTech companies this quarter was \$1.8B, and overall up 154% over the last quarter. See more details on where investments were made on page 25.

\$1.8B

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 2024 COMPARE?

	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024
NEW PRODUCTS	121	128	65	40	82
FEATURE ANNOUNCEMENTS	98	85	66	59	53
ACQUISITIONS	40	26	31	24	33
FUNDING	\$13.2B	\$3.1B	\$1.9B	\$699M	\$1.8B
	\$10B OF WHICH WENT TO OPENAI	\$1.3B WENT TO INFLECTIO NAI	\$500M WENT TO DATABRICK S	\$156M WENT TO AI-BASED COMPANIES	\$209M WENT TO AI-BASED COMPANIES



# Q1 2024 NEW PRODUCTS BY CATEGORY



## ADVERTISING BY CHANNEL

**Wurl** announced BrandDiscovery, a GenAI-based CTV advertising solution that enables advertisers to align their ads with content in real time.

**Kognitiv** announced Kognitiv Amplify, an AI-native, outcome-based paid media optimization software that has been designed to reshape and propel brands' acquisition and customer engagement strategies by delivering highly targeted cross-channel advertising at scale.

**Seedtag** launched Contextual TV, a solution that harnesses AI-based network dynamics, rich insights and bespoke creative to enable advertisers to create more effective CTV strategies and drive high-performing, privacy-compliant advertising campaigns across the open web and advanced TV.



## ADVERTISING: AD SERVING & MANAGEMENT

**Integral Ad Science** announced its Quality Attention measurement product that provides transparent metrics to help global advertisers increase return on investment, drive brand consideration, and boost conversions.

**AppsFlyer** launched Creative Optimization, a product that identifies patterns, trends, and features that drive optimal audience engagement, enabling marketers to capture the most value from their ad spend while enhancing the effectiveness of their creative content and campaigns.



# Q1 2024 NEW PRODUCTS BY CATEGORY



**Growify** launched its platform that offers comprehensive tools for tracking and analyzing the performance of advertising campaigns across various channels.

**DataDome** launched DataDome Ad Protect, a solution designed to combat fraudulent traffic affecting digital ad campaigns.

**Hightouch** launched Campaign Intelligence, which uses AI to allow marketers to understand customer behavior and campaign performance.

**Peer39** launched its Analytics suite, a campaign performance, suitability, and quality data-visualization toolset that consolidates ad data from more than 150 inputs, providing a detailed look at web, CTV, in-app mobile and online video placements.



## ANALYTICS: BEHAVIORAL

**Reach3 Insights** released the Brand Experience Predictor, a solution that enables marketers to gain fast and contextual feedback from consumers on potential brand experience activations through predictive analytics on intent to share, intent to engage or purchase and overall brand impact.

## ANALYTICS: BUSINESS INTELLIGENCE

**Chartgenie** announced its app designed for users who want to easily create professional-looking charts and graphs for projects, social media, reports, presentations and blog posts.

# Q1 2024 NEW PRODUCTS BY CATEGORY



**EPAM Systems** launched OSPulse™, an enterprise-level analytics dashboard for monitoring open source engagement within an organization.

## ARTIFICIAL INTELLIGENCE

**Mintel** launched Mintel Leap, a closed-loop, generative AI platform that delivers research and recommendations on people, products and categories.

**Getty Images** launched Generative AI by iStock, an affordable and commercially safe generative AI tool to help users and businesses easily turn their creative visions into powerful content.

**Chatmeter** announced Signals, an advanced AI tool built to help you understand your customers, and go from data to insight to action in just a few clicks.

**ImageBot.ai** launched its free text-to-image generator powered by generative AI technology.

**Splash** introduced Attendance Insights, a machine-learning tool that predicts event attendance based on similar events hosted on Splash.

**SparkyAI!** launched as an all-in-one AI solution created specifically for marketing teams that features a suite of AI-powered tools designed to boost marketing productivity across the entire customer journey.

**aibiliti** emerged as an AI-powered content creation platform that empowers small and medium-sized B2B tech companies to translate their complex innovations into captivating narratives that ignite interest, build trust, and drive measurable growth.



# Q1 2024 NEW PRODUCTS BY CATEGORY



**Visla** announced its AI-powered video creation and editing platform for individuals and teams.

**Wowzer AI** launched as a free, all-in-one, AI-driven image generator and content workflow solution.

**AI Writing Team** launched its innovative Multi-AI Content Creation Platform which, with specialized AIs, tackles writing, reviewing, optimization, fact-checking, legal scrutiny, engagement, and multilingual translation.

**Promo** launched PromoAI Creative Copilot, a solution that offers ultra-fast and intelligent ideation, professional-quality high resolution videos and automated scheduling across social platforms.

**Knotch** launched Knotch AIQ, a generative-AI product that makes it easy for marketers to generate high-performing new content, optimize existing content and perfect web experiences by tapping into brand-specific performance data.

**Sendlane** launched Forms, a user-friendly tool enabling eCommerce merchants to grow their email and SMS lists easily at no additional cost.

**Lightricks** launched LTX Studio, a generative AI-powered platform that brings instant video-making capabilities to marketers and other professionals.

