


**JULY
2021**

**Q2 2021
MARTECH
INNOVATION**

Cabinet M

The latest marketing technology introductions, feature updates, and acquisitions



MARTECH INNOVATION

Welcome to the third edition of CabinetM's quarterly MarTech Innovation summary.

64

NEW PRODUCTS

In comparison to last quarter, new product announcements were up 8%, and feature announcements were up 9%.

71

FEATURE
ANNOUNCEMENTS

There were 54 acquisitions across 36 categories in Q2 -- essentially flat quarter over quarter.

54

ACQUISITIONS

Investment in MarTech companies this quarter was an incredible \$12.8B indicating that MarTech innovation won't be capped anytime soon! See more details on where investments were made on page 24.

\$12.8B

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.



Q2 2021 NEW PRODUCTS BY CATEGORY

ADVERTISING BY CHANNEL

Jun Group launched its new self-service advertising platform for SMBs called Business+.

ADVERTISING: AD SERVING AND MANAGEMENT

Position2 launched Arena Calibrate, a revolutionary ML-powered analytics platform for digital marketers.

DigitalReef launched its fully-integrated mobile marketing and advertising platform to provide a complete end-to-end solution for brands, marketers and app developers.

ADVERTISING: BUY & SELL

DeepIntent launched DeepIntent Outcomes, enabling marketers to measure and automatically optimize live campaigns based on script performance from pharmacy claims data that is refreshed daily.

ANALYTICS: BEHAVIORAL

Qualtrics announced new operating system, XM/OS, enabling companies to bring together all of their experience data, analyze it, and easily take action.

Amplitude introduced their Digital Optimization System, to manage, measure and optimize the business value of digital product innovation.



Q2 2021 NEW PRODUCTS BY CATEGORY



Amplitude introduced Amplitude Experiment, an experimentation solution that provides an end-to-end experimentation and delivery workflow that integrates customer data into every step.

ANALYTICS: BUSINESS INTELLIGENCE

ThoughtSpot launched ThoughtSpot Everywhere, a low-code embedded analytics platform for building interactive data apps and incorporating any service available in the Modern Analytics Cloud directly into apps, products, and services.

Databricks unveiled Databricks Machine Learning, a platform that lets data science teams build AI models based on the AutoML framework.



ATTRIBUTION

AdsWizz added a new attribution solution that allows advertisers to accurately measure the impact of their ads and maximize the effectiveness of each campaign while it is still in progress.

AUDIENCE SEGMENTATION, INTENT & TARGETING

Comscore introduced Plan Metrix Multi-Platform, their audience planning tool that combines consumer's desktop and mobile behavior with detailed information about their lifestyles, interests, attitudes and demographics for a unified digital view.

Q2 2021 NEW PRODUCTS BY CATEGORY



BRAND MANAGEMENT

Fintel Connect introduced Fintel Check, an AI-powered content marketing compliance tool.

BUSINESS MANAGEMENT

WorkForce Software released its WorkForce Suite with a completely integrated set of employee experience capabilities, as well as labor forecasting, scheduling, and insights.

CHANNEL MARKETING

Brand Wings launched its new through-channel marketing automation platform to help brands enhance their marketing and sell more through channel partners.



CONTENT CREATION: DESIGN & ILLUSTRATION, WRITTEN CONTENT

Looka released its free Business Name Generator, helping entrepreneurs instantly brainstorm ideas, check domain and social media availability, and see logo designs all in one spot.

CONVERSATIONAL MARKETING

Comm100 announced Task Bot, giving small businesses an efficient way to offer a fully automated 24/7 sales and customer service channel for their customers.

Q2 2021 NEW PRODUCTS BY CATEGORY



CRM SYSTEMS

Quadient launched Inspire Evolve, a high-performance, SaaS customer communications management solution that supports rapid enterprise transformation.

CUSTOMER ENGAGEMENT

Annex Cloud launched their Loyalty Experience Platform that combines loyalty program management capabilities with powerful engagement modules to help customers seamlessly connect, engage, and grow their customer relationships at scale.

CUSTOMER EXPERIENCE AND SUCCESS

Emplifi launched with their Audax-backed Customer Experience (CX) platform, with tools to connect social media marketing, customer care, and social commerce to address critical customer experience gaps.

Genesys announced Genesys DX, their standalone digital customer engagement offering that brings together AI chatbots and human support for always-on engagement.



CUSTOMER LIFECYCLE MANAGEMENT

Wealth Dynamix launched CLMi, a SaaS solution helping relationship managers prioritize daily work, meet regulatory obligations through industry tested business processes, and facilitate focus on profitable outcomes for clients.

CUSTOMER SERVICE & SUPPORT

Yext launched Support Answers, a suite of enterprise search solutions that help understand the meaning behind customer questions and deliver direct answers that draw from a business's FAQs, product manuals, and help articles.

Y Meadows launched its AI customer service automation solution to understand and classify written messages by context, apply workflow automation to route them to the appropriate resource, curate relevant information from disparate systems, and generate appropriate responses.

EMAIL SECURITY & DELIVERABILITY

Valimail announced Valimail Authenticate, a fully automated DMARC solution that authenticates email accurately, protects brands, stops phishing attacks, and improves email deliverability.

ENTERPRISE DATA MGMT

Imperva introduced a comprehensive data security platform built for the cloud that simplifies the security and compliance of your data in any database.

DoControl introduced a fully automated SaaS security platform, providing data access monitoring, orchestration, and remediation across major SaaS applications.

Octopai announced Data Lineage XD an advanced multidimensional platform that gives enterprises a complete, in-depth view of data flow.

Q2 2021 NEW PRODUCTS BY CATEGORY



IDrive released IDrive Mirror, giving individuals and small businesses the ability to backup unlimited computers and server systems into a single account.

Commvault announced their unified Intelligent Data Services Platform designed to meet organizations' growing demand to intelligently manage their data.

EVENTS & TRADE SHOWS: LIVE AND VIRTUAL

Touchcast unveiled their AI-powered virtual events platform and what once took days of pre- and post-production, can now be done in real time.

Zoom announced Zoom Events, an all-in-one platform to produce interactive and engaging virtual experiences, with the ability to produce ticketed, live events for internal or external audiences of any size.

