

JULY 2023

Q2 2023 MARTECH INNOVATION



The latest marketing technology introductions, feature updates, and acquisitions



Q2 MARTECH INNOVATION

128

NEW PRODUCTS

In comparison to last quarter, new product announcements were up 6%, and feature announcements were down 13%.

85

FEATURE
ANNOUNCEMENTS

Acquisitions were down 35% with 26 acquisitions across 21 categories in Q2.

26

ACQUISITIONS

Investment in MarTech companies this quarter was \$3.1B (with a single investment of \$1.3B going to Inflection AI), and overall down 64% over the last quarter (adjusted for the investments in ChatGPT and Inflection AI). See more details on where investments were made on page 31.

\$3.1B

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.

Alyson Delaney
CabinetM Marketing



HOW DOES Q2 2023 COMPARE?

	Q1 2023	Q2 2023
NEW PRODUCTS	121	128
FEATURE ANNOUNCEMENTS	98	85
ACQUISITIONS	40	26
FUNDING	\$13.2B \$10B OF WHICH WENT TO OPENAI (!)	\$3.1B \$1.3B / \$3.1B WENT TO INFLECTION AI



ADVERTISING BY CHANNEL

Picsart launched Adpilot, a platform that empowers businesses to create on-brand ads quickly and easily with AI.

PubMatic launched Activate, an end-to-end supply path optimization solution that allows buyers to execute non-bidded direct deals on PubMatic's programmatic platform, accessing premium video and CTV inventory at scale.

Compulse launched Compulse Performance TV, a smarter way to buy, manage, optimize, and measure over-the-top campaigns across all device types.

Wurl introduced ContentDiscovery, a ML-powered advertising platform for streamers and content publishers to acquire viewers and scale profitably across channels.

Wunderkind launched WunderKIND Ads in order to help publishers and advertising partners deliver an unparalleled user-first ad experience.

ADVERTISING: AD SERVING & MANAGEMENT

Hightouch launched Match Booster, an easy, efficient way to enrich customer data and drive up audience match rates across advertising platforms.

Totaligent launched its beta website, offering three essential tools crucial for successful person-based digital marketing campaigns.



ADVERTISING: BUY & SELL

Criteo launched Commerce Grid, a supply-side platform purpose-built for agencies and publishers looking to efficiently connect media and commerce with programmatic.

ANALYTICS: BEHAVIORAL

Unacast announced Unacast Insights, a location intelligence platform that helps users interact with migration and demographic trends at the state, city, and zip code level.

NetLine launched INTENTIVE™, a buyer-level intent platform delivering real-time insights into truly “who” is actively expressing intent within a B2B account.

Comporium announced DashHound, a platform that offers valuable insights into user demographics, behaviors, and traffic patterns.

ANALYTICS: BUSINESS INTELLIGENCE

Forsta announced Forsta Studio Canvas, an advanced visualization and data storytelling solution integrated within the Forsta Human Experience Platform.

Allant Group launched its Audience Management Platform, an end-to-end analytics data platform designed for ‘no code’ reporting, analytics, segmentation, and data processing.

Q2 2023 NEW PRODUCTS BY CATEGORY



Aware launched Aware IQ, an AI data platform, purpose-built to understand the unique human context of workplace conversations at scale.

Proven ROI announced its AI-powered platform that empowers businesses with advanced analytics and insights, enabling more informed decision-making processes.

ARTIFICIAL INTELLIGENCE

VanceAI released VanceAI Art Generator, an AI text-to-image generator that is able to understand text and then create corresponding artworks.

Chooch unveiled ImageChat, a solution that enables enterprise customers and strategic partners to generate hyper-detailed computer vision models using text prompts.

Jaeves launched as an AI content creation tool designed to simplify and speed up the content creation process by producing copy for a variety of formats such as articles, sales copy, social media ads, and product descriptions.