**Kajabi** announced Creator Studio, a generative AI tool that, in seconds, enables creators to turn a single video into more than 40 pieces of content across social posts, blog posts, email and more.

**GetResponse** announced an AI email writing assistant that allows users to create high-quality emails and newsletters quickly and efficiently.



# Q1 2024 NEW PRODUCTS BY CATEGORY



**Clipfly** released its AI Video Generator, enabling users to create professional-quality videos without requiring advanced skills or manual video production.

**AIHumanizer** emerged as an innovative solution, designed to convert AI text to human content, thereby enabling it to bypass AI detection mechanisms effectively.

**Content Guardian** launched as a platform that integrates leading AI content detection systems into one powerful content-checking tool, providing unparalleled confidence in detecting AI-generated content.

**Media Shower** launched its revolutionary AI platform that combines the efficiency of artificial intelligence with the creativity of humans, offering an end-to-end solution for creating high-performing marketing materials.

**Animaker** launched Vmaker AI, an online AI-powered video editor that automates various video editing tasks to help users quickly turn raw footage into polished, professional-looking videos.

## AUDIENCE SEGMENTATION, INTENT & TARGETING

**Brevo** launched Brevo Commerce Suite, a solution that provides retailers and e-commerce companies with a 360-degree view of their customer data, empowering them to easily retain and engage customers with personalized, multi-channel communications.

# Q1 2024 NEW PRODUCTS BY CATEGORY



## BUSINESS MANAGEMENT

**PrometAI** launched its free online AI business plan generator, helping to simplify the complex task of creating detailed business plans and valuation materials.

## CAMPAIGN MANAGEMENT

**Smartly** launched Brand Pulse, a Real-Time Reach and Frequency solution that allows brand marketers to confidently measure and optimize across channels.

## CONTACT CENTER SYSTEMS & ADMINISTRATION

**Oracle** announced the Enterprise Communications Platform, enabling organizations to extend the value of Oracle industry applications by seamlessly connecting to networks and IoT devices to reimagine how they do business.

**Accelecom** launched its Contact Center as a Service, designed to empower businesses with advanced tools and capabilities to enhance customer experience and streamline contact center operations.



## CONTENT CREATION: DESIGN & ILLUSTRATION

**SlideFill** launched providing organizations with the ability to create personalized, data-driven presentations directly leveraging their prospects and customers' data from Salesforce or Hubspot.

# Q1 2024 NEW PRODUCTS BY CATEGORY



## CONTENT MANAGEMENT SYSTEM (CMS)

**WorkRamp** announced the WorkRamp Content Management System for Co-To-Market (GTM) Readiness.

## CONVERSATIONAL MARKETING

**Thinkstack** launched its AI chatbot platform that empowers businesses of all sizes to create and deploy advanced GPT-4 customer support chatbots effortlessly.

**Sendbird** announced a no-code AI chatbot solution suited for SMBs in customer-facing industries that want to deploy AI to improve customer engagement and support.

**Gupshup** launched Conversation Cloud, a comprehensive suite of SaaS tools that are set to revolutionize B2C interactions.

**Merkle** launched Intelligent Messaging, its end-to-end messaging solution, to create unified brand experiences across touchpoints and channels by blending AI assistance and human interaction.



## CORPORATE SOCIAL RESPONSIBILITY

**ScaleWith** announced Social Impact Copilot™, a revolutionary product that employs generative AI to redefine how enterprises drive sustainability, CSR and social impact across all business functions.



# Q1 2024 NEW PRODUCTS BY CATEGORY



## CUSTOMER ENGAGEMENT

**Visa** launched the Visa Web3 Loyalty Engagement Solution, helping brands meet next-generation customers where they are through immersive programs like gamified giveaways, augmented reality treasure hunts, and new ways to earn and burn loyalty points.

**8×8** announced 8×8 Engage, an AI-powered, tailored solution that enables cross-organization customer engagement for enhanced customer experiences, fostering loyalty and driving business success.

## CUSTOMER EXPERIENCE & SUCCESS

**ActionIQ** launched CX.AI, a suite of AI-enabled solutions purpose-built for customer experience, marketing, and data teams.

**Sprout Social** launched Social Customer Care, empowering brands to provide exceptional customer experiences and drive lasting loyalty with fast and meaningful customer engagement.

**Authenticx** introduced a generative AI solution, expanding the capacity for healthcare organizations to use recorded customer conversations as a key source of business insight.

# Q1 2024 NEW PRODUCTS BY CATEGORY



## CUSTOMER SERVICE & SUPPORT

**Pegasystems** announced Knowledge Buddy™, a generative AI-powered assistant that will quickly and easily enable customers and employees to get specific answers synthesized by generative AI from content scattered across knowledge bases.

## DIGITAL ASSET MANAGEMENT (DAM)

**Axle AI** announced its Axle AI Platform that will allow media owners to incorporate multi-vendor AI within their on-site video and audio production.



## DIGITAL EXPERIENCE

**Folloze** announced Folloze Website Engager, a toolkit that turns company website visits into engaging, personalized experiences that generate rich first-party engagement insights.

