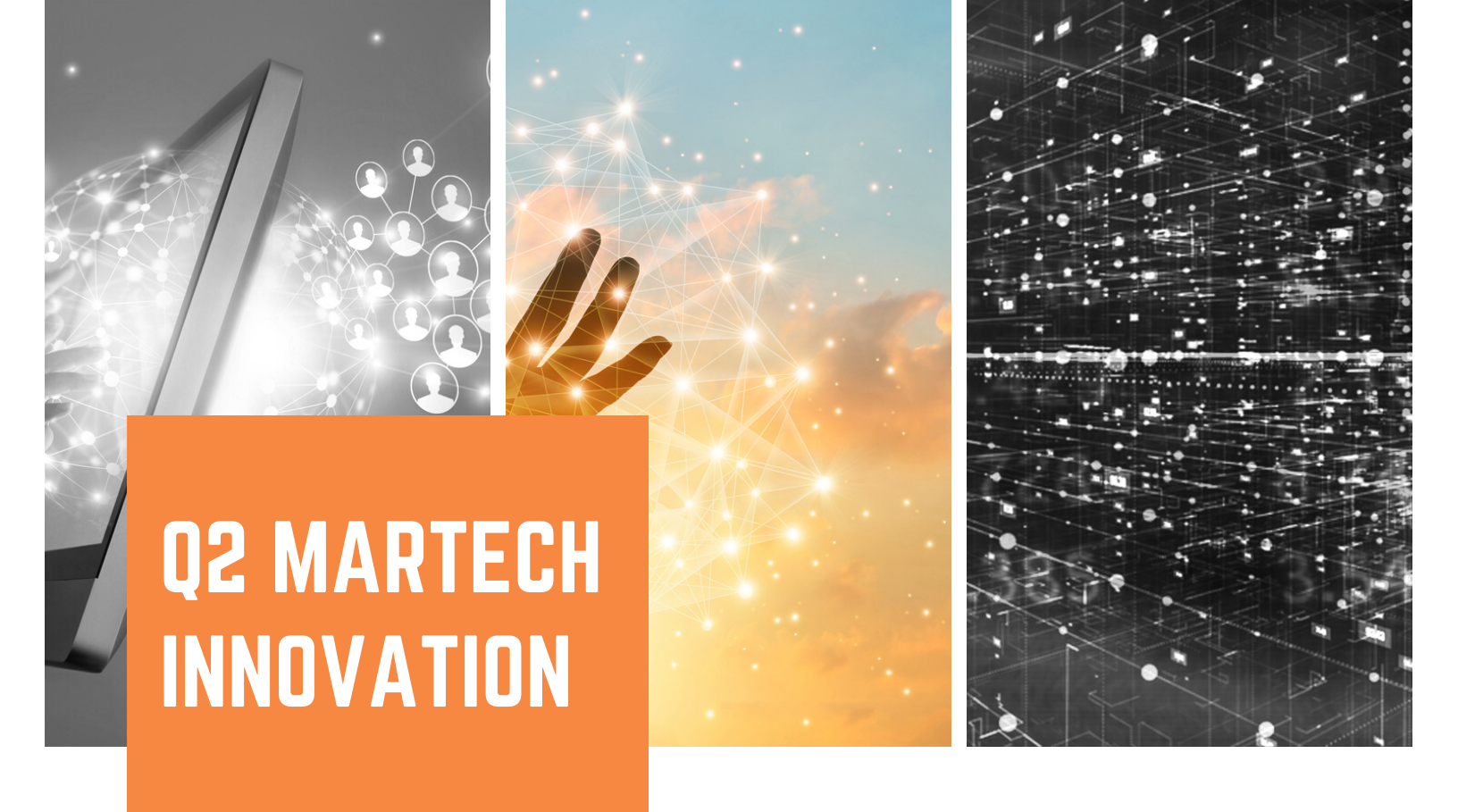


JULY 2022

**Q2 2022
MARTECH
INNOVATION &
A SUMMARY OF
INNOVATION**



The latest marketing technology introductions, feature updates, and acquisitions



Q2 MARTECH INNOVATION

124

NEW PRODUCTS

In comparison to last quarter, new product announcements were up 31%, and feature announcements were up 15%.

105

FEATURE
ANNOUNCEMENTS

Acquisitions were essentially flat quarter over quarter with 76 acquisitions across 42 categories in Q2.

76

ACQUISITIONS

Investment in MarTech companies this quarter was \$7.4B down 40% over the last quarter. Note: this is consistent with the general [downturn in investment](#). See more details on where investments were made on page 34.

\$7.4B

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.

Allyson Delaney
CabinetM Marketing

Q2 2022 NEW PRODUCTS BY CATEGORY



ACCOUNT-BASED MARKETING

Integrate launched Precision Social, which helps activate target account lists to measure account-level engagement as part of Integrate's cross-channel activation offerings.

ACCOUNTING

Emburse launched Emburse Spend, an expense solution which combines card issuance, sophisticated spend policy control, and automated reconciliation.

ADVERTISING: AD CREATION

VidMob announced Creative Automation, an ad creator that makes your catalog ads irresistible, branded, and differentiated for enriched feeds and boost performance.

PadSquad launched ColorSay, a voice-enabled rich media ad format that allows consumers to interact based on the words they say.



ADVERTISING BY CHANNEL

Adstanding launched its demand-side programmatic platform that provides the tools for greater campaign management in the digital out of home space.

The Neuron announced its DOOH Design Studio, a specialist digital billboard creative design studio providing vertical-specific, ready-made design templates.

Q2 2022 NEW PRODUCTS BY CATEGORY



Connatix introduced Deep Contextual its intuitive contextual targeting solution for smarter video advertising.

ADVERTISING: AD SERVING & MANAGEMENT

Quantcast launched a suite of solutions for digital marketers to seamlessly plan, activate and measure video, native and display brand campaigns across the web and on CTV.

Infillion launched AttnX, a connected TV advertising value-exchange ad experience product built for connected TVs, desktop, and mobile that secures consumers' opt-in interest and respects their time and attention, before the ad experience begins.

SAS launched SAS 360 Match, a first-party sell-side advertising video on demand platform, that also serves ads across a range of additional channels, including web, as well as subscription video on demand channels.

ReBid launched their Unified Marketing and Advertising AI Automation platform ReBid X, which uses proprietary AI based algorithms that leverages MadTech to simplify digital marketing.

ADVERTISING: BUY & SELL

AUDIENCEx launched Admatx, a self-service DSP built with the goal of democratizing access to enterprise-level programmatic technology for SMB and mid-market performance advertisers.

Q2 2022 NEW PRODUCTS BY CATEGORY



LifeStreet launched Nero, a mobile demand side platform making it easy for marketers to set up A/B performance tests to determine which configurations of a bidding strategy have the greatest impact on campaign performance.

ANALYTICS: BEHAVIORAL

Zeenk launched their customer-centric analytics solution that profiles and segments customers to enable brands to optimize their clients' long-term value and find the best customers.

Neustar launched its Marketing and Analytics Clean Room, an easy-to-use solution that powers data collaboration, identity resolution, audience targeting, and measurement across first-party customer data, as well as second- and third-party channel and media partner sources.

Innovid launched InnovidXP, its TV measurement platform for converged TV.



ANALYTICS: BUSINESS INTELLIGENCE

Voxco launched Voxco Intelligence, a no-code analytics platform that will help organizations unlock the true potential of customer data using predictive analytics, AI and ML models.

Adjust launched Adjust Datascope, an advanced analytics solution that empowers app marketers with time-saving reporting, visualization, and analysis tools across all data sources, on one screen.

Q2 2022 NEW PRODUCTS BY CATEGORY



data.world announced Eureka, a suite of knowledge-graph powered catalog capabilities that activate metadata and speed time to data-driven answers and insights.

Converseon launched their suite of subscription based “Decision Intelligence” solutions designed to leverage conversation data to not only predict business outcomes, but to also quantify the likely impact of specific actions before they are taken.

Claritas announced its self-serve data analytics reporting platform SPOTLIGHT, which provides in-depth consumer and market insights that help optimize marketing initiatives and grow businesses.

Near launched Near Pinnacle, an extension of their platform, that provides instant human movement insights in an intuitive visual user interface.

Ardoq launched Ardoq Discover, a tool designed to democratize the Enterprise Architecture across the organization enabling insights-driven decisions at speed that lead to profitable transformation over time.



AUDIENCE SEGMENTATION, INTENT & TARGETING

Dstillery announced ID-free Custom AI, its behavioral targeting solution that allows advertisers to reach their best audiences without user tracking.

TRAK Data launched its on-demand marketing data platform TRAK that allows users to tap into a world-class national marketing database and begin designing the perfect target audience for their cross-channel campaigns.

Q2 2022 NEW PRODUCTS BY CATEGORY



CompleteCSM announced its Customer Intelligence Cloud, providing Customer Success teams with the ability to collect signals, reveal customer intent and aggregate historical telemetry and adoption data for Enterprise Consumption.