Constant Contact launched their AI Content Generator that allows customers to automate the copy drafting process for email, text and social media campaigns.

Hootsuite announced OwlyWriter AI, its AI-powered content generator that requires very little information to generate post ideas and captions that are tailored to social.

Unbounce announced Smart Copy, an AI tool for generating relevant ad copy for multiple platforms simply by inserting a URL from a website.

Q2 2023 NEW PRODUCTS BY CATEGORY



WriteSonic launched its content generation platform where users can simply input their desired keywords and parameters, and WriteSonic's AI algorithms will generate high-quality content in a matter of minutes.

Jasper launched Jasper Brand Voice, designed to make generative AI outputs less generic and more aligned with a brand's identity.

Nova announced **Brandguard**, an advanced AI platform trained on your brand guidelines that helps you monitor and validate brand assets at machine speed, and **BrandGPT**, your brand's representative for your partners, marketing staff, or customers.

ClickUp announced ClickUp AI, a solution that delivers a purpose-built experience designed to take the guesswork out of leveraging AI for work across every role.

Tray.io unveiled Tray Merlin AI, a new natural language automation capability in the Tray platform that instantly transforms large language model outputs into complete business processes.

ClearML released ClearGPT, an enterprise-grade generative AI platform that enables enterprises to deploy and experience state-of-the-art LLMs, securely and at scale.

Cvent launched its AI Writing Assistant, which helps event professionals and marketers produce on-brand, engaging event content in a fraction of the time.

Nowigence launched Lille.ai, an innovative and impactful content creation platform powered by AI.

Beehive AI launched its Qualitative Intelligence (QI) platform that allows enterprises to analyze, segment, and take action on insights unlocked by their unstructured data.

Q2 2023 NEW PRODUCTS BY CATEGORY



Storykit introduced a solution that enhances production speed while maintaining user control over video creation.

Wondershare launched Virbo, an advanced AI-powered text-to-video creation tool.

Aprimo launched AI Content Coach, a tool that transforms content operations through the power of generative AI.

Jasper launched Jasper Campaigns, an end-to-end marketing solution that allows users to create a full campaign in minutes from a single brief.

CompanionLink Software launched the Easy AI Checker App, a tool that helps users detect AI-generated content.

Zorang launched ContentHubGPT for PIMs & eCommerce systems, an innovative generative AI-based product content suite.

Movable Ink launched Movable Ink AI, a unified suite of AI models that optimize every customer experience for increased lifetime value.

AvaTouch released AvaTouch, a generative video bot meeting system designed to revolutionize remote work.

Squirro launched SquirroGPT, an application that allows enterprises to chat with their own data, and get relevant, evidence-based results with links to the data sources.

affable launched Skye, an AI companion designed exclusively for influencer marketers that leverages cutting-edge Generative AI technology to bring you advanced AI capabilities for efficient influencer discovery, collaboration, campaign management, and performance tracking.

Q2 2023 NEW PRODUCTS BY CATEGORY



Vimeo launched an AI-powered video creation suite that enables anyone to record videos in one take and edit in seconds – generate a script from a text prompt, record your screen using a built-in teleprompter, and instantly delete any unwanted content such as filler words and long pauses.

Otter.ai launched Otter AI Chat, collaborative AI intelligence that acts as a meeting participant instantly answering questions, collaborating with meeting participants, and generating content based on meeting data.

Sequel.io launched Sequel AI, a solution that turns live video into evergreen content like SEO-optimized blog posts and social posts.

IGT Solutions launched TechBud.AI, a generative AI platform that promotes rapid innovation and helps businesses achieve faster results and elevated customer experience with a seamless enterprise-wide Generative AI adoption.

Prophecy announced Prophecy Data Copilot, an AI-powered assistant that delivers intelligent suggestions and automates repetitive tasks for visual data transformations.

Vyond released Vyond Go, an AI-powered script and video creator that helps companies supercharge the speed, ease, and scalability of their business communications.