## DIRECT MAIL PLATFORMS

**Path2Response** unveiled Path2Ignite, an innovative direct mail solution for retailers that combines consumer buying behavior with custom modeling to address the challenges brands face in today's direct mail marketing landscape.

# Q1 2024 NEW PRODUCTS BY CATEGORY



## DIRECT MAIL TRACKING & MEASUREMENT

**Click2Mail** unveiled its CRM Hub, empowering businesses to seamlessly integrate physical mail into their automated marketing workflows.

## DOCUMENT & CONTENT MANAGEMENT

**Docubee** launched its collaboration product that allows contract reviewers to easily make edits, comments, or redline using Docubee's intelligent contract automation product.

## EMAIL PLATFORMS

**Yellow.ai** announced Email Automation, a solution that leverages generative AI to autonomously handle 80% of incoming email queries, ensuring quick and accurate responses around the clock.

**Campaign Cleaner** launched as a comprehensive email marketing tool that helps businesses optimize their email campaigns through a suite of advanced features to improve deliverability, engagement, and ROI.

## HUMAN RESOURCES

**Vimeo** launched Vimeo Central, an AI-powered video hub that empowers employees to communicate through video, extract actionable insights from a centralized source of truth, and become a more connected and productive organization.





# Q1 2024 NEW PRODUCTS BY CATEGORY



## IDENTITY RESOLUTION & REGISTRATION

**FullThrottle** launched SafeMatch™, a solution for ingesting household transaction data and safely resolving customer identities at the household level without using cookies.

## LIST DEVELOPMENT & MANAGEMENT

**Inogic** launched DeDupeD, a data hygiene app designed to address the challenge faced by duplicate records in Microsoft Dynamics 365 CRM.



## MARKETING OPERATIONS

**Bonsai Data Solutions** announced Overstory, a marketing measurement and activation platform built on first-party data.

## MOBILE MARKETING

**Pegasystems** introduced Pega GenAI Blueprint, a collaborative application that combines the power of generative AI with Pega's industry best practices to turbocharge the app design process.

# Q1 2024 NEW PRODUCTS BY CATEGORY



## PRODUCTIVITY & WORKFLOW

**Constructor** announced its AI Shopping Assistant, a leading-edge conversational product discovery tool.

**Clouldinary** announced MediaFlows, a low-code platform used to automate visual media workflows.

**Boardmix** launched AI Whiteboard, a tool for enhancing collaboration and creativity in the digital workspace.

## RETAIL: BRICK & MORTAR

**DOmedia** launched PeopleToMySpot.com, a website that helps local marketers and business owners understand foot-traffic patterns near their brick-and-mortar locations and build ad campaigns to increase customer foot-traffic.



## SALES OPERATIONS

**Integrate** launched Pipeline360, which offers multichannel campaign management, analytics, lead validation and standardization, and segmentation.

## SEARCH ENGINE MARKETING (SEM)

**Skyword** launched Accelerator360, a tool that combines AI technology, a global talent network, and editorial services to simplify and enhance SEO content creation.



# Q1 2024 NEW PRODUCTS BY CATEGORY



**Cohesity** announced Cohesity Gaia, an AI-powered enterprise search assistant that enables users to ask questions and receive answers by accessing and analyzing their vast pools of enterprise data.

**Lily AI** launched its Product Attribution solution, designed to enhance retail performance by optimizing search engine marketing and search engine optimization strategies for ecommerce.

## SMS MARKETING

**Power Textor** launched Power Automate SMS Connector, a tool that revolutionizes the way businesses manage their text marketing campaigns, streamlining processes and enhancing efficiency like never before.



## SOCIAL MEDIA MANAGEMENT

**ExpediteSocial** announced its social media planning tool that is specifically designed to meet the dynamic needs of social media managers, facilitating effective organization and enhanced online visibility.

## SOCIAL MEDIA MARKETING

**Hookle** launched a refined AI-powered social media marketing tool for small businesses.



# Q1 2024 NEW PRODUCTS BY CATEGORY



## SOCIAL MEDIA MONITORING

**SpotOn** announced SpotOn Marketing Assist, a marketing and review management software platform that empowers restaurants to drive guest visits and boost sales while eliminating the time and resources needed for self-serve marketing tools.

## TEXT TOOLS & SERVICES

**BlipCut** announced BlipCut AI Video Translator, an online tool that can automatically translate video to English and 35+ other languages.

**AI-Media** launched its VOD automated captioning solution, LEXI Recorded, created to address the ever-increasing demand for high volume, fast turnaround and easy captioning of recorded content.

## WEB DEVELOPMENT & DESIGN

**SitesGPT** launched their web-based platform that allows users to instantly generate a website using AI.

**Shift4** launched SkyTab Website Builder, an AI-powered tool for restaurants to quickly and easily create a website for their business.

**GoDaddy** announced Airo, an innovative AI-powered solution that provides users with an intuitive and efficient way to create and manage their websites.

# Q1 2024 NEW PRODUCTS BY CATEGORY



**Wix** launched its AI Website Builder that allows users to describe their intent and goals through a conversational AI chat, and instantly get a professional and uniquely designed website, including relevant pages, and business solutions such as scheduling, eCommerce, event management, and more.