INTEGRATIONS

HubSpot launched Operations Hub, providing users with a unified toolset that connects apps, cleans customer data, and automates business processes all in one.

Insightly announced AppConnect, a workflow automation application for easily integrating finance, IT, marketing, HR, and other business critical apps with the Insightly platform.

INTELLIGENT AGENTS

Atos launched Atos Computer Vision Platform, their end-to-end AI video and image analytics platform that enables organizations to process and analyze massive amounts of complex video and image data in real-time.

Q2 2021 NEW PRODUCTS BY CATEGORY



LEAD GENERATION

PureB2B launched PurePulse, a mid-funnel demand generation solution for B2B companies that uses primary-source decisional intent data to identify in-market buyers.

NetLine released its Lead Management Platform, offering B2B Marketers centralized lead capture, qualification, routing, analytics, and companion content amplification campaign capabilities.

MARKET RESEARCH

Granularity launched its market research platform where users can quickly set up campaigns for their target audiences and receive almost immediate feedback.



MOBILE MARKETING

Amazon Web Services announced Amazon Location Service, making it easier to add location functionality to applications without compromising on user privacy or data security.

Insiten launched Contour, a mobile app accelerator that allows them to deliver fully customized mobile apps and web experiences.

Muvi launched Konviare, a notification management engine, to cater to the growing demand for creating and managing multi-channel notifications.

Q2 2021 NEW PRODUCTS BY CATEGORY



PERSONALIZATION

Amplitude introduced Amplitude Recommend, their new personalization product that leverages customer behavior data in the digital product and ML models to determine which behaviors result in the optimal business outcome.

PRIVACY, COMPLIANCE & RISK

BigID introduced BigID.me, a privacy-on-demand SaaS that enables organizations to automate and intuitively manage the customer privacy experience, preferences and consent management, and privacy requests.

PRODUCTIVITY & WORKFLOW

FreeConferenceCall launched Huddle.Team, a complete communication and collaboration solution with features including audio and video conferencing, a virtual phone for each member of a team, team chat and sharing tools.

Filo launched Filo Virtual Sales Hub, a flexible, online space where distributed revenue teams can meet, strategize, and drive growth.

Wishpond launched Wishpond Appointments, enabling businesses to offer automated scheduling to their clients.

Q2 2021 NEW PRODUCTS BY CATEGORY



RETAIL: ECOMMERCE

Arc XP launched Arc Commerce, giving brand marketers the tools and capabilities to build deeper relationships with consumers through brand storytelling and drive omni-channel revenue goals.

Similarweb launched Shopper Intelligence, which analyzes consumer shopping behavior across desktop and mobile web, and provides a comprehensive solution for understanding the entire digital customer journey.

Shopistry launched their “hosted and headless” eCommerce platform that enables brands to launch engaging experiences optimized for scale.

SALES OPERATIONS

antuit.ai released its AI Demand Modeling Studio enabling companies with production-ready AI models, pipelines and workflows for demand forecasting, shaping and fulfillment use cases.

SEARCH ENGINE MARKETING

Demandwell launched its new SEO software platform, helping B2B SaaS marketing teams turn organic search into a source of repeatable revenue.

SMS MARKETING

Squaretalk launched its multi-channel messaging service Express, enabling businesses and contact centers to connect with customers wherever they are, through any device, and on their preferred platform.



Q2 2021 NEW PRODUCTS BY CATEGORY



SOCIAL MEDIA MONITORING

Sprinklr announced Sprinklr for Higher Education, a pre-configured, AI-powered offering helping colleges and universities reach, engage, and listen to their communities across digital channels.

DigitalMR launched AI-led CX management platform, listening247, adding accurate, actionable, and timely intelligence to any text, audio, and images published online about a specific brand.

VIDEO CREATION TOOLS

Piktochart launched Piktostory, the new video editing platform that enables users to turn long-form videos into bite-sized clips ready to be shared on social media channels.

SundaySky launched its self-service Editor solution, allowing digital marketers to easily create and modify video experiences.

Motionbox launched a new tool to support remote, collaborative video editing, allowing users to work remotely together to edit videos in real time.

PromoMii released their A.I. powered video search and creation tool, Nova AI, allowing users to search their video content and extensive archives in great detail.

Wondershare launched DemoAir, a new cloud-based online screen recorder for Chrome users who want to easily record, edit, and share videos on the go.

Q2 2021 NEW PRODUCTS BY CATEGORY



VIDEO MANAGEMENT

CatapultX launched its On-Stream video monetization and contextual AI platform that harnesses AI to power contextually relevant and non-interruptive video ads that are integrated directly within video content.

VIDEO MEASUREMENT

Innotescus launched its image and video annotation platform that provides an intuitive annotation workspace, comprehensive analytics, and a collaborative environment for teams to produce superior quality training datasets.

VIRTUAL AND AUGMENTED REALITY

TeamViewer introduced lifeAR, a mobile app that allows users to interact with each other through video group calls or individual tutorials, and uses real-time Augmented Reality annotations.



WEB AND APP OPTIMIZATION

Applause announced Applause Codeless Automation, a SaaS product helping brands quickly scale their test automation strategies.

WEB PERFORMANCE & SECURITY

D4t4 Solutions launched the Celebrus Fraud Data Platform (FDP) to help protect customers in real-time across all digital touchpoints using automated behavioral insights to eliminate new account, account takeover, and payment fraud.

Quest Software launched a new Data Empowerment Platform helping global enterprises bridge the gaps between their data infrastructure, security, and governance initiatives.