Cloudinary launched FinalTouch, a powerful generative AI solution that transforms generic product images into captivating, brand-friendly scenes in an instant.

CaptureMyMeeting launched as an AI-driven meeting productivity platform that keeps track of your meeting content for you.



AUDIENCE SEGMENTATION, INTENT & TARGETING

Numerator launched SecureMeasure, a solution that allows you to match your CRM data to a single-sourced and unbiased consumer panel to quantify your marketing ROI.

Census launched Audience Hub, enabling teams to now activate first-party data, build dynamic audience segments, and personalize messaging with an entire suite of customer engagement tools built on Snowflake.

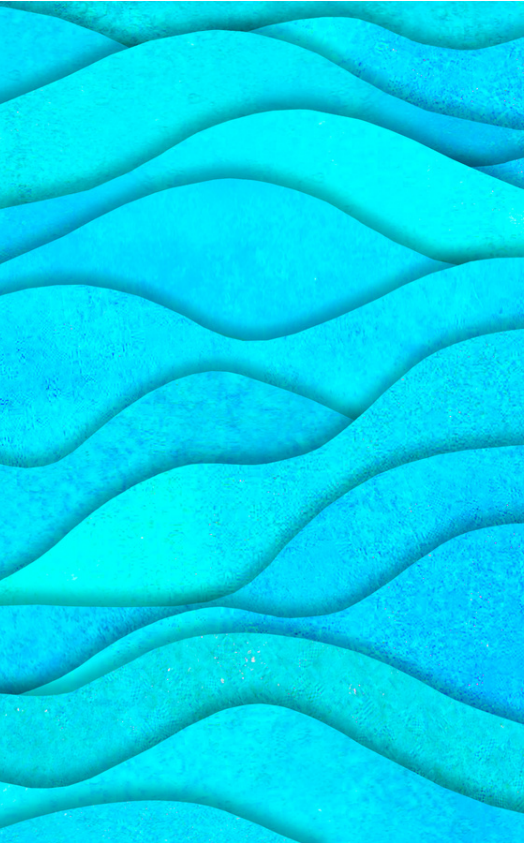
Dotdash Meredith launched D/Cipher, a groundbreaking ad targeting tool that makes intent-based targeting at scale a reality, without cookies.

Pathlight unveiled Pathlight Conversation Intelligence, which allows organizations to perform human-level analysis at scale—maximizing quality and depth of customer insight.

TripleLift announced TripleLift Audiences, a solution that replaces third-party cookies with first-party data.

BRAND MANAGEMENT

Outbrain announced Onyx, a branding platform designed to maximize business impact of awareness and consideration campaigns.



BUDGETING & FINANCIAL MANAGEMENT

Aggua launched Aggua Data Cost Management, a solution that allows teams to comprehend and take action on computing costs and storage expenses thanks to the unique ability to manage and report on granular data prices.

BUSINESS MANAGEMENT

WalkMe announced WalkMe Discovery, a tool that automatically detects all the web-based apps a company is running, who is using what software, and whether they're using it as intended.

Sitehues Media announced AccelerateHub, an all-in-one business management and marketing software designed to streamline business operations and drive growth.



CONTACT CENTER SYSTEMS & ADMINISTRATION

Tethr announced Tethr Live, a real-time conversation analytics solution that brings insights from the Tethr platform to customer conversations as they occur with agent assist prompts that help contact center representatives steer conversations toward faster, easier resolution.

Q2 2023 NEW PRODUCTS BY CATEGORY



CONVERSATIONAL MARKETING

Ivy.ai announced IvyQuantum™, the first generative chatbot powered entirely by organization-specific data.

Moveworks announced Creator Studio, a no-code, generative AI platform for building any conversational AI use case in minutes.

LivePerson announced Bella AI, an AI assistant platform that anyone can use to create their own AI in minutes — for their business, their own personal use, or whatever they need.