Casted announced Casted Insights, empowering marketing and revenue teams with account-level contact information and actionable engagement data across audio and video content.

PubMatic launched Connect, a comprehensive and fully integrated platform to enable media buyers to seamlessly connect with their target audiences across the internet.

Dataline launched Wodwo, an AI audience modeling platform built for marketers that enables marketers to easily build their own custom models.

Emodo launched Emodo Audiences, a solution that validates the accuracy and quality of audience segments in real time, reducing advertising fraud and invalid traffic in the ecosystem.



BRAND MANAGEMENT

Fuel Cycle launched Brand Health Tracking, a tool that uses advanced analytics for brand health tracking data, giving actionable insights into key performance metrics.

BUSINESS MANAGEMENT

DocuSign introduced CLM Essentials, a contract lifecycle management offering designed to help growing businesses centrally manage contracts and automate work.

Q2 2022 NEW PRODUCTS BY CATEGORY



Seismic launched the Seismic Enablement Cloud, a unified AI-powered platform that provides customer-facing teams with the right skills, content, tools, and insights to effectively engage customers and drive growth.

Picsello launched its all-in-one photography management software designed to help photographers manage, market, and monetize their business.

Namecheap introduced Relate by Namecheap, a suite of online tools to make it easier for small businesses to succeed and grow in the digital space.

CAMPAIGN MANAGEMENT

Zenvia announced ZENVIA Campaign, a marketing campaign manager solution that allows you to create and manage your marketing campaigns, and automate the sending of messages in different channels.

Acoustic announced Multichannel Composer, a personalized, multichannel campaign builder that enables brands to close the digital experience gap by empowering marketing teams to easily orchestrate hyper-personalized campaigns to engage consumers in the moment.

CONTACT CENTER SYSTEMS & ADMINISTRATION

Google introduced the Google Cloud Contact Center AI Platform, extending their Cloud Contact Center AI offering to a full end to end Contact Center solution, reimagining the contact center customer experience.



Q2 2022 NEW PRODUCTS BY CATEGORY



Invoca announced Invoca for Multi-Location CX, a conversation intelligence solution for multi-location and franchise brands that enables CX, sales and operations teams to improve caller experiences and conversion rates.

Level AI launched an agent screen recording and monitoring product to improve support quality, agent learning and coaching.

Sprinklr introduced Sprinklr Modern Care Lite, an enterprise-grade customer support solution that can be deployed in just minutes.

Qualtrics announced Qualtrics QM, an AI-powered and human-assisted quality assurance solution that gives contact center leaders critical AI-powered insights on customer needs, agent effectiveness, and overall performance.



CONTENT CREATION: DESIGN & ILLUSTRATION

Slazzer announced Slazzer Infinity, an AI and Automation software that makes it simple for anyone to remove image backgrounds automatically offline with no restrictions on quantity, megapixel resolution or file size.

CONTENT MARKETING: PERFORMANCE & TRACKING

iStock launched VisualGPS Insights, an interactive tool that helps businesses make smarter decisions about their visual content.

Q2 2022 NEW PRODUCTS BY CATEGORY

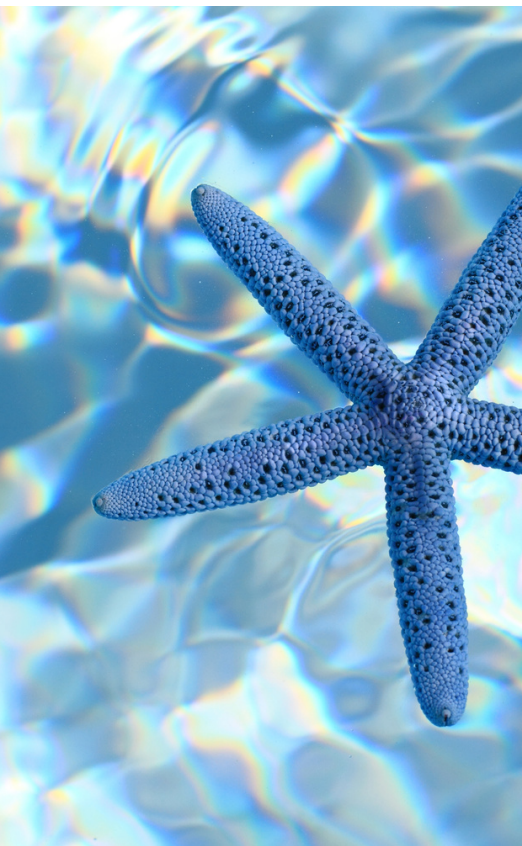


CONTENT MARKETING: PLANNING & MANAGEMENT

GoCharlie.AI announced Charlie, a multimodal AI engine tailored to marketing to draft optimal social media marketing content.

Quark Software released Quark Publishing Platform (QPP) NextGen, a content automation software for modular, metadata-driven and compliance-controlled omnichannel publishing.

Hacktag announced its artificial intelligence-based content creation platform that provides the tools to easily research keywords, automatically generate articles, and discover top-performing hashtags, all in an instant.



CONVERSATIONAL MARKETING

Attentive launched Attentive Concierge, a product that provides people-powered and highly personalized conversations at scale.

CUSTOMER DATA PLATFORM (CDP)

Fulcrum announced its CDP that allows companies to capture and unify first-party data to create personalized experiences based on the interests and behavior of every customer.

Q2 2022 NEW PRODUCTS BY CATEGORY



Amplitude launched Amplitude CDP, the insights-driven customer data platform that both collects and analyzes event data with its natively integrated product analytics solution.

Klaviyo launched Klaviyo One, its new enterprise solution built to help large brands unify all their customer data and drive personalized experiences at scale.

CUSTOMER ENGAGEMENT

Pexip launched Pexip Engage, a customer engagement application that provides frictionless scheduling and video meetings that enable your sales force and advisors to meet customers in their preferred channel at the right time.

Tata Communications launched DIGO, an in-network, cloud communications platform to power up customer engagement for digital-first businesses.

Tenerity launched Connect Cloud, an engagement solution for the loyalty industry that enables companies to engage customers with compelling offers to make their brand memorable every day.



CUSTOMER EXPERIENCE & SUCCESS

Sabio Group announced Sabio Console, an AI-powered CX platform that will provide customers with the tools required to design, build, deploy and scale complex and automated customer interactions across multiple channels.

Q2 2022 NEW PRODUCTS BY CATEGORY



Instreamatic launched **Speaky**, a many-to-one communication solution that enables customers to instantly and easily speak their minds to brands or content producers by leaving brief audio messages at any physical or digital brand touchpoint.

Pacific Software Publishing launched **DENREI**, a social platform for iOS that allows users to connect with like-minded users and create unique and exclusive online communities.

ActionIQ launched **CX Hub**, a set of modules offering self-service access to customer data, allowing users to build audiences and orchestrate experiences at scale.

CUSTOMER JOURNEY/ LIFECYCLE MANAGEMENT

Namogoo launched the **Customer Journey OS**, a software platform that enables eCommerce teams to fully maximize their business potential by delivering hyper-meaningful journeys based on shoppers' real-time needs and orchestrates all digital services running on the customer journey to work together in order to reach their goals.



DIGITAL ASSET MANAGEMENT (DAM)

Canto released **Media Delivery Cloud**, a solution that enables customers to directly connect images from their Canto library to their website, e-commerce platform and other content distribution platform.

Q2 2022 NEW PRODUCTS BY CATEGORY



DIRECT MAIL PLATFORMS

Dataman Group Direct announced its' online direct mail portal, myDMpostcards that allows business owners to reach targeted prospects and former customers alike with results-based postcards.

Lob launched their end-to-end direct mail automation platform that simplifies marketers' direct mail efforts, and makes direct mail intelligent with hyper-personalization, measurable ROI and campaign analytics, and automated workflows for omnichannel campaigns.

EMAIL PLATFORMS

Validity introduced Everest Elements, an email success platform geared towards helping small and medium-sized businesses access the data they need to execute engaging and effective email marketing campaigns.

Pipedrive announced Campaigns, an integrated marketing solution designed to help customers simplify campaign management, and bring their sales and marketing teams onto one revenue management platform.



ENTERPRISE DATA MANAGEMENT

LightBeam.ai announced its identity-centric data privacy automation platform that fosters autonomous privacy management tying together discovery, cataloging, access controls, and data loss prevention.

Q2 2022 NEW PRODUCTS BY CATEGORY



Kaizen Analytix introduced its Anomaly Detection Engine that systematically searches through all segments of a company's data to quickly identify outliers that lead to fraud, customer churn, revenue leakage, and other issues that impact profits.

Feroot Security launched DomainGuard, a fully automated content security policy management solution.

EVENTS: IN-PERSON & VIRTUAL

MeetingPlay and Aventri announced ExpoPRO, an exhibitor task management platform that offers a complete solution for onsite, hybrid, and virtual formats and automates communication, tasks, content collection, and approvals.