VENDOR ACTIVITY

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

Category	Product	Description
Account-Based Marketing	Triblio	Triblio announced the release of their visual ABM campaign builder, Triblio Orchestration Canvas, that includes a UI to allow marketers to orchestrate multi-channel and multi-stage campaigns within a single 'drag and drop' interface.
Advertising by Channel	Ogury Advertising Engine	Ogury, the mobile brand advertising company, announced the release of Personified Targeting, bringing in-app audience data onto the mobile web for highly relevant mobile web targeting, without the use of any user data, identifiers or device graphs — making it fully respectful of consumer privacy.
Advertising by Channel	LinkedIn Ads	LinkedIn has launched a handful of new features and tools, including a new "boost" button that quickly transforms an organic post into a paid ad, a new ad format called Event Ads that helps marketers promote and measure all their events, and the page analytics that are already available online, are now available for the LinkedIn mobile app.
Advertising: Ad Creation	Adsonica	Adsonica, the audio display advertising solution, announced the availability of audio analytics, powered by enterprise data platform provider Aqfer, that allows advertisers to track Audibility Rate, Listen Rate, Listen-Through Rate, Engagement Rate, Clicks, Click-Through Rate and Impressions.
Advertising: Ad Creation	Spirable	Spirable announced the launch of its Creative Intelligence Suite, a set of AI-powered creative tools embedded within their Creative Performance Platform that make it easy for marketers to analyze and understand each element of their creative and its impact on attention.
Advertising: Ad Serving and Management	Flashtalking	Flashtalking announced the introduction of a new identity framework to provide advertisers a complete end-to-end solution for cookieless personalization and measurement with privacy controls that are built on a suite of products including Privacy Icon, IDConnect and FTrack.
Analytics: Business Intelligence	Indicative	Indicative announced the release of Journeys, a new tool for mapping and visualizing the customer journey that empowers product managers to discover the paths that users most frequently take through websites and applications.
Analytics: Business Intelligence	IRI Liquid Data	IRI announced the launch of an automated insights and decision-making suite of products to their Liquid Data platform, including Opportunity Alerts and Opportunity Predictors, both of which leverage AI and ML to process billions of data points and uncover patterns – converting data into prescriptive actions in near-real-time.
Analytics: Business Intelligence	Tellius Genius AI Engine	Tellius announced a series of major feature improvements designed to help businesses accelerate their analytics journey beyond dashboards to make better data-driven decisions, including a new Quick Start capability, proactive intelligence capabilities, and resource and data controls that enable users to start analysis quickly, ask deep questions easily, and scale in a cost effective and secure manner.
Analytics: Business Intelligence	C3 Ex Machina	C3 AI has enhanced the features and capabilities offered in C3 AI Ex Machina, with innovations in AutoML and feature transformation, as well as improvements to the user experience, with additions such as multiple cross validation methods, new feature engineering nodes to improve model results, a canvas mini-map, and a searchable templates page.
Analytics: Business Intelligence	Tableau Server	Tableau is bringing data analytics and AI together in a suite of new and expanded augmented analytics features on Tableau Online or Server, including Ask Data's completely redefined natural language experience, and Explain Data's reimagined user interface optimized for deeper exploration and a wider business audience.
Audience Segmentation, Intent & Targeting	MessageGears Segment	MessageGears announced updates to its MessageGears Segment product including a FastCache feature that allows marketers to access cloud data stores directly and test customer segmentations in a matter of seconds, as well as updates to their Visual Segmentation suite of tools, that allows marketers to easily group customers using a visual drag-and-drop interface.
Business Management	Aible	Aible added new features to its end-to-end automation product including User Engagement Monitoring, Bring Your Own Model, and Impact Forecasting, so business teams can collaborate with analysts and data science teams to guarantee impact and significantly enhance the time to value.
Campaign Management	Upwave	Upwave announced the launch of Customer Lift, a new offering as a part of their analytics platform, giving marketers the ability to measure campaign impact across the entire spectrum of the campaign, from awareness building to customer acquisition.
Contact Center Systems & Administration	RingCentral	RingCentral announced a range of new video and team messaging capabilities including an overlay feature, virtual backgrounds and breakout rooms, as well as personal folders, external guest controls, and a message data export tool for team messaging.

VENDOR ACTIVITY

ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

Category	Product	Description
Content Creation: Design & Illustration	Canva	Canva announced a suite of new features including workplace templates, live engagement features, and remote-friendly presentations for its flagship workplace product, Canva Presentations, empowering teams around the world to design with ease and collaborate at scale.
Content Creation: Design & Illustration	Piktochart	Piktochart, the all-in-one online design platform for businesses, announced a new feature that allows users to create tables within visuals to improve workflows, as well as an upgrade to users' storage capabilities for uploaded graphics.
Content Management System	cord	Hoodoo Digital announced AEM Cloud is now Cord Tools, a comprehensive AEM toolset that provides an automated DevOps solution for users of Adobe Experience Manager with tools for dev, pipes, review, ops, and edge.
Content Marketing: Performance & Tracking	Knotch	Knotch has added Outcome Scorecards to their Content Intelligence Platform, that gives users a score that represents the impact their content is making in various business outcomes, while also providing external industry benchmarks and internal performance data to help prove progress.
Content Marketing: Planning & Management	Uberflip Hub	Uberflip announced Embed Parameters, a new feature that allows marketers to automatically add dynamic UTM parameters to their content, so that salespeople can focus on revenue-generating activities without having to worry about manually including UTM parameters, and marketers can configure the parameters that get automatically added to embedded content, enabling proper attribution.
Content Marketing: Planning & Management	GatherContent Content Development Platform	GatherContent, the Content Operations platform that brings together people, process and technology, announced that it has launched a series of new features to help businesses streamline their content operations and workflow, including Components, Flexible Workflow, and Shareable Links.
Content Marketing: Production and Distribution	Bambuser	Bambuser announced the launch of social media multi-streaming, a new capability that empowers retailers to broadcast Live Video Shopping events across popular social channels, and will enable retailers to capture large, highly-engaged audiences on third-party sites and drive them to owned e-commerce properties for engagement and conversion.
Conversational Marketing	Botco.ai	Botco.ai updated their conversational marketing platform with Contextual Chat Marketing, which enables marketers to initiate customized conversations with prospects based on how they came to visit the company's website or media properties, as well as an advanced analytics dashboard that provides deep insights into visitor questions and behaviors.
Conversational Marketing	yellow.ai	yellow.ai announced the addition of Voice AI virtual assistants to its Conversational CX Automation platform, helping to deliver a highly differentiated and elevated customer experience for sales, marketing and commerce support.
CRM	Pipeliner CRM	Pipeliner CRM introduced a new set of analytics to provide automatic, instant, actionable, and dynamic insights into past, current and future performance trends, as well as new functionalities including performance indicators and quota forecasting.
Customer Data Platform (CDP)	Celebrus	D4t4 Solutions launched new features for its Celebrus CDP, including 1st party real-time Identity Graph, and Profile Builder capabilities, both designed specifically to overcome immediate and inhibiting identity issues, enabling enterprises to create the highly relevant and timely 'moments' that their consumers have come to expect, while also powering advanced data science and analytic use cases.
Customer Engagement Tools	Sailthru	Sailthru announced new features for its automation tool, Lifecycle Optimizer, to help fully orchestrate customer touch points across channels by helping build more relevant, personalized journeys with enhanced post-purchase automation and personalized send time, helping gain more visibility into multi-channel journey performance with new interactive visualizations.
Customer Experience & Success	Higher Logic	Online community management company Higher Logic released a set of new online community product offerings – Essentials, Plus and Enterprise – that are built with flexibility and engagement in mind to help companies increase their brand value.
Customer Experience and Success	ReviewTrackers	ReviewTrackers announced their new local listing solution that aids in future-proofing businesses by managing local business listings, and helps brands reallocate budgets to areas that will actually drive impact and revenue.
Customer Experience and Success	Onboard	Onboard, a customer onboarding and implementation SaaS platform for modern success teams, announced new features, including Live Discussions that enable threaded conversations with less friction during Onboarding; an Insights Dashboard that exposes actionable data trends; and a deep integration with Zapier, providing customers with 3,000+ possible integrations.