## WEB PERFORMANCE & SECURITY

**Informatica** announced Informatica® Cloud Data Access Management, a solution that enables organizations to manage data access efficiently and securely.



# AI SPOTLIGHT



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

### 21 NEW TOOLS

Subcategory	Company	Product	Description
AI Content Detection Tools	Content Guardian	Content Guardian	Content Guardian launched as a platform that provides unparalleled confidence in detecting AI-generated content.
AI Enablement	Mintel	Mintel Leap	Mintel launched Mintel Leap, a closed-loop, generative AI platform that delivers research and recommendations on people, products and categories.
AI Enablement	Chatmeter Signals	Chatmeter Signals	Chatmeter announced Signals, an advanced AI tool built to help you understand your customers, and go from data to insight to action in just a few clicks.
AI Predictive Software	Splash	Splash Attendance Insights	Splash introduced Attendance Insights, a machine-learning tool that predicts event attendance based on similar events hosted on Splash.
Generative AI: Images	Getty Images	Generative AI by iStock	Getty Images launched Generative AI by iStock, a generative AI tool to help users and businesses easily turn their creative visions into powerful content.
Generative AI: Images	ImageBot.ai	ImageBot.ai	ImageBot.ai launched its free text-to-image generator powered by generative AI technology.
Generative AI: Images	aibilti	aibilti	aibilti emerged as an AI-powered content creation platform that empowers companies to ignite interest, build trust, and drive measurable growth.
Generative AI: Images	Wowzer AI	Wowzer AI	Wowzer AI launched as a free, all-in-one, AI-driven image generator and content workflow solution.
Generative AI: Text	SparkyAI	SparkyAI	SparkyAI launched its all-in-one AI solution that features a suite of AI-powered tools designed to boost marketing productivity across the entire customer journey.
Generative AI: Text	AI Writing Team	Multi-AI Content Creation Platform	AI Writing Team launched its Multi-AI Content Creation Platform that tackles writing, reviewing, optimization, fact-checking, legal scrutiny, engagement, and translation.
Generative AI: Text	Knotch	Knotch AIQ	Knotch launched Knotch AIQ, a product that generates new content, optimizes existing content and perfects web experiences with brand-specific performance data.
Generative AI: Text	Kajabi	Kajabi Creator Studio	Kajabi launched Creator Studio, a tool that enables creators to turn a single video into more than 40 pieces of content across social posts, blog posts, email and more.
Generative AI: Text	GetResponse	GetResponse AI Email Generator	GetResponse announced an AI email writing assistant that allows users to create high-quality emails and newsletters quickly and efficiently.
Generative AI: Text	AIHumanizer	AIHumanizer	AIHumanizer emerged as an innovative solution, designed to convert AI text to human content, thereby enabling it to bypass AI detection mechanisms effectively.
Generative AI: Text	Media Shower	Media Shower	Media Shower launched its AI platform that combines the efficiency of AI with the creativity of humans, offering an end-to-end solution for creating marketing materials.
Generative AI: Video	Visla	Visla	Visla launched as an AI-powered video creation and editing platform for individuals and teams.
Generative AI: Video	Promo	PromoAI Creative Copilot	Promo launched PromoAI Creative Copilot, a solution with ultra-fast ideation, professional-quality high resolution videos and automated scheduling across social platforms.
Generative AI: Video	Lightricks	LTX Studio	Lightricks launched LTX Studio, a generative AI-powered platform that brings instant video-making capabilities to marketers and other professionals.
Generative AI: Video	Clipfly	Clipfly AI Video Generator	Clipfly released its AI Video Generator, enabling users to create professional-quality videos without requiring advanced skills or manual video production.
Generative AI: Video	Animaker	Vmaker AI	Animaker launched Vmaker AI, a video editor that automates various video editing tasks to help users quickly turn raw footage into polished, professional-looking videos.

### 2 VENDOR WITH NEW AI CAPABILITIES

Subcategory	Company	Product	Description
Generative AI: Video	Vidnoz	Vidnoz AI	Vidnoz introduced Voice Clone, a feature within its free AI video generator that allows users to clone their voices and speak in over 80 languages while preserving their authentic tones.
AI Content Detection Tools	Originality.AI	Originality.AI	Originality.AI launched Version 3.0, representing a significant leap forward in AI content detection technology.

### \$209M FUNDING TOWARDS AI

Subcategory	Company	\$ Millions
Generative AI: Audio	ElevenLabs	\$80.0
Generative AI: Images	Photoroom	\$43.0
Generative AI: Text	Rasa	\$30.0
AI Enablement	Contents.com	\$18.0
Generative AI: Video	Halper	\$13.8
Generative AI: Text	Ask-AI	\$11.0
Generative AI: Text	FlowGPT	\$10.0
AI Enablement	Hatz AI	\$2.5
AI Enablement	QuantexAI	\$1.0