OpenReel launched OpenReel Events, an interactive live webinar experience solution that allows teams to host unlimited live webinars with the ability to completely customize each element.

Vendelux launched Fusion, its AI powered advanced event intelligence monitoring that equips event marketers with the real-time insights they need to make informed decisions about every event.

HUMAN RESOURCES

Fiverr launched Togetherr, a platform for building world-class creative teams and connecting them with leading global brands and agencies.

Call Journey announced Worklife Hero, a virtual meeting companion tool to help measure and analyze the factors that drive retention, engagement and performance.

Q2 2022 NEW PRODUCTS BY CATEGORY



IDENTITY RESOLUTION & REGISTRATION

Audigent announced CognitivePMPs™, a privacy-centric, cookieless data and inventory product that will transform the way that advertisers curate and buy programmatic inventory.

INTEGRATIONS

Alloy announced Alloy Embedded, a white-label integration solution that enables eCommerce software companies to build embedded, native integration experiences.



INTELLIGENT AGENTS

Quickcode.ai launched their text processing software for data scientists who want to solve complex problems with ML especially domain specific problems that require expertise for curating and labeling.

Plainsight introduced Vision AI, its on-demand SaaS platform equipped with fully integrated tools and complete vision AI workflows that facilitate dataset creation, model training, and production deployments.

Elemeno announced its ML operations platform to help companies leverage the benefits of AI, and offers intuitive user experience for data scientists building ML models.

Infosense Digital announced ML Sense, a no-code artificial intelligence platform to develop ML models in the most nimble and agile manner.

Q2 2022 NEW PRODUCTS BY CATEGORY



LIST DEVELOPMENT & MANAGEMENT

Validity launched DemandTools Elements, a cloud-based solution that allows businesses to easily dedupe data within Salesforce, and enables teams to operate efficiently with trustworthy data.

MARKET RESEARCH

Speedeon launched AudienceMaker, a strategic growth platform that helps brands gain unparalleled access to valuable and actionable data on their customers and prospects.



MARKETING AUTOMATION

DecisionLink announced ValueCloud Ignite, a subscription-based, end-to-end solution designed to support and accelerate the implementation and adoption of a value-based selling program.

Zoho announced Zoho Marketing Plus, a unified platform that brings together marketing activities across campaign ideation, creation, execution, management, and measurement.

Inflection.io launched a B2B marketing automation solution that puts product activity data at the center and optimizes for the scalability and extensibility demands of the modern product-led marketing team.

Q2 2022 NEW PRODUCTS BY CATEGORY



MARKETING OPERATIONS

Leadspace launched Leadspace Studio, a performance marketing tool to double results across funnels by creating high-performing segments and directly activating them across marketing automation and digital media platforms.

Basis Technologies launched Data Canvas, a solution aimed at helping agencies communicate with clients on campaign performance through live dashboards.

MOBILE MARKETING

Airship launched its App Experience Platform, an enterprise SaaS platform focused on helping brands master the full lifecycle of mobile app experience management.

PODCASTING

SoundStack launched SoundStack Engine, a solution that seamlessly integrates and automates streaming, podcasting, and monetization for audio in one platform.

CoHost launched its podcasting analytics and growth platform, which combines a suite of powerful tools and features that make it easier for creators to launch, distribute, grow, and measure their podcasts.

PRIVACY, COMPLIANCE & RISK

Akamai launched Audience Hijacking Protector, a solution for online businesses to maximize revenue opportunities and minimize marketing fraud in the buying journey.



Q2 2022 NEW PRODUCTS BY CATEGORY



OneTrust launched the Trust Intelligence Platform, that gives visibility, action, and automation across trust domains and providing insights across privacy, risk, ethics, and ESG programs, so companies can build trust initiatives that are transparent and verifiable for their customers.

PRODUCT DISCOVERY PLATFORMS

Kalyankar Analytics launched Seqwa, an AI-Powered search solution for businesses looking to integrate full-text search, semantic search, and personalized recommendations into search systems.

PRODUCTIVITY & WORKFLOW

Evolve IP launched its Managed Desktop as a Service solution, giving businesses the ability to enjoy the security, mobility, and reliability of Evolve IP's analyst approved virtual desktop solution with additional benefits.

Clearspan unveiled Ping, a customizable communications and collaboration solution that delivers secure voice, video and messaging anywhere, anytime and on any device.

Gocious unveiled its Product Roadmap Management solution that enables a holistic view of an entire product team's scope.

HubEngage launched a modern connected intranet solution to help enhance the employee experience.



Q2 2022 NEW PRODUCTS BY CATEGORY



RETAIL: ECOMMERCE

Infillion launched ShopX, a shoppable advertising product that promises a better way for brands to deliver their message and drive sales at scale across the open web.

GetResponse launched an enhanced Ecommerce Marketing Automation solution that helps online store owners scale their businesses in an automated manner.

NielsenIQ launched NielsenIQ Activate, a solution that enables retailers to accelerate revenue opportunities through retail media and comprehensive customer insights.

Fast Simon announced its new No-Code Search and Collections Editor, that delivers a drag-and-drop visual page builder and a publishing and hosting platform.

Jotform announced Jotform Store Builder, a no-code tool for small businesses to build an online store in minutes.

SALES ENABLEMENT

Zoom announced Zoom IQ for Sales, a conversation intelligence solution for Zoom Meetings that analyzes customer interactions to surface key insights, actions, and content from sales meetings.

Q2 2022 NEW PRODUCTS BY CATEGORY



SEARCH ENGINE MARKETING (SEM)

SE Ranking launched an on-page SEO checker tool designed to show how your page measures against competitors and help you outrank them.

Moz launched the Competitive Research Suite, which is its SEO toolset that provides users with targeted competitive insights, and surfaces top search competitors and pinpoints strategic keyword and content opportunities to help outrank them with tools like Keyword Gap, and Traffic Lift.

Deepcrawl launched Monitor Hub, its enterprise-grade solution for technical SEO and website health insights.



SOCIAL MEDIA MARKETING

LTK launched LTK Connect, its self-serve solution that enables brands of all sizes to directly build, manage and scale their influencer marketing plans across publishing platforms.

SOCIAL MEDIA MONITORING

Qualtrics announced Qualtrics Social Connect, a digital customer service and social listening solution that enables contact center, marketing and CX teams to capture, analyze and respond to the millions of customer service requests they receive through chat, email and social media.

Q2 2022 NEW PRODUCTS BY CATEGORY



VIDEO CREATION TOOLS

Zuddl launched Zuddl Studio, a simple web-based video production and streaming platform that empowers companies, agencies, and freelancers to create broadcast-quality video content themselves.

Storyblocks debuted Maker for Teams, an easy-to-use suite of video creation and editing tools that enable businesses to keep up with the massive demand for video.

VIDEO MANAGEMENT

StoryFile launched Conversa, a no-code platform with a subscription-based web-app that provides the technical tools to create compelling interactive conversational video content.

Wowza Media Systems launched Wowza Video, an integrated video platform that powers live streaming and video on demand for organizations looking to enhance their products and services with video.

VIDEO PLAYERS & DISTRIBUTION

Hippo Video launched Video SDK, allowing companies to use fully white-labeled video functionality inside apps and websites.

Q2 2022 NEW PRODUCTS BY CATEGORY



VIRTUAL & AUGMENTED REALITY

SimInsights announced HyperSkill, a no-code 3D simulation software for VR and AR and AI powered training.

WEB ANALYTICS

Phonexa announced HitMetrix, a user behavior recording and analytics product that helps lead generators and publishers optimize website conversion rates.

WEB & APP OPTIMIZATION

OfferFit AI launched OfferFit, an Automated Experimentation Platform that selects the best message, incentive, timing, and channel for every customer, every time maximizing the KPIs most important to your business.



WEB DEVELOPMENT & DESIGN

Esri released StoryMaps, a personal storytelling tool that enables everyone to create custom content without requiring cartography or web design experience.

Helpmonks launched Urlmonks, a platform that helps companies shorten branded links for their domain.

Newsroom AI introduced Public, a conversational content creation platform for embracing a more direct, and conversational communication style to help build deeper and more meaningful bonds with audiences.



WEB PERFORMANCE & SECURITY

ColorTokens launched Xcloud, their agentless, automated, and deep scanning technology solution that finds the most elusive threats across cloud and container environments fast and without disruption.

Arkose Labs launched Arkose Detect, a fraud detection product that provides customers with a risk score that enables them to tune their internal fraud models to accurately detect malicious bots and human-driven attacks.

Arcanna.ai announced its AI-assisted cybersecurity platform that captures and merges institutional expert knowledge with organizational context for generating unique AI models to scale security operations.

ForgeRock introduced ForgeRock Autonomous Access, a solution that uses AI to prevent identity-based cyber attacks and fraud.

FullContact launched Verify, an identity product that powers identity verification (IDV) and fraud prevention.

TeleSign released Silent Verification, a fast, frictionless, and secure mobile authentication solution to verify users.