CUSTOMER ENGAGEMENT

Fooji launched Crowdsail, the subscription-based platform for brands to easily and confidently interact with their fans and deliver personalized gifts through social networks.

Ortto launched Talk, a next-generation chat solution that allows businesses to speak to their customers across multiple channels through a single interface.

JRNI announced its Intelligent Customer Engagement Platform, an enterprise solution to seamlessly integrate best-in-class applications for Event Management, Appointment Scheduling, and Queuing/Lobby Management.

Acoustic launched Acoustic Connect, an all-in-one platform for multichannel marketing, personalized journey orchestration, and behavioral experience insights.

Dstny launched Dstny Engage, an omnichannel communications software designed to create meaningful and personalized interactions with customers.



CUSTOMER EXPERIENCE & SUCCESS

Precisely announced EngageOne RapidCX, a customer communication management platform for companies operating in data-intensive, highly regulated industries.

Rio SEO launched its Local Experience Platform, a suite of local marketing and customer experience solutions enabling multi-location brands to create meaningful, and cohesive customer experiences at the local level, with global scale.

Verint introduced Verint Enterprise Experience Management, which offers powerful capabilities to seamlessly deliver experience insights at scale across a brand's customer touchpoints.

Klaviyo launched Klaviyo Reviews, a solution that helps businesses consolidate product reviews with their first party data under one platform, creating a seamless and unified post-purchase journey.

CUSTOMER JOURNEY / LIFECYCLE MANAGEMENT

Flywheel Software launched Maestro, a customer journey builder built for the modern data stack.

Qualtrics announced Customer Journey Optimizer, a journey analytics and orchestration solution that helps organizations identify key moments and points of friction and prioritize the right actions to improve customer experiences.



DIGITAL ASSET MANAGEMENT (DAM)

Image Relay launched Marketing Delivery, a solution that combines DAM and PIM capabilities to enable organizations to organize, connect, manage, and distribute all digital assets and product information quickly, easily, and accurately.

DIGITAL EXPERIENCE

DynamicWeb announced the DynamicWeb 10 Composable Commerce Suite, which can be deployed as a composable suite using either the ready-made components offered by DynamicWeb or using third-party technologies catering specifically to your business requirements.



EMAIL PLATFORMS

DemandScience launched ReplyForce, a free, easy-to-use email tool designed to accelerate growth for small and mid-sized businesses.

Yotpo announced an email marketing solution designed to help eCommerce brands increase customer retention and drive more sales from repeat customers.

Syrup launched, bringing an innovative approach to email marketing that harnesses the power of product usage data coupled with AI to create hyper-personalized experiences for users.



EMAIL SECURITY & DELIVERABILITY

Simplifai launched Simplifai Archiver, an AI-powered solution that intelligently archives email and attached documents.

ENTERPRISE DATA MANAGEMENT

FullContact launched FullContact Identity Streme, a flexible and encrypted environment that ingests, obfuscates, and stores data.

SaaS Alerts released Unify, providing unparalleled visibility into the security blindspot between cloud-based SaaS applications and end-user devices.

Datadog announced Data Streams Monitoring, a tool that automatically visualizes all interdependencies and key health metrics across all streaming data pipelines to help organizations prevent and troubleshoot latency and downtime.

Pyte announced SecureMatch, a data collaboration solution that allows full computation on encrypted customer data without the need for decryption at any point in the data lifecycle.

Prophecy announced Prophecy Generative AI Platform, a generative AI platform that puts the power of generative AI against enterprise data in the hands of every user in every organization.



Q2 2023 NEW PRODUCTS BY CATEGORY



HUMAN RESOURCES

Recruitics unveiled Fusion, an end-to-end talent conversion, engagement, and screening platform.

IDENTITY RESOLUTION & REGISTRATION

Veriff announced its Age Estimation solution, built to further streamline the age verification process for customers.