# VENDOR ACTIVITY

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

Category	Product	Description
Advertising: Buy & Sell	Yahoo DSP	Yahoo announced first-to-market testing capabilities for its identity suite, Yahoo Identity Solutions, directly in the Yahoo DSP, which helps advertisers gain valuable media insights and prepare their businesses to properly optimize and measure campaigns amid third-party cookie deprecation.
Analytics: Behavioral	DataGPT AI Analyst	DataGPT announced Dynamic Benchmarking, giving business users the power to analyze data by date range and perform head-to-head comparisons of specific segments within the data over the same period of time.
Analytics: Business Intelligence	AUDIENCEx Intelligence	AUDIENCEx announced a significant expansion to the capabilities of its innovative AI product, including a new marketing analytics solution providing omnichannel data visualizations, conversion insights, and predictive modeling.
Analytics: Business Intelligence	Tellius Genius AI Engine	Tellius unveiled an expansion of its generative AI features, including Gen-AI powered narratives and search, collaborative stories, and robust enterprise guardrails heralds a new era in data exploration and decision-making.
Artificial Intelligence	Vidnoz AI	Vidnoz introduced a groundbreaking feature, Voice Clone, within its free AI video generator, allowing users to clone their voices and speak in over 80 languages while preserving their authentic tones.
Artificial Intelligence	Originality.AI	Originality.AI launched Version 3.0, representing a significant leap forward in AI content detection technology.
Audience Segmentation, Intent & Targeting	Echo AI Conversation Intelligence	Echo AI (formerly Pathlight) announced an expansion of its platform and a strategic rebrand, representing the company's expansion beyond contact centers and into the entire organization—enabling leaders to act on real-time intelligence from every customer conversation.
Business Management	TotalAgility	Tungsten Automation unveiled the latest release of TotalAgility, offering new AI enhancements that help organizations become more agile and accelerate their returns on investment more than ever before.
Campaign Management	Iterable	Iterable announced Ingest Toolkit which features Smart Ingest, an Iterable-native feature co-developed with Hightouch that directly connects to cloud data platforms and enables marketers to bring all of their valuable customer data into Iterable; and Data Schema Management, the intuitive user interface to easily manage and control data structure.
Contact Center Systems & Administration	CallRail	CallRail announced AI-driven, self-reported attribution capabilities that will allow marketers and business owners the ability to easily get visibility into the impact brand, word of mouth, social media, and other difficult to track marketing efforts have had on generating leads.
Contact Center Systems & Administration	U-Analyze	Uniphore announced a new generative AI-fueled upgrade to its U-Analyze analytics solution, allowing business leaders to make knowledgeable, timely, data-driven decisions to revolutionize their customers' experiences as well as agent performance.
Content Creation: Design & Illustration	Canva	CvAIsual launched the PeopleMaker app on the all-in-one visual communication platform, Canva, giving users the ability to create custom, realistic "synthetic humans" – AI-generated human portraits with realistic traits – natively in the editor.
Content Marketing: Planning & Management	StoryChief	StoryChief launched a new feature called the AI Content Strategy Builder, a tool that uses advanced language models to provide marketers and agencies with effective content strategies in just one click.
Content Marketing: Planning & Management	Quark Publishing Platform NextGen	Quark Software released the newest version of Quark Publishing Platform (QPP) NextGen, with new workflow visualization capabilities and integration with Microsoft Excel, ensuring content accuracy throughout the lifecycle.
Conversational Marketing	TeamSupport	TeamSupport announced that it has launched several AI-powered features to help customers deliver exceptional support at scale.
Conversational Marketing	Blazeo	ApexChat announced that it has changed its name to Blazeo, reflecting its growth from a pioneering customer service-focused chat firm into an ad conversion platform.
Conversational Marketing	Conversica	Conversica's latest update embeds AI-powered, human-like, real-time conversations directly into key pipeline-generating marketing activities.