SecureAuth launched Arculix, an identity and access management platform that combines orchestration, leading-edge passwordless technology, and continuous authentication.

VENDOR ACTIVITY

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

Category	Product	Description
Account-Based Marketing	Jabmo	Jabmo introduced advanced intent scoring to its Omnichannel ABM platform which assigns each key account a numerical buying intent score from 0 to 100, based on first-party engagement data from all website activity and marketing interactions.
Advertising: Ad Serving & Management	Xandr Invest	Xandr announced the launch of Inventory Library on its Invest DSP, offering an innovative deal discovery and activation workflow with intuitive, visual navigation and unmatched searchability.
Advertising: Ad Serving & Management	IAS Integral Ad Science	Integral Ad Science unveiled a series of new features including new unified view reporting and detailed insights within its report builder, to provide advertisers with increased visibility into campaign performance.
Advertising: Ad Serving & Management	IAS Integral Ad Science	Integral Ad Science announced a suite of reporting and planning tools called Control Panel that Context Control customers can use to more clearly understand the value and ROI that IAS's contextual targeting solution delivers.
Advertising: Ad Serving & Management	IAS Integral Ad Science	Integral Ad Science announced enhancements to IAS Signal that will incorporate the Total Visibility™ solution via a new and improved dashboard that allows clients to access critical insights into their supply paths in one reporting platform, simplifying how they analyze and manage campaign performance.
Advertising: Buy & Sell	Deepintert DSP	Deepintert announced Patient Reach Guarantee, guaranteeing that programmatic campaigns conducted on the Deepintert platform will reach verified patient audiences for specific health conditions across CTV, display, and digital video.
Analytics: Behavioral	Intentsify	Intentsify announced the launch of its brand-new website with new features including universal sitewide search, advanced blog topic and keyword filters, and an all-new media library.
Analytics: Business Intelligence	Coveo Intelligent Search Platform	Coveo Solutions announced a range of new capabilities designed to help customer service employees effortlessly deliver personalized customer experiences, including guided template for Case Submission flows, and a new Coveo Quantic library.
Analytics: Business Intelligence	Tableau Cloud	Salesforce introduced Tableau Cloud, the fastest and easiest way for customers to get the full value of Tableau at enterprise scale, formerly known as Tableau Online, and includes new innovations to boost productivity by delivering intelligent, powerful and easy-to-use analytical tools to help anyone uncover insights and confidently make data-driven decisions.
Analytics: Business Intelligence	RelativityOne	Relativity announced several new product capabilities to enhance productivity in RelativityOne across AI, key workflows, and security and privacy.
Analytics: Business Intelligence	Dataiku	Dataiku announced a major update to their platform that provides new capabilities for expert teams to deliver more value at scale, enables tech-savvy workers to take on more expansive challenges, helps non-technical workers more easily engage with AI, and provides strengthened AI Governance to ensure projects are robust, transparent, and ready for success at scale.
Attribution	Placed Attribution	Foursquare released Closed Loop, a new feature within its Attribution offering that gives marketers unprecedented insight into a marketing campaign's true impact on multiple types of conversion events.
Audience Segmentation, Intent & Targeting	MobileFuse	MobileFuse announced an update to their CTV targeting and measurement capabilities that are designed to drive conversions and target audiences via custom data sets, and also retarget desired audiences across environments, from CTV to mobile, to DOOH and in-app.
Audience Segmentation, Intent & Targeting	Optable	Optable announced the introduction of Flash Nodes, a new tier of Data Collaboration Nodes (DCNs) that will allow Optable customers to invite their own clients to collaborate securely and privately around audiences at no cost to the invited partner.
Audience Segmentation, Intent & Targeting	Fuel Cycle	Fuel Cycle announced the launch of its new website, featuring a new user interface, improved functionality and added features, including an expanded suite of consumer intelligence products.
Campaign Management	Upwave	Upwave unveiled its new social measurement ability, to help brands measure the impact of brand advertising on Facebook and YouTube, to complement measuring web, mobile, CTV, and linear.
Contact Center Systems & Administration	Acqueon Engagement	Acqueon announced enhancements to its Conversational Intelligence capabilities, including AI-powered Real-time Agent Guidance, Real-time Agent Coaching & Real-time QA, all built directly into the platform.
Content Creation: Design & Illustration	Adobe Creative Cloud	Adobe announced it is bringing Frame.io's video collaboration platform to the Creative Cloud, giving video editors and key project stakeholders the ability to collaborate seamlessly in the cloud. Adobe also released updates to After Effects and Premiere Pro to help users work faster and more efficiently.
Content Creation: Design & Illustration	Piktochart	Piktochart introduced new editable templates and text frames, on a mission to make informational design available to everyone.
Content Creation: Design & Illustration	Visme	Visme has added its Visme Content Calendar to its platform, allowing users to create and publish social media content right from their project dashboard.
Content Creation: Design & Illustration	Piktochart	Piktochart introduced a redesigned visual editor with many new features and improvements that give users an improved and more efficient user experience.
Content Creation: Design & Illustration	Prezi	Prezi announced new features for Prezi Video, including transparent view mode, branded name tags and a background content layer.

VENDOR ACTIVITY

ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

Category	Product	Description
Content Management System (CMS)	dotCMS	dotCMS announced new features to enhance the content authoring experience including a new drag-and-drop content palette and story-like block editor.
Content Marketing: Performance & Tracking	Anyword Language Optimization Platform	Anyword has announced the implementation of its Customer Personas feature, a new setting that allows users to automatically generate copy designed to resonate with specific customer profiles.
Conversational Marketing	Replicant Voice	Replicant announced expanded support across messaging and digital channels that now allows consumers to resolve their customer support issues over the phone, through chat, or SMS, and seamlessly switch between these channels if necessary.
Conversational Marketing	Ada	Ada announced several new product launches and updates including new no-code builder tools, social channels, proactive SMS, and a global application directory.
Customer Data Platform (CDP)	mParticle	mParticle introduced Lifetime Profiles to help brands individualize every moment in their customers' journeys, allowing brands to easily build personalized experiences for infrequent and seasonal customers as well as reactivation campaigns, using the full data history they have chosen to store in mParticle.
Customer Engagement	Conversational Cloud	LivePerson announced upgrades to its Conversation Assist capabilities, including the ability to draw from several recommendation sources at once, an intuitive interface presenting multiple recommendations inline in the conversation, and an easy-to-use dashboard of rich analytics.
Customer Engagement	Alida Insight Community	Alida released new features to various products within their Alida TXM Platform that help to improve productivity for faster insights and faster actions, enhance respondent experiences to increase response rates, and to better understand customer sentiment and context in more languages.
Customer Engagement	Sailthru	Sailthru announced the launch of its new SMS capabilities that give marketers' the ability to create and manage cross-channel customer journeys, which will help brands build stronger connections with their audiences.
Customer Engagement	Factoreal	Factoreal unveiled two new features including the ability to hyper-personalize email campaigns according to customer segmentation, and a "Whatsapp for Commerce" feature that enables businesses to better connect with users on Whatsapp.
Customer Engagement	Mapp Cloud	Mapp updated its marketing platform, Mapp Cloud with multiple new features including a new Marketing Calendar which enables users to see both sent and scheduled campaigns in a single location, advanced statistics for mobile in-app messages, and more.
Customer Experience & Success	FICX CX Automation	FICX added new customizable experiences to its extensive library of pre-developed digital self-service workflows including customer account creation, onboarding, account management, and digital self-service processes.
Customer Experience and Success	InMoment Experience Intelligence (XI)	InMoment announced a powerful set of technology innovations on its XI Platform that help organizations acquire new customers, retain and increase loyalty of existing customers, and drive improved business performance.
Customer Journey/Lifecycle Management	Glassbox	Glassbox revealed the latest offerings on its Digital Experience Intelligence platform including Voice-of-Customer (VoC) and User Timelines, both aimed at humanizing the customer journey and providing deeper insights to help customers meet their users' needs by understanding the customer experience across their entire lifecycle with their brand.
Customer Service & Support	Service Cloud	Salesforce introduced new call and CDP features for their Service Cloud and Marketing Cloud, giving marketers the ability to use more conversational intelligence and identity resolution capabilities to boost customer engagement.
Direct Mail Platforms	Sendoso	Sendoso announced updates to its platform that includes more robust global address confirmation and validation to improve deliverability, as well as theme management to create a better brand experience by allowing sales and marketing teams to organize their sends through a variety of campaigns.
Email Creation	Litmus	Litmus announced new capabilities to help boost personalization and increase efficiencies in workflow and creation, including the ability for email marketers to activate integrations in one centralized location, resulting in more error-free emails that drive business outcomes.
Email Platforms	Campaign Monitor	Campaign Monitor announced new SMS capabilities that will give marketers more opportunities to drive engagement and loyalty with their customers across channels.
Enterprise Data Management	Monte Carlo	Monte Carlo announced the release of a new suite of data observability capabilities called Circuit Breakers that help data teams automatically stop broken data pipelines before they impact the business.
Enterprise Data Management	Confluent Cloud	Confluent announced several new capabilities into their data streaming platform including new role-based access controls that enable granular permissions on the data plane level to ensure data compliance and privacy at scale, and expanded Confluent Cloud Metrics API that delivers enterprise-wide observability to optimize data streaming performance across the entire business.