VENDOR ACTIVITY

DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Customer Relationship Management (CRM) Systems	Digital Source Tracker	Full Circle Insights announced a major enhancement to its popular Digital Source Tracker product called Journey Explorer, helping to chart the customer journey over time, and allowing users to customize time periods to visualize any specific day, week, month, quarter or year.
Direct Mail Platforms	Handwritten Note Cards	IgnitePOST announced their exciting new integration capability giving users the ability to integrate with any system that allows you to send an email, and the ability to turn emails into handwritten cards, simply by sending IgnitePOST an email. They also announced their integration with Klaviyo Flows, so users can trigger handwritten cards just as easily as sending an email.
Email Creation	BEE Pro	BEE announced new features to BEE Pro, the company's complete design suite for emails and landing pages, to help users create end-to-end digital marketing campaigns, including no-code, easy-to-use technology to create landing pages in just one click; "Mobile Design Mode" to design for mobile-first campaigns directly in mobile view; and real-time co-editing capabilities designed to increase efficiency for remote-first and hybrid teams.
Email Creation	Litmus	Litmus announced a new email analytics feature, Litmus Integrated Insights Report, that provides enterprise users with a single, holistic view of email campaign performance and engagement, and gives users the ability to easily share a weekly digest from the Litmus Integrated Insights Report with other marketing stakeholders.
Enterprise Data Management	Imperva Sonar	Imperva introduced a new data privacy solution to their Imperva Sonar Platform to help organizations discover, identify and protect personal data in any on-prem, cloud, hybrid and multi-cloud environment.
Enterprise Resource Planning	FMG Suite	FMG Suite, a SaaS company specializing in marketing software and services for financial professionals, announced the launch of new tools and resources to help financial professionals leverage customer testimonials in their digital marketing, including access to testimonial page templates, a homepage carousel, a google reviews button, a free ebook, and weekly educational resources.
Events & Trade Shows: Live and Virtual	ON24	ON24 introduced a new enterprise solution to help companies enhance audience engagement and deliver actionable insights that seamlessly integrate with sales and marketing processes, bringing ON24 Live and On-Demand Captioning, ON24 Intelligence, and ON24 Connect together.
Influencer & Advocacy	IZEAx Unity Suite	IZEA revealed the next generation of IZEAx® Unity Suite, the company's enterprise SaaS influencer marketing solution with improvements to the platform's functionality and features that focus primarily on influencer discovery across leading social platforms, including Facebook, Instagram, Twitter, Twitch, Pinterest, YouTube, and TikTok as well as blogs.
Integrations	Boomi AtomSphere	Boomi™, a cloud-based iPaaS provider, announced the addition of the Data Catalog and Preparation (DCP) AtomSphere™ Service to the Boomi AtomSphere™ Platform, along with a new Data Operations Professional Services Offering (DataOps PSO), both of which serve as a foundation for enabling customers to accelerate data readiness in order to fuel integrated experiences.
Lead Generation	Justuno	Justuno, a leading onsite conversion optimization platform, announced the launch of Audience Sync, a new feature allowing brands to gain even more value from their onsite lead capture lists by automatically connecting them to Google Ads and Facebook Ads platforms.
Lead Generation	Precision Events	Integrate announced new features within its Precision Events solution that now enables marketers to connect their event interactions with buyers to their digital demand strategy, resulting in a comprehensive buyer-driven, omnichannel approach that drives more revenue at scale.
Marketing Automation	FMG Suite	FMG Suite announced the integration of a new end-to-end lead generation solution that enables financial advisors to generate ongoing inbound leads through new capabilities including branded website components, engaging content, social sequences and display ads, event marketing tools, and automated referral campaigns.
Marketing Operations	Grafana	Grafana Labs announced a series of product updates, including enhanced visualizations, a unified alerting system, and the debut of Grafana Tempo distributed tracing, all designed to help teams more effectively monitor systems to respond to change, as well as reduce the infrastructure needed to run their observability stack.
Marketing Resource Management	GlobalEdit	Globaledit introduced their new creative workflow feature focused on automation that gives customers the ability to integrate their entire tech stack, saving them time and money.