# VENDOR ACTIVITY

## ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

Category	Product	Description
Customer Experience & Success	Hubspot Operations Hub	HubSpot released many new updates and features across all hubs and tiers, paving the way for a transformative leap in digital marketing, sales efficiency and customer service excellence.
Customer Service & Support	Hubspot Service Hub	HubSpot released many new updates and features across all hubs and tiers, paving the way for a transformative leap in digital marketing, sales efficiency and customer service excellence.
Digital Asset Management (DAM)	Acquia DAM	Acquia announced new integrations for its DAM solution that expand its brand management capabilities, including integrations with Acquia Campaign Studio, Adobe Stock, and Google Translate.
Email Creation	Exclaimer Email Signature Management	Exclaimer launched its Social Feeds feature, enabling organizations to embed their social media posts directly into their email signatures.
Email Security & Deliverability	Litmus Email Guardian	Litmus added Link Monitoring to Litmus Email Guardian, now allowing users to detect potential issues before they negatively impact subscriber experiences.
Enterprise Data Management	Panoply	Panoply announced that it has launched their dashboards feature, optimizing their platform as a truly all-in-one solution for data management.
Enterprise Data Management	Data Collaboration	LiveRamp unveiled new capabilities within the LiveRamp Data Collaboration Platform such as a simplified user interface, composable technology for cross-cloud interoperability, and a partner marketplace where innovative third-party developers can build applications showcasing their trusted expertise.
Enterprise Data Management	Confluent Cloud	Confluent announced new Confluent Cloud capabilities making it easier for customers to stream, connect, govern, and process data for more seamless experiences and timely insights while keeping their data safe.
Events: In-Person & Virtual	EventLeaf	Eventleaf launched a new Offline Check-In feature in its Check In mobile app, designed to provide a seamless check-in experience for event attendees.
Events: In-Person & Virtual	Eventbrite	Eventbrite announced the introduction of two new features, Instant Payouts and Tap to Pay, aimed at providing event organizers with enhanced financial flexibility and operational efficiency.
Events: In-Person & Virtual	Banzai Reach	Banzai announced an expansion of Reach, its event marketing solution, with updates including the creation of an operating business unit, investment in new technology systems to support customers more efficiently, and an expanded strategic focus within Banzai to serve additional customers.
Events: In-Person & Virtual	Ticketbud	Ticketbud launched its new Reserved Seating Ticketing feature, which includes venue mapping and custom seating charts, with interactive selection allowing ticket buyers to choose their preferred seats with ease.
Identity Resolution & Registration	TruAudience	TransUnion announced the enhancement of its TruAudience marketing solutions line with the newly improved TransUnion identity graph that delivers more accurate identity resolution and robust demographic enrichment.
Identity Resolution & Registration	LoginRadius Identity Platform	LoginRadius introduced Voice OTP, an advanced security feature aimed at revolutionizing user authentication and verification.
Integrations	Appian Low-Code Automation Platform	Appian announced the latest version of the Appian Platform, introducing the new generative AI prompt builder AI skill, and the Appian Case Management Studio.
Integrations	Celigo	Celigo announced significant improvements in error management and enhanced GenAI capabilities within Celigo AI.
Marketing Automation	HubSpot Marketing Hub	HubSpot released many new updates and features across all hubs and tiers, paving the way for a transformative leap in digital marketing, sales efficiency and customer service excellence.
Marketing Automation	Google Marketing Platform	Google rolled out a new API with enhanced capabilities for organizational administrators using the Google Marketing Platform, now allowing administrators to upgrade or downgrade properties between standard and Analytics 360, and link Google Analytics accounts to organizations.

# VENDOR ACTIVITY

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

Category	Product	Description
Personalization	Intellimize	Intellimize launched AI Landing Pages, an innovative feature designed to meet the ever-growing demand for personalized digital experiences.
Public Relations	Muck Rack	Muck Rack announced enhancements to its measurement and reporting capabilities, designed to help brands tell the full story of how public relations impacts business outcomes using customized analytics.
Retail: eCommerce	MikMak	MikMak announced a series of product enhancements to its eCommerce acceleration platform MikMak, including the new MikMak Headless Commerce API and MikMak Insights' Custom Report Builder.
Sales Enablement	Seismic	Seismic announced advancements in generative AI, Seismic for Meetings, and Digital Sales Rooms (DSRs), all empowering reps to provide a better customer experience from the onset of a deal through to signature.
Sales Enablement	HubSpot Sales Hub	HubSpot released many new updates and features across all hubs and tiers, paving the way for a transformative leap in digital marketing, sales efficiency and customer service excellence.
Search Engine Marketing (SEM)	Bitly Enterprise	Bitly introduced a new customizable Analytics dashboard to enhance the company's data analysis capabilities.
Search Engine Marketing (SEM)	Algolia	Algolia launched a new 'Looking Similar' capability as part of its AI Recommendations solution, that analyzes images in a retailer's catalog to find and recommend other items that are visually similar.
Social Media Monitoring	Chatmeter	Chatmeter announced Risk Monitoring, a new feature that utilizes artificial intelligence to analyze online reviews and social media posts, aiming to identify potential threats to a brand's reputation.
Text Tools & Services	FineShare FineVoice	Fineshare announced AI-powered updates to its FineVoice solution, providing creators who pursue quality with features like voice changing, dubbing, voice cloning, transcription, etc.
Video Creation Tools	Filmora	Wondershare Filmora launched its latest features which includes Enhanced AI Music Generation and Text-To-Speech, both of which introduce new customization options that cater to the needs of video editors with more variety.
Video Creation Tools	FlexClip	FlexClip released its latest version, featuring Chroma Key, Reverse Video, and Freeze Frame functionalities.
Video Management	Rev Enterprise Video Platform	Vbric unveiled several new AI capabilities within its video platform that helps transform content management at scale, automates tasks, improves accessibility, and simplifies processes across the enterprise.
Video Management	Corporate Tube	VIDIZMO launched "Category Access Rights" for its EnterpriseTube platform, a feature that addresses the growing challenge of organizing vast video libraries in today's video-centric world.
Video Marketing Platforms	Brightcove Marketing Studio	Brightcove announced it has added web-based video editing capabilities to its streaming technology platform, adding easy-to-use editing that accelerates their video creation, management, and publishing workflows.
Web & App Optimization	YOTTA Acceleration Platform	Yottaa announced the general availability of its newest innovation, "Cache Experience", enabling online brands to redefine the online shopping journey by unleashing "instant" shopping experiences through Yottaa's advanced page prefetch technology.
Web & App Optimization	UserTesting	UserTesting unveiled its latest enhancements to the UserTesting Human Insight Platform with new product features tailored to streamline how human insights can be captured across the customer journey, including new mobile camera testing templates and guides that can be used for retail, entertainment, travel, and more, and a product integration with Rally, a user research CRM platform.
Web Development & Design	AudioEye Free	AudioEye announced a series of enterprise-level updates to help organizations better address ongoing accessibility compliance at scale, including accessibility developer tools, single sign-on, and improved testing capabilities.
Web Performance & Security	Siteimprove	Siteimprove launched brand new capabilities that help marketers to easily and confidently make impactful decisions that drive better conversions, including AI Remediate, SEO Enterprise and Funnel Comparison that span across Siteimprove's holistic offering.