VENDOR ACTIVITY

DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Enterprise Data Management	Bigeye	Bigeye announced Metadata Metrics which provides instant coverage for the entire data warehouse from the moment customers connect.
Enterprise Data Management	Census	Census added a new set of observability tools to help data teams gain visibility into all data warehouse pipelines built with Census, monitor data quality, and troubleshoot data issues before they impact end users.
Enterprise Data Management	Pega Customer Decision Hub	Pegasystems announced Always-On Insights, a new offering that allows brands to continuously react to consumer behavior with the most relevant inbound and outbound offers and messages to drive higher response rates.
Enterprise Data Management	InfluxDB	InfluxData introduced a new Edge Data Replication feature, a built-in capability of its flagship InfluxDB platform that provides synchronous replication of data between devices at the edge and datacenters in the cloud.
Enterprise Data Management	Databricks Lakehouse	Databricks unveiled new capabilities within the Databricks Lakehouse Platform including new data warehousing performance and functionality, expanded data governance, new data sharing innovations to include an analytics marketplace and data clean rooms for secure data collaboration, automatic cost optimization for ETL operations, and machine learning (ML) lifecycle improvements.
Events: In-Person & Virtual	Zoom Events	Zoom announced new Zoom Events and Webinar functionalities, including a virtual 'Backstage' and Webinar session branding, both of which help to put engagement at the center of the experience.
Events: In-Person & Virtual	Bizzabo	Bizzabo has launched an updated onsite check-in solution, bringing an enhanced, data-driven experience to power in-person events.
Identity Resolution & Registration	TeleSign	TeleSign unveiled a new brand identity reflecting the company's corporate transformation and redefined business strategy.
Influencer & Advocacy	Upfluence	Upfluence announced the release of its new affiliate marketing features that allow brands to manage the entire affiliate marketing process from within one platform.
Integrations	Workato	Workato introduced Workato Enterprise Key Management, giving customers in highly regulated industries control, flexibility, and compliance over their encryption keys and their data inside of the Workato platform.
Integrations	Jitterbit	Jitterbit announced it has expanded the capabilities of its Harmony integration platform with App Builder, a low-code application development tool that helps organizations rapidly build, deploy and maintain web and mobile-based applications.
Integrations	Talend Data Fabric	Talend announced the latest version of Talend Data Fabric, which will add advanced capabilities to Talend Trust Score™, including aggregation and historical views into the health of any dataset.
Integrations	ThoughtSpot	ThoughtSpot announced three new editions: Team Edition, Pro Edition, and a special bundle for startups, nonprofits, and education institutions, all of which enable companies of any size to take advantage of the Modern Analytics Cloud and build their business on data, paying only for what they use.
List Development & Management	AtData	TowerData and FreshAddress, which recently merged, announced their rebranding as AtData, which will provide technology-driven email solutions that help companies capture accurate, safe and complete first party data.
Market Research	Voxco	Voxco announced that it has launched three new features, Word Import, Close the Loop, and Text Analytics to make it easy for users to swiftly gather feedback, measure sentiment, uncover insights & act on them.
Marketing Automation	Marketing Cloud	Salesforce introduced new call and CDP features for their Service Cloud and Marketing Cloud, giving marketers the ability to use more conversational intelligence and identity resolution capabilities to boost customer engagement.
Marketing Automation	FMG Suite	FMG Suite announced it has rebranded to FMG, while also introducing enhancements to its mobile app, and platform, including with their new "Do It For Me Marketing" feature, new editing capabilities, and a Reputational Management tool.
Marketing Automation	Inflection.io	Inflection announced the launch of a direct integration with Segment that makes it even easier for marketing teams to harness the power of building marketing campaigns with product-activities' data.
Marketing Automation	Marketing Cloud	Salesforce introduced new Customer 360 innovations across Commerce and Marketing Clouds so that companies can connect, automate, and personalize every single interaction and build trusted relationships at scale.
Marketing Automation	Marketing 360	Marketing 360 announced the launch of their mobile app, which will give small businesses the tools they need to manage and communicate with their customers and clients and capture payments, right from their pockets.
Marketing Resource Management	ironSource Luna	ironSource announced the launch of Luna Views, allowing customers using ironSource Luna app marketing software to easily and quickly access critical campaign breakdowns that would normally require resource-intensive manual work of a BI team.

VENDOR ACTIVITY

IS IT TIME TO CHAT WITH YOUR VENDORS?

Category	Product	Description
Mobile Marketing	Bluecore Communicate	Bluecore announced the launch of Bluecore Mobile, now allowing brands to activate their data to put the right messages and recommendations in front of every individual shopper through text.
Mobile Marketing	VISIT Local	Reveal Mobile announced multiple new features for its geofencing platform that lets marketers link in-store sales to ad spend and target audiences based on frequency of visits.
Mobile Marketing	Jebbit	Jebbit announced the addition of several new e-commerce innovations that will help brands create more engaging online customer interactions and shoppable commerce experiences.
Personalization	Intellimize	Intellimize unveiled a new no-code website visual editor and a no-code audience builder, both of which allow brands to optimize their digital ad spend by creating a cohesive ad-to-website experience for the customer.
Photography	Photoshop	Adobe unveiled major updates to Photoshop and Lightroom, delivering significant new features including new editing and usability enhancements to Photoshop on the web, and the ability to leverage Adobe Sensei AI and machine learning to help simplify complex workflows for creatives and streamline cross-device collaboration workflows for Photoshop and Lightroom users.
Photography	Lightroom	Adobe unveiled major updates to Photoshop and Lightroom, delivering significant new features including new editing and usability enhancements to Photoshop on the web, and the ability to leverage Adobe Sensei AI and machine learning to help simplify complex workflows for creatives and streamline cross-device collaboration workflows for Photoshop and Lightroom users.
Podcasting	Blubrry	Blubrry released visual, audience survey results as part of its podcast statistics feature that allows podcasters to share Blubrry's short listener survey to their overall audience for direct feedback and demographic data.
Privacy, Compliance & Risk	Dataminr Pulse	Dataminr introduced new capabilities integrated into Dataminr Pulse including new advanced geovisualization and intuitive collaboration workflow capabilities that allow enterprises to collaborate and manage responses to crises effectively with rich visual context.
Privacy, Compliance & Risk	BigID	BigID launched Data Insights Studio, a new capability that provides rich and insightful reporting and analytics about the state of data across the entire organization.
Privacy, Compliance & Risk	BigID	BigID announced advanced ML-driven capabilities, that bring customizable NLP classifiers to customers for faster time to insight, more accurate understanding of data, and data insights that makes sense for today's modern data challenges.
Privacy, Compliance & Risk	BigID	BigID announced expanded risk management capabilities with out-of-the-box executive risk reporting, empowering customers to easily and accurately report on their data risk posture across their environment, with an automated high-level view of findings, risk, and coverage to share with stakeholders across the company.
Product Lifecycle Management (PLM)	Productboard	Productboard announced a suite of features to easily convert customer feedback into actionable insights through smart automations, drive alignment through embeddable, interactive roadmaps, and make more informed decisions with clear, streamlined prioritization frameworks.
Product Lifecycle Management (PLM)	inRiver PIM	Inriver announced the release of inriver Media Suite, a new capability that is purpose-built for PIM users as it helps organizations solve the challenges and complexity of leveraging dynamic content at scale to maximize conversions quickly and easily.
Productivity & Workflow	Zoom	Zoom announced the general availability of Zoom Whiteboard, a modern digital canvas that provides a unified, more visually engaging and efficient solution for collaboration and creation within the Zoom platform.
Productivity & Workflow	Airtable	Airtable announced many new updates, including new ways to manage your team's workload with resource allocation, upload attachments to the Airtable app, and run successful automations.
Productivity & Workflow	ON24	ON24 announced the latest innovations across the ON24 platform that allow customers to enhance prospect and customer engagement, capture more audience insights, and deliver better personalized experiences.
Productivity & Workflow	Livestorm	Livestorm announced the launch of their Video Engagement Score™, which provides a new way to evaluate the success of online events based on a new scoring system.
Productivity & Workflow	Cisco WebEx Meeting Center	Lucid Software announced a new embedded Lucidspark app within Webex, which brings the power of visual collaboration to video conferencing, enabling hybrid and distributed teams to better engage, innovate and collaborate during virtual meetings.
Productivity & Workflow	Miro	Miro unveiled a variety of new features and integrations designed to help organizations unlock new ways of collaborating and innovating, pushing beyond the boundaries of a typical digital whiteboard.
Productivity & Workflow	Airtable	Airtable launched various new features including, new buttons and calendars that can be added to make your interface more functional, and the ability to test your entire automation at once and organize your automations into folders.