VENDOR ACTIVITY

DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Mobile Marketing	Jebbit	Jebbit announced the launch of Dynamic Product Feeds, a new feature that enables brands to upload their merchandise files to enhance their product match quizzes with personalized recommendations from their entire product catalog.
Podcasting	Omny Studio	Triton Digital announced an expansion within its podcast platform, Omny Studio, giving users enhanced reporting functionality that includes granular visibility into the total number of episodes and total minutes of audio content published, as well as enhanced categorization capabilities where users can add custom metadata fields to their content, including categories, that can help to increase the discoverability of their shows.
Product Lifecycle Management (PLM)	Salsify CommerceXM	Salsify, the CommerceXM platform, announced the release of an exclusive workflow library stocked with pre-built templates to help brands improve the operational efficiency of publishing product content, as well as the ability to easily activate and automate tasks, and alert colleagues to the action they need to take as a product moves through the publishing process.
Product Lifecycle Management (PLM), Digital Asset Management (DAM)	Widen Collective	Widen launched upgrades to the Widen Collective®, their enterprise DAM and PIM platform, including product hierarchies, product variants, auto-updating portals, and e-commerce syndication bundles, which will all help brands establish a product content supply chain that minimizes manual steps and maximizes speed to market.
Productivity & Workflow	Discuss.io	Discuss.io, the smart video platform launched Mobile Screen Share, allowing research teams and consumers to share their mobile screens inside of a meeting room in order to understand critical consumer experiences in real-time.
Productivity & Workflow	Qumu	Qumu, the cloud-based enterprise video technology provider, announced the release of its live captioning capabilities that provides AI-based translation of voice to on-screen captions for video viewers.
Productivity & Workflow	Google Meet	Google announced updates to Google Meet, including a data saver mode that limits data usage on mobile networks; Auto Zoom, which uses AI to zoom in and position participants in front of their cameras; and improvements to low-light mode, a capability that leverages AI to brighten video in poorly lit environments.
Productivity & Workflow	Zoom	Zoom has officially launched Immersive view, a new video feature that helps businesses create more engaging and collaborative virtual meetings, by allowing users to be placed in a number of different environments, including a boardroom, auditorium, or classroom, depending on the event.
Productivity & Workflow	JotForm	JotForm, an online form software provider, announced Approvals, a no-code tool designed with a drag-and-drop interface that empowers teams to automate approval processes and streamline workflows with ease.
Productivity & Workflow	Calendly	Calendly, an automated meeting scheduling tool, added new enterprise features with added support for businesses that need advanced security and control of their Calendly deployment.
Productivity & Workflow	Google Workspace	Google announced a series of updates to Google Workspace, including a new individual subscription offer, new enhancements to Google Meet that enables collaboration equity, and new security and privacy capabilities.
Productivity & Workflow	GoToConnect	LogMeIn announced updates to their Communications-as-a-Service platform, GoToConnect's Contact Center, including an outbound dialer feature, pre-recorded voicemails, and SMS chat queues, all of which improve visibility into contact center operations, as well as features that are aimed at improving efficiency.
Social Media Management	Willow	Willow, the social media content and planning platform, announced the launch of its Social Health Score™ which is based on consistency, content mix, and employee engagement, and helps users find out whether they are creating sufficient visibility on social media.
Social Media Monitoring	Talkwalker	Talkwalker added podcasts to the list of sources it covers thanks to its new speech analytics technology, now allowing brands to gather insights that were previously inaccessible to them to protect their brand and drive greater revenue.
Social Media Monitoring	ListenFirst	ListenFirst has added tracking Instagram data from boosted or promoted ad units to their enterprise social analytics platform, now providing users with a complete view of Paid performance across every key metric including Impressions, Clicks, Engagements, 95% Completed Video Views, and Spend.

VENDOR ACTIVITY

DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Video Creation Tools	Studio Q	Qumulo has partnered with AWS and has announced Studio Q, their cloud-based remote post production platform now has a Quick Start offering, giving AWS customers the ability to quickly spin up the entire Studio Q environment on AWS, reduce hundreds of manual procedures to just a few steps, allowing video editors and artists to get up and running immediately.
Video Management	Mediasite	Mediasite announced its latest release, Mediasite 8, that includes a powerful mix of new tools and features to support the emerging hybrid world of work, learning, and events, including more efficient video storage, smaller file sizes, accessibility updates, new integrations with video conferencing systems and an enhanced user experience with a new player and editor.
Web Analytics	Heap	Heap released a new set of capabilities that they refer to as 'Heap Illuminate' that automatically surfaces high-impact insights about user behavior on customers' websites and digital products, and slashes the time it takes to locate high-value information.
Web Development & Design	Appcues	Appcues introduced two new features designed to empower non-technical users to track and measure user engagement and adoption: click-to-track, offering a code-free way to capture data about how users engage with a digital product and Events Explorer, making it easy to view, validate, and visualize all events, so anybody can measure user engagement and adoption over time.
Web Development & Design	Brandcast	Brandcast released a new platform feature, Personal Engagement Analytics, giving enterprise business teams fine-grained security control and detailed engagement data for everything they publish online.
Web Development & Design	GoDaddy PRO	GoDaddy announced the launch of The Hub, bringing project, site and client management into a single, intuitive dashboard for Pro members.
Web Development & Design	Pantheon Website Management Platform	Pantheon, the WebOps platform, announced Pantheon Autopilot, to keep sites up-to-date by automatically detecting, performing, testing, and deploying updates for WordPress and Drupal CMS solutions.
Web Development & Design	Wix	Wix, global SaaS platform to create, manage, and grow an online presence, announced the launch of the Accessibility Wizard, providing Wix users with a step-by-step interactive solution that detects accessibility content issues on their sites and guides the user to resolve them.
Web Optimization	WooRank	WooRank announced the launch of the WooRank Assistant, providing customers with instant website feedback through an in-depth SEO analysis of any page on a website.
Web Performance & Security	Auth0	Auth0 announced the launch of Organizations, a B2B identity solution that delivers a programmatic toolset of APIs and SDKs for app development teams to manage and customize workflows for their end customers at scale.
Web Performance & Security	Snowflake	Snowflake unveiled its latest product innovations in data programmability, global data governance, and platform optimizations, to empower organizations to bring more data together in the Data Cloud, and to achieve deeper value from data and powerful business insights.