# M&A ACTIVITY

## DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Advertising by Channel	Sounder	Triton Digital announced the acquisition of Sounder, an innovative audio intelligence platform, that together will allow Sounder to provide advanced contextual targeting solutions, brand suitability, and cutting-edge podcast promotional tools.	Triton Digital
Advertising: Ad Serving & Management	Jixie	Accenture has completed the acquisition of Jixie, a Media-Tech company that provides AI-based data intelligence for Publishers and Advertisers to the media and marketing industry.	Accenture
Advertising: Ad Serving & Management	Admetricks	Similarweb announced the acquisition of Admetricks, the creator of powerful ad intelligence software, that is slated to form the core of the new Similarweb Ad Intelligence product.	Similarweb
Analytics: Behavioral	data.ai	Sensor Tower announced that it has acquired market intelligence platform data.ai, allowing Sensor Tower to further broaden and create an industry standard solution in marketing intelligence.	Sensor Tower
Artificial Intelligence	Clipdrop	Jasper announced that it has reached an agreement to acquire Clipdrop, an AI image creation and editing platform, from Stability AI.	Jasper
Contact Center Systems & Administration	Thrio	Nextiva announced the acquisition of Thrio, a contact center software company renowned for its expertise in AI-driven customer experience.	Nextiva
Content Creation: Design & Illustration	Affinity	Canva announced the acquisition of Affinity, the creative software suite for professional photo editing, illustration, graphic design and page layout.	Canva
Content Management System (CMS)	Crooze	Box announced that it has acquired Crooze, a no-code enterprise content management applications provider built on the Box Platform.	Box
Content Management System (CMS)	DivvyHQ	Lytho announced its acquisition of DivvyHQ, a renowned content operations platform for content marketing and communications teams, which together will help to enhance Lytho's capabilities in content ideation, campaign and content planning, and performance measurement.	Lytho
Content Marketing: Production & Distribution	Uploadcare	Tiugo Technologies announced the acquisition of Uploadcare, the file management provider and content delivery network (CDN) solution for software developers.	Tiugo Technologies
Conversational Marketing	Radiance Commerce	Bloomreach announced the acquisition of Radiance Commerce, an enterprise-grade conversational commerce platform powered by the latest in generative AI.	Bloomreach
Conversational Marketing	Drift	Salesloft announced the acquisition of Drift, the buyer experience and Conversational AI company, that together will allow companies to orchestrate a personalized, omnichannel buyer journey powered by AI that provides an optimal buying experience that drives higher quality pipeline and revenue outcomes.	Salesloft
Customer Experience & Success	Superpeer	Skillshare completed the acquisition of Superpeer's technology and key assets to expand its marketplace beyond on-demand classes to new services, content, and products that enrich the creator and student experiences.	Skillshare
Customer Service & Support	Klaus	Zendesk announced it completed its acquisition of Klaus, the AI-powered quality management platform.	Zendesk
Data Migration	Proceed Group's Rightsizer	Syniti announced it has acquired Proceed Group's Rightsizer software, a tool for identifying archiving opportunities and to determine infrastructure sizing as organizations embark on their SAP S/4HANA transformations.	Syniti
Digital Experience	Mindcurv	Accenture completed the acquisition of Mindcurv, a cloud-native digital experience and data analytics company specializing in composable software, digital engineering and commerce services.	Accenture
Direct Mail Platforms	Alyce	Sendoso announced it acquired Alyce, combining two of the biggest players in the corporate gifting platform space.	Sendoso