VENDOR ACTIVITY

HAVE YOU CHECKED OUT THESE NEW FEATURES YET?

Category	Product	Description
Productivity & Workflow	ARchitect	ARInsights announced the availability of ARchitect Interactions for Google Workspace, a Google add-on that connects ARchitect to a user's Gmail inbox and Google Calendar, which saves AR pros from having to enter analyst interaction data in multiple systems.
Productivity & Workflow	Vyopta	Vyopta announced that it has added a new feature called User Experience Profiles that transforms how organizations deliver exceptional collaboration experiences with proprietary contextual insights to make collaboration work for hybrid and remote work teams.
Productivity & Workflow	Zoom	Zoom introduced a new translated and multi-language captions feature that allows users to view captions translated into the language of their choice.
Productivity & Workflow	Airtable	Airtable released new updates that allow you to do more with your data by automatically exporting info into Google Docs, customizing fields in synced tables, and more.
Public Relations	Notified PR Cloud	Notified by Intrado announced expanded capabilities in its Notified PR Cloud including expanded social listening content, more robust options for global press release distribution, expanded newswire analytics, and additional global sources for content monitoring.
Retail: eCommerce	ChannelAdvisor	ChannelAdvisor announced new capabilities to help reach new customers, stand out in a competitive market, and increase operational efficiencies.
Retail: eCommerce	WooCommerce	WooCommerce announced expanded functionality for in-person payments with its card reader that allows for fast transactions and automatic inventory syncing.
Retail: eCommerce	Salesforce Commerce Cloud	Salesforce introduced new Customer 360 innovations across Commerce and Marketing Clouds so that companies can connect, automate, and personalize every single interaction and build trusted relationships at scale.
Search Engine Marketing (SEM)	Ahrefs	Ahrefs introduced a new usage-based pricing model that allows customers to better align their use of Ahrefs with their specific needs.
SMS Marketing	OneSignal	OneSignal announced the addition of a visual workflow builder called Journeys, to their customer engagement platform, helping to provide their customers with customized user experiences.
Social Media Marketing	Later	Later announced a new partner integration with TikTok, which provides various new features to its platform including the ability to auto publish TikToks, engage with followers, and access TikTok analytics.
Text Tools & Services	Interprefy	Interprefy has announced the launch of its new AI-driven live captioning technology for multilingual meetings, webinars and conferences.
Video Creation Tools	WeVideo	WeVideo released a feature-loaded update for its mobile Android app, introducing new editing and timeline functionality, a robust library of content and effects to enhance video projects, and additional features tailored for social media to simplify high-quality multimedia creation while on-the-go.
Video Creation Tools	Loom	Loom launched new video editing tools that provide users with video stitching capabilities to record at different times, on different devices, or with different people to create one cohesive video.
Video Creation Tools	FlexClip	PearlMountain launched a new Timeline mode feature for its FlexClip video maker platform, enabling individuals to expand their basic video editing to create high-impact videos for any use.
Video Creation Tools	Screencast-O-Matic	Screencast-O-Matic introduced new interactive video quizzing functionality that brings a robust set of features to quickly and easily create video quizzes, polls, and surveys.
Video Management	Vimeo Pro	Vimeo announced the launch of new interactive video capabilities including an intuitive code-free video editor, AI-powered clickable hotspots, fully-customizable overlays, video branching, shoppable video functionality, and comprehensive reporting and analytics.
Web & App Optimization	UserTesting	UserTesting announced new features including insight customization that allows customers to provide feedback on auto-generated, intelligent insights by adding their own custom terminology, as well as usage management for workspaces, making it easier to plan and share testing capacity across the entire organization.
Web & App Optimization	UserTesting	UserTesting announced new test templates for their Human Insight Platform that enables companies focused on or interested in sustainability to obtain rapid feedback from their target audiences via customizable, out-of-the-box test plan templates.
Web and App Optimization	UserTesting	UserTesting announced new test templates for their Human Insight Platform that enable companies to better understand their customers' expectations, behaviors, and perceptions around inflation.
Web Performance & Security	ZeroFox	ZeroFox announced the general availability of a comprehensive set of intelligence feeds that enhance alert context and prioritize remediation efforts for fraud, identity, network and dark web underground intelligence.
Web Performance & Security	WPEngine	WPEngine introduced a new Site Monitoring tool that helps you get the insights you need and alerts you when the sites you manage have errors.
Web Performance & Security	GoTo Resolve	GoTo announced new features and Remote Monitoring and Management (RMM) capabilities for its GoTo Resolve product, helping businesses proactively address issues before they become IT problems.

M&A ACTIVITY

DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Accounting	Tungsten Corporation	Kofax announced it has acquired Tungsten Corporation, a global B2B e-invoicing network that facilitates and streamlines complex invoice-to-pay processes.	Kofax
Advertising by Channel	Wurl	AppLovin announced it has completed the acquisition of Wurl, extending AppLovin's software platform capabilities into the Connected TV market.	AppLovin
Advertising by Channel	Column6	DigitalReef has completed the acquisition of CTV advertising software platform Column6, which will provide DigitalReef with expanded capabilities and expertise in programmatic advertising and streaming media ad management.	DigitalReef
Advertising by Channel	Ping HD	Spectrio announced that it has acquired Ping HD, a digital signage company that will give clients access to a wide range of new services, as well as a cohort of award-winning content creators to help bring their brand to life in new and unique ways.	Spectrio
Advertising: Buy & Sell	ADYOULIKE	OpenWeb announced it has acquired global advertising platform ADYOULIKE, and together will help deliver brand placements to engaged communities through innovative social advertising experiences.	OpenWeb
Analytics: Business Intelligence	Ergo	Accenture has acquired Ergo, a data-centered business that helps companies create a culture of data-driven decision-making using big data, analytics and artificial intelligence, which will help expand Accenture's Cloud First capabilities to drive data-led transformations.	Accenture
Business Management	Minit	Microsoft has acquired process mining technology vendor Minit, helping their customers create a more complete picture of their processes, and identifying which of those processes are ripe for automation.	Microsoft
Business Management	Everflow	Pegasystems announced the acquisition of Everflow, an innovative process mining software company that will enable Pega clients to uncover and fix hidden process inefficiencies that often bog down organizational operations.	Pegasystems
Content Creation: Audio	VocalID	Veritone announced the acquisition of VocalID, a company that pioneered the creation of personalized synthetic voices, which will enhance Veritone's existing synthetic voice offerings for commercial enterprise.	Veritone
Content Creation: Design & Illustration	Motionly	Ogury announced the acquisition of Motionly, a SaaS solution that designs, deploys and measures interactive rich media animations in-app and in-web, that together will help marketers deliver creatives that are visually striking and dynamically personalized.	Ogury
Content Management System (CMS)	Contentbox	Contentoo announced it has acquired all assets of Contentbox, a software platform that uses AI and NLP technology to create custom-written short form content such as SEO landing pages, product descriptions, online ads, and blog posts.	Contentoo
Content Marketing: Curation & Discovery	Splash News	Shutterstock announced the acquisition of Splash News, one of the world's leading entertainment news networks for newsrooms and media companies.	Shutterstock
Content Marketing: Planning & Management	Content Refined	Crowd Content Media has acquired Content Refined, a content marketing platform that helps businesses scale content creation, and will help Crowd Content build an all-in-one content solution focused on guiding companies on their journey from content strategy through publication.	Crowd Content Media
Content Marketing: Planning & Management	Cape	Peach announced the acquisition of Cape, a SaaS creative and campaign automation platform allowing teams to collaborate and efficiently publish to digital and social destinations.	Peach
Content Marketing: Production & Distribution	easylive.io	LiveU announced the acquisition of easylive.io's all-in-one live streaming production studio which will be seamlessly integrated into LiveU's end-to-end cloud-based workflow for live contribution, management, orchestration, ingest and distribution.	LiveU
Conversational Marketing	Active.Ai	Gupshup announced the acquisition of Active.Ai, the Conversational AI platform that will strengthen Gupshup's customer experience solutions for BFSI customers.	Gupshup
Conversational Marketing	AskSid	Gupshup announced the acquisition of Conversational AI provider AskSid, which will strengthen Gupshup's CX offerings and will help make the entire shopping journey fully conversational.	Gupshup