M&A ACTIVITY

DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Advertising by Channel	AdColony	Digital Turbine announced it has acquired mobile advertising platform AdColony, helping to provide a comprehensive media and advertising solution for their operator and OEM partners while enriching the mobile experience for end users by delivering highly relevant content.	Digital Turbine
Advertising by Channel	Fyber	Digital Turbine announced it has completed its acquisition of Fyber, a leading mobile advertising monetization platform empowering global app developers to optimize profitability through quality advertising, positioning Digital Turbine to be an end-to-end solution for mobile brand acquisition and monetization.	Digital Turbine
Advertising: Ad Creation	TreSensa	Vungle, mobile performance marketing platform, announced the acquisition of TreSensa Technologies, a mobile ad creative technology company that provides app developers with an instant suite of playable ad builders and fully customizable game-play ad engines through its cloud-based tools for large gaming and brand studios.	Vungle
Affiliate & Network Marketing	Affluent	Impact announced the acquisition of Affluent, the analytics and automation platform designed to help agencies manage partnership programs for brands at scale, offering brands, publishers, and now agencies world-class technology solutions to successfully manage and grow their partnerships.	Impact
Analytics: Behavioral	Iteratively	Amplitude announced it has acquired data planning and instrumentation provider Iteratively, empowering customers with a solution for preparing data for analytics and personalization, that pairs with their existing built-in capabilities for resolving identities, integrating data sources, and governing quality and access.	Amplitude
Analytics: Behavioral	Numerator	Kantar completed its acquisition of Numerator, the tech-driven consumer and market intelligence company that blends proprietary data with advanced technology to create unique insights that help companies understand their customers in real time and identify growth opportunities, that together will provide insights into the shopping habits of almost five billion consumers globally.	Kantar
Analytics: Business Intelligence	Zepi	DataRobot announced the acquisition of cloud data science and analytics platform Zepi, providing business analysts with the ability to build models using the power of DataRobot's automation, and then collaborate with their advanced data science colleagues for additional customization, all on the same platform.	DataRobot
Analytics: Business Intelligence	Unfolded	Foursquare announced its acquisition of Unfolded, a geospatial visualizations and analytics platform, giving users the ability to not only access Foursquare's industry leading location data, but work with that data in an integrated platform for merging, enriching, analyzing, and visualizing spatial data.	Foursquare
Analytics: Business Intelligence	simMachines	InRule Technology announced the acquisition of explainable AI/machine learning provider simMachines, allowing enterprises to leverage the power of human-driven and machine-driven AI within a single platform, and it enables organizations to build and deploy the most extensive, accurate, and transparent decision automation strategies.	InRule Technology
Audience Segmentation, Intent & Targeting	InsideView	Demandbase announced two major acquisitions, the sales and marketing intelligence platform InsideView and the technographics provider DemandMatrix, and will now be structured as a suite of clouds, including the ABX cloud, their B2B advertising solution, a sales intelligence cloud, and a data cloud.	Demandbase
Audience Segmentation, Intent & Targeting	DemandMatrix	Demandbase announced two major acquisitions, the sales and marketing intelligence platform InsideView and the technographics provider DemandMatrix, and will now be structured as a suite of clouds, including the ABX cloud, their B2B advertising solution, a sales intelligence cloud, and a data cloud.	Demandbase
Audience Segmentation, Intent & Targeting	Remarkety	Namogoo announced its acquisition of eCommerce marketing automation company Remarkety, enabling Namogoo to provide complete Digital Journey Continuity by engaging customers with hyper-personalized multi-channel experiences both on and off-site.	Namogoo
Business Management	RSG Media	Naviga acquired media-tech supplier RSG Media to expand the capabilities of its innovative content engagement platform.	Naviga

M&A ACTIVITY

DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Competitive Intelligence (CI)	Owler	Meltwater announced it will acquire crowd-sourcing company Owler, and together will help Meltwater's global customer base unlock new markets and new opportunities to combine business information with news and social media content from around the world.	Meltwater CallRail
Contact Center Systems & Administration	PhoneWagon	CallRail announced it has acquired call tracking software company PhoneWagon, giving customers greater visibility into which marketing strategies drive revenue and generate the highest-value leads.	
Contact Center Systems & Administration	DialogTech	Invoca announced the acquisition of AI-powered call tracking and analytics solution provider DialogTech, expanding its conversation intelligence platform and bringing a stronger investment in product innovation, deeper expertise in key industries, and a broader ecosystem of technology partners, agencies, and digital consulting firms.	Invoca
Content Marketing	VITAC	Verbit, the AI-powered transcription platform, announced it has acquired captioning products and solutions provider VITAC, enabling them to offer a deeper portfolio of transcription solutions, including experts, AI-based tools, additional languages, and integrations with video cloud platforms.	Verbit
Conversational Marketing	SnapEngage	TeamSupport announced the acquisition of enterprise chat software provider, SnapEngage, and together they will help companies deliver better post-sales support to customers, increase customer retention, and improve customer engagement.	TeamSupport
Conversational Marketing	Insent	ZoomInfo announced it has acquired Insent, a powerful conversational marketing platform that identifies website visitors in real time, uses artificial intelligence and advanced lead routing rules to initiate real-time conversations, and increase conversions – enabling sales and marketing teams to engage and convert more website visitors.	ZoomInfo
CRM Systems	Satuit Technologies	Tier1 Financial Solutions has acquired asset management CRM software solutions provider Satuit Technologies, to enhance Tier1's buy-side CRM capabilities.	Tier1
Customer Data Platform	Bridg	Cardlytics announced the completion of its acquisition of Bridg, a customer data platform, where together, the capabilities are expected to power a more comprehensive view of consumer purchase behavior, accelerating the creation of a holistic, results-driven, self-serve, always-on advertising solution for brands.	Cardlytics
Customer Engagement	Vanilla	Higher Logic announced the acquisition of cloud-based community software company Vanilla, giving their customers more choices with purpose-built community engagement solutions that meet the needs of their use case, industry, and users.	Higher Logic
Customer Engagement	Rise.ai	Wix announced the acquisition of the gift card and customer re-engagement solution for online brands Rise.ai, providing a full solution for merchants to manage customer re-engagement activities aimed at increasing customer spending and repurchases, including gift cards, loyalty programs, rewards and referrals.	Wix
Customer Experience and Success	MomentFeed	Uberall will acquire proximity search optimization provider MomentFeed, and together will bring Uberall's market-leading listings and reputation management products with MomentFeed's best-in-class local social capabilities, customer sentiment analysis and enterprise-grade service offering, to create a more powerful 'Near Me' Customer Experience platform.	Uberall Extreme Reach
Digital Asset Management (DAM)	Adstream	Extreme Reach announced it will acquire Adstream, a global provider of digital asset management, creative logistics and analytics solutions, providing an all-in-one brand activation platform that removes complexity from the entire lifecycle of creative asset management, mitigating risk, restoring control and increasing agility, visibility and multi-team productivity.	Uberall Extreme Reach
Document & Content Management	PSIGEN Software	Kofax announced it has acquired PSIGEN Software, a provider of document capture, content management and workflow automation software and solutions, together offering customers the broadest range of software and solutions in the marketplace to accelerate their digital workflow transformation journeys.	Kofax