# M&A ACTIVITY

## DOES 1 + 1 = 3?

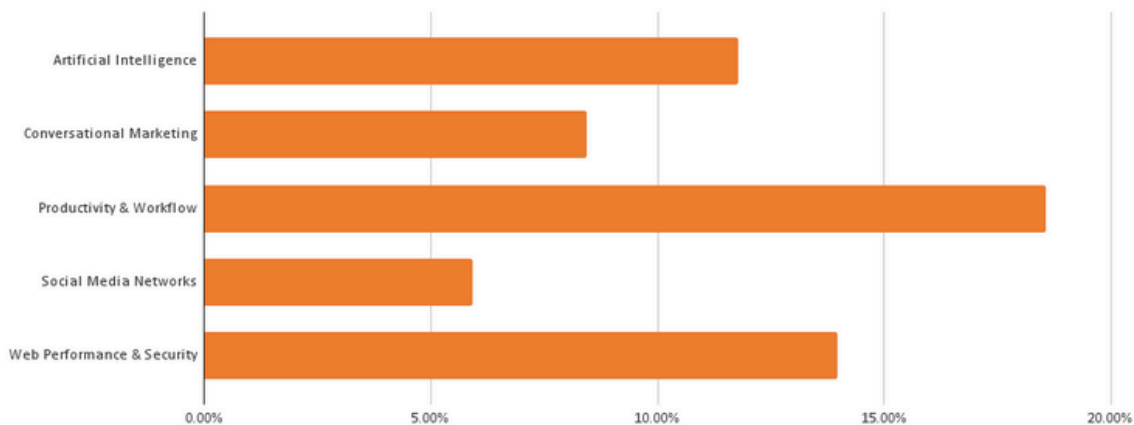
Category	Company	Description	Acquired by
Email Platforms	Atmail	Inbox.com announced its acquisition of Atmail, a renowned email hosting provider, that together is set to create a more diverse, comprehensive suite of email services, catering to both individual consumers and business customers' needs.	Inbox.com
Enterprise Data Management	Habu	LiveRamp announced the acquisition of marketing data startup Habu, which together will allow LiveRamp clients to safely and securely share customer data.	LiveRamp
Enterprise Data Management	Splunk	Cisco announced it completed the acquisition of Splunk, setting the foundation for delivering unparalleled visibility and insights across an organization's entire digital footprint.	Cisco
Events: In-Person & Virtual	JiffleNow	Cvent announced that it has acquired JiffleNow, a B2B 1:1 and group appointments scheduling solution, and iCapture, a lead capture solution.	Cvent
FinTech (Financial Technology)	Embedded	Mitgo Group announced the acquisition of UAE-based embedded finance platform Embedded, whose team has extensive experience in fintech and will complement Mitgo's technology stack needed to enter a new market.	Mitgo Group
Marketing Automation	Atando Technologies	Comm100 announced the acquisition of the Credit Union book of business from Atando Technologies.	Comm100
Marketing Operations	Juniper Networks	Hewlett Packard Enterprise announced that it has entered a definitive agreement to acquire Juniper Networks, a leader in AI-native networks, that together advances HPE's portfolio mix shift toward higher-growth solutions and strengthens its high-margin networking business.	Hewlett Packard Enterprise
Marketing Strategy	The Lumery	Accenture has acquired The Lumery, a Melbourne-based martech consultancy that helps leading organizations deliver seamless customer experiences and transform their marketing services, strengthening the marketing transformation capabilities of Accenture Song, and adding significant depth to its offerings in Australia, such as personalization, CRM and loyalty, testing and experimentation and automation.	Accenture
Productivity & Workflow	Integrify	PSPDFKit announced the acquisition of Integrify, a low-code process automation platform provider that will help expand PSPDFKit's low-code document solution by adding business process automation capabilities.	PSPDFKit
Public Relations	The Wind Communications Agency	ARInsights announced its acquisition of The Wind Communications Agency, a premier, full-service analyst relations services firm and consultancy, helping to expand its ServicePlus AR operational services to now address companies' full spectrum of AR needs.	ARInsights
Retail: Brick & Mortar	OptimoRank	Synup announced its acquisition of OptimoRank, a provider of advanced grid ranking technology, together bringing unparalleled value to customers looking to boost their local visibility and search rankings.	Synup
Social Media Monitoring	Radarr Technologies	Genesys announced the completion of its acquisition of Radarr Technologies, an AI-based social and digital listening, analytics, and consumer engagement company.	Genesys
Social Media Monitoring	Social 360	Signal AI announced the acquisition of Social 360, an advanced reputation intelligence monitoring company, that together will provide a single source of relevant data, allowing clients to cut through the noise, navigate complex risks and opportunities, and elevate their reputation effectively.	Signal AI
Text Tools & Services	Kyndi	Qlik announced the acquisition of Kyndi, an innovator in natural language processing, search, and generative AI, that together bolsters Qlik's ability to deliver comprehensive answers from structured and unstructured data.	Qlik
Web Development & Design	Monsido	Acquia announced the completion of its acquisition of the Monsido platform, a website accessibility and optimization solution, which together will help expand the capabilities of the Acquia DXP.	Acquia
Web Performance & Security	Elevate Security	Mimecast announced its acquisition of Elevate Security, a provider of human risk management solutions, which will help strengthen Mimecast's offerings by providing proactive insights and deeper visibility into human behaviors and risk, helping customers better protect the digital workplace.	Mimecast

# LOOKING AHEAD

## WHERE INVESTMENT IS HAPPENING (Q1 2024)

Q1 brought in 105% more than the amount Q4 brought in for MarTech and MarTech-related companies. We identified a total of **\$1.8B** in investment this quarter.

Funding was spread across **27 categories** with one category representing 19% of the total.



**39%** of funding went to **4 companies** whom each raised **\$100M** or more.

Top raises:

		Millions
Conversational Marketing	Kore.ai	\$150
Productivity & Workflow	Telegram	\$330
Web Performance & Security	Silverfort	\$116
Web Performance & Security	Bugcrowd	\$102



**APRIL 2024**



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

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

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

**Questions? Contact Victoria Andrews ([vandrews@cabinetm.com](mailto:vandrews@cabinetm.com))**