M&A ACTIVITY

DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Customer Engagement	Leanplum	CleverTap acquired customer engagement platform Leanplum, bringing together analytics, segmentation, and engagement tools, to help CleverTap customers build valuable, long-term relationships with their customers.	CleverTap
Customer Experience & Success	CXTeam	Medallia announced the acquisition of CXTeam, a customer experience consulting firm, and together with CXTeam's deep expertise and experience, Medallia can help more organizations use Medallia Experience Cloud to drive faster ROI.	Medallia
Customer Experience & Success	Tactful AI	Dstny announced the acquisition of intelligent customer experience platform provider Tactful AI, extending Dstny's products portfolio and helping companies enhance customer engagement operations across modern digital and traditional voice channels.	Dstny
Customer Experience & Success	ReviewTrackers	InMoment announced it has completed the acquisition of customer review management software company ReviewTrackers, and together will accelerate acquisition and improve customer retention while driving more authentic connections with customers.	InMoment
Customer Service & Support	Stroom	Cision announced that it has completed the acquisition of real time media monitoring company Stroom, and will now provide their customers with a full suite of monitoring, distribution, insights, and social media solutions.	Cision
Customer Service & Support	Mindsay	Laiye announced its acquisition of enterprise chatbot and voicebot platform Mindsay, that will help give Laiye's clients a low-code and no-code technology to automate customer service and back-office processes.	Laiye
Customer Service & Support	Movidesk	Zenvia announced it closed the acquisition of Movidesk, the help desk platform that will help Zenvia provide enhanced communication through a customer service capable of answering questions about products and services, and a service desk that addresses brand-related system issues.	Zenvia
Customer Service & Support	OneDirect	Gupshup announced the acquisition of OneDirect, the omnichannel, AI-enabled, customer service platform, strengthening Gupshup's suite of conversational solutions and enabling superior omnichannel conversational engagement with a live Agent Assist solution.	Gupshup
Email Platforms	MailCharts	Validity announced it has acquired MailCharts, a platform that powers data-driven campaign planning for eCommerce marketing teams, and together will empower email marketers to launch more creative and further optimized campaigns that immediately impact a brand's revenue.	Validity
Email Platforms	Vision6	Constant Contact announced that it has completed its acquisition of email platform provider Vision6, providing Constant Contact the opportunity to expose its portfolio of email marketing, small business CRM, analytics and eCommerce integrations to the Australian marketplace through Vision6.	Constant Contact
Email Platforms	Postmark	ActiveCampaign acquired the Postmark and DMARC Digest service offerings, both of which will help further advance ActiveCampaign's ability to offer the power of transactional messaging with sales and marketing automation alongside CRM.	ActiveCampaign
Email Platforms	Shelly	SEDNA announced the acquisition of email automation solution, Shelly, and will now offer customers a huge array of email automation services directly from their platform.	SEDNA
Email Security & Deliverability	Area 1 Security	Cloudflare announced it has completed its acquisition of Area 1 Security, and will now be able to provide organizations with an easy way to block phishing, malware, business email compromise and other advanced threats as part of an integrated, Zero Trust approach to securing all of their organizations' applications.	Cloudflare
Enterprise Data Management	Gamma Soft	Talend announced it has acquired Gamma Soft, a market innovator in change data capture (CDC), that will help customers streamline their data modernization initiatives, including cloud migrations, and support advanced, real-time analytics use cases across hybrid and multi-cloud environments.	Talend

M&A ACTIVITY

DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Enterprise Data Management	Instaclustr	NetApp announced it has completed its acquisition of Instaclustr, a platform provider of fully managed open-source database, pipeline and workflow applications delivered as a service, that together will enable customers to build, deploy and operate cloud applications much more quickly, easily and cost effectively.	NetApp
Enterprise Data Management	Data Interchange	Epicor announced it has acquired Data Interchange, a provider of Electronic Data Interchange (EDI) cloud technologies and managed services, empowering Epicor customers to connect businesses and trading partners, increase efficiency, and drive value in the supply chain.	Epicor
Enterprise Data Management	Varada	Starburst announced the acquisition of data lake analytics accelerator Varada, and together will empower organizations to more quickly and efficiently derive greater insights from their data.	Starburst
Events: In-Person & Virtual	eventcore	MeetingPlay + Aventri announced the acquisition of eventcore, a comprehensive event registration technology platform delivering bespoke event registration services for organizations looking for tailored solutions for the most complex events.	MeetingPlay + Aventri
Human Resources	Leap.is	Whatfix announced the acquisition of Leap.is, a mobile-first onboarding and assistance platform that brings the value of digital adoption platforms to mobile applications, helping to extend Whatfix's mobile capabilities.	Whatfix
Human Resources	Comparably	ZoomInfo announced it has acquired recruitment marketing and employer branding platform Comparably, that together with ZoomInfo's TalentOS will help to deliver a powerful talent solution that gives companies the ability to engage and hire candidates with much more sophistication and influence.	ZoomInfo
Identity Resolution & Registration	Traverse Data	Digital Media Solutions announced the acquisition of identity resolution company Traverse Data, which will help scale the DMS data asset and accelerate the DMS technology roadmap, implemented to enable DMS to better leverage the Company's existing data asset.	Digital Media Solutions
Intelligent Agents	Biblio	EX.CO announced the completion of its acquisition of Biblio, a machine learning technology company with AI-driven recommendation capabilities, that together will help to provide personalized video, interactive experiences, and product recommendation solutions to brands, publishers, and eCommerce businesses.	EX.CO
Intelligent Agents	Rivr Technologies	Index Exchange announced its acquisition of Rivr Technologies, a company specializing in advanced machine learning-based traffic optimization capabilities.	Index Exchange
Lead Generation	Colabo	Uniphore announced the acquisition of Colabo, an AI-powered knowledge automation system that specializes in collecting and leveraging information from structured and unstructured documents in real time.	Uniphore
List Development & Management	Email Checker	Emailable announced it has acquired email verification provider Email Checker, and continues to enhance its verification strategies and provide the most accurate results possible to customers worldwide.	Emailable
Market Research	Feedback Loop	DISQO announced the acquisition of product research platform Feedback Loop, which together will help DISQO facilitate a comprehensive understanding of brand, product, and customer experiences for any organization.	DISQO
Market Research	SatisMeter	Productboard announced that it has acquired SatisMeter, a feedback platform for modern product teams that measures user engagement through in-product touchpoints at every stage of the customer journey.	Productboard
Market Research	AnswerThePublic	NP Digital announced the acquisition of AnswerThePublic, a Keyword Research Tool that will further expand the technology capabilities of NP Digital's Ubersuggest and provide deeper insights to marketers.	NP Digital
Market Research	Branded Research	Dynata announced its acquisition of Branded Research, a provider of high-quality, proprietary panel communities whose audience-on-demand platform generates nearly 15 million high-quality completed surveys annually.	Dynata
Product Discovery Platforms	The Fascination	StackCommerce announced that it has acquired The Fascination, the discovery and commerce marketplace for direct-to-consumer brands, which adds unique, premium DTC brands to existing shops and affiliate offerings for publishers.	StackCommerce

M&A ACTIVITY

DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Product Lifecycle Management (PLM)	Aligntrac Solutions	1WorldSync announced the acquisition of Aligntrac Solutions, a content management and syndication enablement company that will help to expand integration options, provide customers with additional capabilities and deliver a seamless platform experience.	1WorldSync
Product Lifecycle Management (PLM)	World of Content	Productsup announced its acquisition of World of Content, a product experience management provider, that will help strengthen Productup's position as a scalable solution equipped to bring high-quality product information to consumers and power frictionless commerce experiences.	Productsup
Productivity & Workflow	Workbase	Hightouch announced it acquired Workbase, a workflow automation startup that helps RevOps teams build workflows on top of data warehouses like Snowflake.	Hightouch
Productivity & Workflow	Slapdash	ClickUp announced the acquisition of Slapdash, the unified search and command bar platform, helping ClickUp make it easier for employees to harness company knowledge regardless of where it lives.	ClickUp
Productivity & Workflow	Evidos	Entrust announced the acquisition of electronic signatures and identity verification solutions provider Evidos, allowing Entrust to enable all-digital workflows easily with trusted cloud-based e-signature solutions.	Entrust
Productivity & Workflow	Awingu	Corel announced it has acquired Awingu, a provider of secure remote access technology, and will become a part of the Parallels brand portfolio, that together will give end users the added flexibility and freedom they need to securely work from anywhere, at any time, on any device, or OS.	Corel
Retail: eCommerce	PriceRunner	Klarna announced the completion of its acquisition of PriceRunner, the comparison shopping service that will bring new features to the Klarna app globally to help consumers save time and money, and make informed decisions to take control of their finances.	Klarna
Retail: eCommerce	BundleB2B	BigCommerce announced the acquisition of BundleB2B, which provides next-level B2B functionality for BigCommerce merchants, and together will help merchants better facilitate online operations and provide customers with seamless transactions and convenient self-service account capabilities.	BigCommerce
Retail: eCommerce	Be A Part Of	Zmags announced its acquisition of e-commerce digital agency Be A Part Of, which significantly enhances the suite of solutions offered as part of the Creator Platform to include world-class design and integration services.	Zmags
Retail: eCommerce	Charm.io	Swiftline announced it has acquired Charm.io, a direct-to-consumer eCommerce intelligence platform that will add core IP around data collections, natural language processing, and computer vision models.	Swiftline
Revenue Operations	Troops.ai	Salesforce announced the acquisition of Troops.ai, a revenue and communications platform that uses Slack and Microsoft Teams bots to surface CRM data from platforms such as Salesforce.	Salesforce
Search Engine Marketing (SEM)	Rank Ranger	Similarweb announced the acquisition of SEO and rank tracking company Rank Ranger, and together will give search professionals and marketing leaders a complete understanding of their relative 'market share' beyond the keywords they track.	Similarweb
Search Engine Marketing (SEM)	RankSense	seoClarity announced the acquisition of RankSense's technology, furthering the growth of their new SEO execution platform, ClarityAutomate.	seoClarity
Search Engine Marketing (SEM)	Drishyam AI	Mediaocean announced that it has acquired Drishyam AI, a software company that automates the process of identifying the content of ads, interpreting their meaning, and optimizing them at scale.	Mediaocean

M&A ACTIVITY

DOES 1 + 1 = 3?