M&A ACTIVITY

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Category	Company	Description	Acquired by
Enterprise Data Management	Text IQ	Relativity announced it has acquired Text IQ, an artificial intelligence startup that helps organizations identify sensitive data, as part of an effort to embed AI technologies deeper within its core platform.	Relativity
Enterprise Data Management	Data Mechanics	NetApp announced the acquisition of the managed platform provider for big data processing and cloud analytics that helps businesses capitalize on Apache Spark in Kubernetes Data Mechanics, to accelerate Spot Roadmap and optimize data analytics and machine learning workloads in the cloud.	NetApp
Events & Trade Shows: Live and Virtual	Whalebone	Bizzabo announced its acquisition of Whalebone, a Swedish technology startup that enhances the experience between speakers and their audiences to humanize digital interactions, further solidifying Bizzabo's commitment to enhancing shared event experiences for speakers and attendees, whether in-person, virtual, or hybrid.	Bizzabo
Events & Trade Shows: Live and Virtual	Boomset	Hopin announced it has acquired onsite event solutions provider Boomset, enabling Hopin to become a destination for onsite technology and services, including badges, self-service kiosks, and QR code check-in; access to innovative technology solutions like tracking management with RFID/UHF/NFC, and cashless payments; and meaningful data insights that include checkin/out data, session attendance, lead retrieval, and full event demographics.	Hopin
Events & Trade Shows: Live and Virtual	Attendify	Hopin announced the acquisition of integrated event marketing platform Attendify, enhancing Hopin's offerings with an emphasis on helping organizers better market their events and grow their audiences.	Hopin
Identity Resolution & Registration	DigiCenter	Kochava, the real-time data solutions company for omni-channel attribution and measurement, announced the acquisition of DigiCenter, provider of identity and cross-device graph data for marketers, publishers, and ad-tech providers, adding the privacy-first and consent-based approach to data that the ecosystem wants.	Kochava
Influencer & Advocacy	JetFuel	Vungle announced it will acquire JetFuel, an influencer marketing platform that will enable Vungle to offer advertisers even greater reach in acquiring high-value users, as well as the ability to target the increasingly valuable Gen Z market through engaging, influencer-owned viral content.	Vungle
Influencer Marketing	Relatable	Bambuser announced the acquisition of Relatable, a global marketing technology company, that will bring together significant core competencies and proprietary technologies for Live Video Shopping and creative influencer marketing campaigns, and better enable brands and retailers to scale high-impact livestream shopping implementations and drive business results.	Bambuser
Marketing Automation	SharpSpring	Constant Contact announced it has entered a definitive agreement to acquire the CRM and marketing automation platform SharpSpring, giving Constant Contact's SMB clients the ability to easily and successfully engage customers throughout their journey, helping clients deliver better marketing-driven results.	Constant Contact
Marketing Operations	Capiche	Vendr has acquired Capiche, helping bring transparency to all of SaaS by unlocking SaaS insights directly from the people who use the products every day, giving everyone the most timely and detailed insights to evaluate, purchase, and adopt the right tools.	Vendr
Mobile Marketing	Adjust	AppLovin announced the acquisition of Adjust, a global mobile app measurement and marketing company, providing a set of strategic SaaS mobile marketing solutions that expands the suite of innovative software tools for mobile app developers to grow their businesses.	AppLovin
Podcasting	Glow	Libsyn announced the acquisition of podcast monetization platform Glow, enabling podcasters on Libsyn's 75,000+ podcasts to benefit from new monetization features including building membership programs and generating listener-supported revenue.	Libsyn
Product Discovery Platforms	Mabaya	Criteo announced it has acquired retail media technology company Mabaya, expanding Criteo's ability to help marketplace sellers and brands drive more product sales, while enabling retailers and marketplaces to grow new retail media revenue streams.	Criteo
Productivity & Workflow	Nuance	Microsoft acquired Nuance, giving Microsoft the ability to empower healthcare providers through the power of ambient clinical intelligence and other Microsoft cloud services.	Microsoft

M&A ACTIVITY

DOES 1 + 1 = 3?

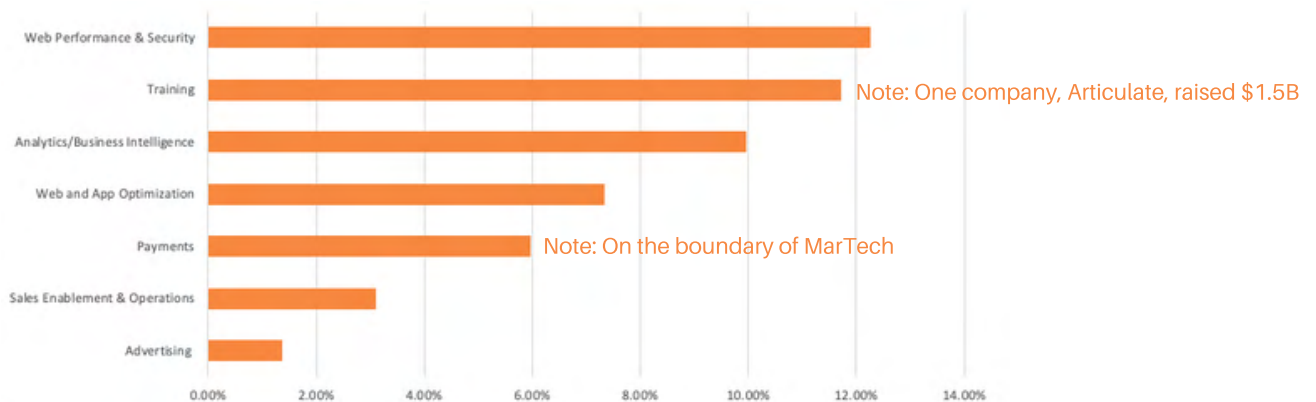
Category	Company	Description	Acquired by
Productivity & Workflow	x.ai	Bizzabo announced its acquisition of x.ai, the powerful artificial intelligence scheduling tool that automates the most tedious parts of meetings by generating compatible times to meet across time zones, sending follow-ups and reminders, and managing cancellations, making it easy for event participants to make meaningful connections at virtual, in-person and hybrid events.	Bizzabo
Productivity & Workflow	Hubshare	M-Files acquired Hubshare to bolster external content sharing and collaboration and deliver an improved digital client experience.	M-Files
Retail: Brick & Mortar	ShopAdvisor	Targetable has acquired ShopAdvisor, creating a complete mobile marketing and social media promotional platform that helps brands with dynamic creation and management of social media ads, to critical analytics and attribution of the results.	Targetable
Revenue Operations	Samya.ai	Fractal announced the acquisition of Revenue Growth Management (RGM) company Samya.ai, strengthening Fractal's RGM offerings and expanding its reach across industries to help its clients make better decisions to drive sustainable growth.	Fractal
Search Engine Marketing (SEM)	Moz	iContact has acquired search engine optimization technology company Moz, to form a suite of leading SEO, email, and digital marketing solutions for small and mid-sized businesses.	iContact
SMS Marketing	ElectricSMS	Recharge has acquired ElectricSMS, and will rebrand their product that enables customers to manage their subscription preferences through a simple SMS chat, to ReChargeSMS, giving users the ability to save money by automating support and preventing churn through easily texting with subscribers.	ReCharge
Social Media Monitoring	Nuvi	Reputation experience management company Reputation, announced it has acquired Nuvi, a robust social customer experience software company, helping to deliver highly accurate and real-time social data that customers need to succeed in today's competitive market.	Reputation
Video Measurement	Playment	TELUS International announced the acquisition of Playment, a data annotation and computer vision tools and services company specialized in 2D and 3D image, video and LiDAR, which will strengthen TELUS's ability to meet growing demand for diverse datasets that power artificial intelligence.	TELUS
Web Development	Nuxeo	Hyland has acquired Nuxeo, a content services platform and digital asset management provider, extending Hyland's portfolio of content services platform offerings with powerful new capabilities including their AI/ML service, Nuxeo Insight. This will enable Hyland customers to automatically enrich even the largest content libraries with business-specific metadata, trigger workflows and provide valuable insights to their information.	Hyland
Web Performance & Security	SiteLock	Sectigo announced the acquisition of website security protection and monitoring provider SiteLock, expanding Sectigo's product capabilities, partner network, and reach, to more than 16 million websites currently protected by SiteLock.	Sectigo
Web Performance & Security	Turbonomic	IBM announced the closing of its acquisition of Application Resource Management (ARM) and Network Performance Management (NPM) software provider Turbonomic, to deliver comprehensive AIOps capabilities for the hybrid cloud.	IBM
Web Performance & Security	SecuredTouch	Ping Identity announced it has acquired fraud and bot detection and mitigation provider, SecuredTouch to accelerate their identity fraud capabilities and provide a more secure and seamless experience for their customers.	Ping Identity
Web Performance & Security	WatchKeeper	Dataminr announced that it has acquired WatchKeeper, a data geo-visualization platform that will provide Dataminr's enterprise customers with a single-pane-of-glass experience, allowing them to view real-time alerts alongside relevant first- and third-party data framed through the context of their assets.	Dataminr

LOOKING AHEAD

WHERE INVESTMENT IS HAPPENING (Q2 2021)

Q2 brought a significant increase in funding for MarTech and MarTech-related companies. We identified a total of **\$12.8B** in investment this quarter, more than **4x Q1**.

Funding was spread across **53 categories** with no category representing more than 12.6% of the total.



74% of funding went to **41 companies** whom each raised **\$100M** or more.

Top raises:

		Millions
Training	Articulate	\$1,500
Payments	Klarna	\$639
Web Performance & Security	Transmit Security	\$543
Content Creation: Design & Illustration	Lucid	\$500
Web and App Optimization	Contentsquare	\$500
Identity Resolution & Registration	Trulioo	\$394
Email Platforms	Klaviyo	\$320
Retail: eCommerce	ReCharge	\$277
Revenue Operations	Gong	\$250

LOOKING AHEAD

WHERE INVESTMENT IS HAPPENING (Q2 2021)

Web Performance & Security	Acronis	\$250
Marketing Automation	ActiveCampaign	\$240
Privacy, Compliance & Risk	OneTrust	\$210
Campaign Management	Iterable	\$200
Content Marketing: Curation & Discovery	Outbrain	\$200
Marketing Operations	OneStream	\$200
Sales Operations	Outreach	\$200
Supply Chain Management	ShipBob	\$200
Web Development & Design	BrowserStack	\$200
Product Discovery Platforms	G2	\$157
Text Tools and Services	Verbit	\$157
Analytics: Behavioral	Amplitude	\$150
Analytics: Business Intelligence	Cognite	\$150
Analytics: Business Intelligence	Dbt Labs	\$150
Conversational Marketing	Ada	\$130
DAM	Hotmart	\$130
Analytics: Business Intelligence	Visier	\$125
Payments	Chargebee	\$125
Analytics: Business Intelligence	Incorta	\$120
Contact Center Systems & Administration	ASAPP	\$120
Productivity & Workflow	Nylas	\$120
Customer Experience and Success	Uberall	\$115
Analytics: Business Intelligence	Alation	\$110
Analytics: Business Intelligence	Alation	\$110
Web Performance & Security	Automox	\$110
Web Development & Design	Vercel	\$102
CRM	Gupshup	\$100
Customer Journey/Lifecycle Management	Glassbox	\$100
List Development & Management	Introhive	\$100
Messaging	Sendbird	\$100
Supply Chain Management	Bringg	\$100
Video Players and Distribution	JW Player	\$100

**JULY
2021**



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)