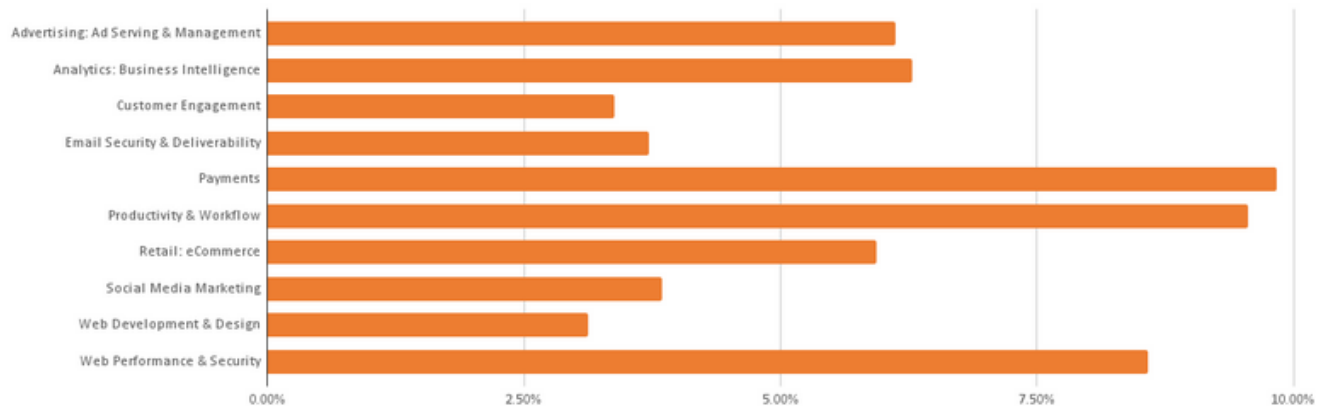
Category	Company	Description	Acquired by
SMS Marketing	OpenBack	Twitter acquired mobile push notification platform OpenBack, and its team will join the social network's Bluebird product team and will focus on enhancing notifications on the social media platform.	Twitter
Social Media Management	Iconosquare	Wedia announced the acquisition of Tripnity, the creator of Iconosquare, and together will be able to offer a seamless solution to manage all marketing content and visuals, dynamically distribute them on all digital channels and, ultimately, measure the effectiveness of this marketing content.	Wedia
Social Media Marketing	Later	Mavrck announced the acquisition of social media marketing and commerce platform Later, and together will solve creator measurement and monetization at scale, to better serve both brands and creators.	Mavrck
Text Tools & Services	U.S. Captioning	Verbit announced it has acquired the closed captioning service company, U.S. Captioning, helping Verbit expand their captioning and transcription offerings.	Verbit
Training	Codecademy	Skillsoft announced it has completed its acquisition of Codecademy, an online learning platform that will bring scalable, interactive courses and hands-on learning to Skillsoft's existing offering.	Skillsoft
Video Creation Tools	VIBBIO	ON24 announced it has acquired cloud video software company VIBBIO, and together will help marketers be able to produce video content that creates more engagement, generates first-party data, and drives personalization.	ON24
Video Management	Pond5	Shutterstock announced the acquisition of Pond5, the video-first content marketplace for filmmakers, media organizations, and marketers worldwide, which will help provide Shutterstock customers with a new expansive content library.	Shutterstock
Web & App Optimization	Botium	Cyara announced it closed its acquisition of automated chatbot testing company, Botium, which adds chatbot and conversational AI testing capabilities to its portfolio.	Cyara
Web & App Optimization	Testapic	UserZoom announced the acquisition of UX insights company Testapic, enabling UserZoom to empower more teams across the globe with the high quality user insights they need to build exceptional digital experiences.	UserZoom
Web Analytics	Stitchology.ai	TryMyUI announced it has acquired Stitchology.ai, a session replay and comprehensive web analytics tool, that together will provide an end-to-end digital experience solution to help businesses drive online revenue.	TryMyUI
Web Development & Design	Glitch	Fastly announced it has acquired Glitch, a developer platform where developers innovate, create, and share full-stack web apps without having to run the infrastructure or manage tools themselves.	Fastly
Web Development & Design	Gummicube	Airship announced that it has acquired Gummicube, the original App Store Optimization innovator, that together will help brands optimize value across the entire mobile app lifecycle, driving greater organic growth, ROAS, retention, loyalty and monetization.	Airship
Web Development & Design	Delicious Brains	WP Engine announced it has acquired five of the most popular developer-centric tools for WordPress from Delicious Brains, including Advanced Custom Fields, WP Migrate, WP Offload Media, WP Offload SES, and Better Search Replace, all helping to strengthen the company's offerings for both traditional and headless managed WordPress.	WP Engine
Web Performance & Security	Mimecast	Permira announced the completion of its acquisition of cybersecurity provider Mimecast and together will continue to transform the way email security, data and resilience are managed.	Permira
Web Performance & Security	SaferPass	Lookout announced it has acquired SaferPass, a Password Management company that provides secure online identity solutions for both consumers and businesses.	Lookout

LOOKING AHEAD

WHERE INVESTMENT IS HAPPENING (Q2 2022)

Q2 2022 brought in 40% less than Q1 2022 for MarTech and MarTech-related companies. We identified a total of **\$7.4B** in investment this quarter.

Funding was spread across **52 categories** with no category representing more than 9.83% of the total.



62% of funding went to **26 companies** whom each raised **\$100M** or more.

Top raises:

		Millions
Productivity & Workflow	Avaya	\$600
Advertising: Ad Serving and Management	iSpot.tv	\$325
Payments	SpotOn	\$300
Payments	Xendit	\$300
Customer Engagement	Fetch Rewards	\$240
Email Security & Deliverability	Abnormal Security	\$210
Product Lifecycle Management (PLM)	Salsify	\$200
Web Performance & Security	Semperis	\$200
Product Discovery Platforms	Pax8	\$185
Video Management	Pixellot	\$161

LOOKING AHEAD

WHERE INVESTMENT IS HAPPENING (Q2 2022)

	<u>Millions</u>
Retail: eCommerce	\$150
Social Media Marketing	\$150
Virtual and Augmented Reality	\$150
Web Infrastructure	\$140
Social Media Marketing	\$135
Contact Center Systems & Administration	\$125
Marketing Automation	\$121
Analytics: Business Intelligence	\$120
Advertising: Ad Serving and Management	\$120
Analytics: Business Intelligence	\$120
Customer Experience and Success	\$100
Intelligent Agents	\$100
Retail: eCommerce	\$100
Sales Operations	\$100
Web Performance & Security	\$100
Web Performance & Security	\$100
Firework	\$150
Genies	\$150
Improbable	\$150
Platform.sh	\$140
Mavrck	\$135
Observe.AI	\$125
Insider	\$121
Pyramid Analytics	\$120
impact	\$100
Imply	\$100
Glean	\$100
Hugging Face	\$100
Nfinite	\$100
Pave	\$100
Nord Security	\$100
Tailscale	\$100

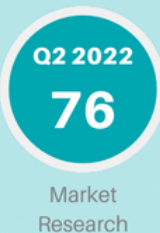
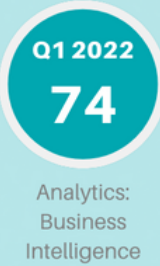
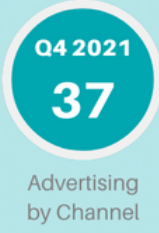
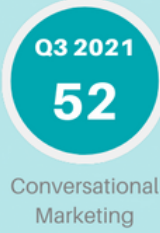
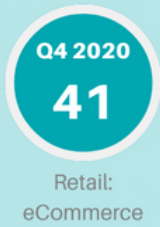
MARTECH INNOVATION: A SUMMARY



Product Launches



of product launches and the category with the most launches per quarter



Acquisitions

of acquisitions and most popular category



Top Funded MarTech Categories:

- Analytics: Business Intelligence
- Payments
- Productivity & Workflow
- Retail: eCommerce
- Web Development & Design
- Web Performance & Security

\$60.2B

Invested in MarTech
Q4 2020 - Q2 2022

How do 2021 and 2022 compare? [Get a more detailed look here](#)

**JULY
2022**



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

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

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

Questions? Contact Erica Ross (eross@cabinetm.com)