INFLUENCER & ADVOCACY

GRIN announced its Creator Discovery Suite, offering a powerful combination of active and passive discovery solutions, so brands can use a single platform to implement a combination of recruitment strategies.



INTEGRATIONS

Appy Pie launched Appy Pie Connect, an AI-powered integration platform that allows businesses to use AI automation to automate their tasks and streamline their processes.

Boomi announced Boomi AI, a simplified user experience that harnesses generative AI to connect and integrate applications, data, processes, people, and things across organizations.

Q2 2023 NEW PRODUCTS BY CATEGORY



Elastic Path launched Composer, a commerce intelligent Integration Platform-as-a-Service (iPaaS) that makes it faster, easier, and less expensive to build, launch, host, and manage a multi-vendor commerce solution.

LIST DEVELOPMENT & MANAGEMENT

Versium launched Data Prep, a solution that empowers marketers to quickly fix massive amounts of data at scale so it can be deployed more effectively in all data-driven marketing activities.

ZeroBounce launched Email Finder, a tool providing professionals with valid business email addresses to enhance email outreach efforts.



MARKET RESEARCH

Clootrack launched ProbeTrack, an AI-based solution designed to revolutionize the way market researchers analyze and derive insights from In-Depth Interviews.

MARKETING AUTOMATION

Yellow.ai launched its Dynamic Automation Platform that enables enterprises to automate customer and employee experiences at scale.

Bardeen.ai launched its AI-driven, no-code automation platform that enables users to automate complex tasks with ease.

Q2 2023 NEW PRODUCTS BY CATEGORY



Enji launched a marketing strategy and implementation platform for small businesses and creative entrepreneurs.

MARKETING OPERATIONS

Affinity Solutions launched Comet, a powerful intelligence platform that uses consumer purchase signals as the definitive source of truth for marketing outcomes.

PERSONALIZATION

Persado launched Dynamic Motivation, a marketing solution that generates words and phrases that are personalized in real time for every online shopper.



PHOTOGRAPHY

Aftershoot announced EDITS, a smart editing assistant that works by adjusting the commonly used sliders used by photographers during editing in Lightroom.

PODCASTING

Supermix launched an AI scaling platform for podcast content creators that harnesses AI to help podcast creators quickly scale and promote their content and expose them to a wider audience.

Q2 2023 NEW PRODUCTS BY CATEGORY



Streamlabs introduced Podcast Editor, a tool that helps creators record and edit their video and audio content fast with easy text-based editing, auto-generated transcripts, and resizing tools so they can promote and share content across different platforms.

PRODUCTIVITY & WORKFLOW

Web.com launched MySchedulr, an online appointment scheduling platform that streamlines the process for customers to book more business with less hassle.

Hubilo launched its new Webinar+ product, helping users create an engaging webinar experience with robust engagement tools and analytics all-in-one.

Box launched Box Canvas, its virtual whiteboarding and visual collaboration tool built natively into Box.

Typeform launched Formless, an AI form builder that can build a form in minutes and aggregate data based on a brief description.

Agent CRM launched ScheduleBot, an intelligent scheduling assistant specifically designed to help businesses streamline their appointment scheduling process while reducing scheduling conflicts and increasing efficiency.

Zoom announced Zoom Scheduler, a tool that makes it easier to share your availability and book appointments with people outside your organization.



Q2 2023 NEW PRODUCTS BY CATEGORY



PUBLIC RELATIONS

Muck Rack launched PressPal.ai, an AI-powered tool that helps quickly draft a press release based on a brief description and surfaces a list of journalists to target based on the press release content.

SALES ENABLEMENT

Gong announced Gong Engage, a sales engagement solution designed to help organizations create and accelerate pipelines all on a single platform that is powered by real customer interactions.



SEARCH ENGINE MARKETING (SEM)

Serpple launched its free advanced SEO tool powered by AI that revolutionizes the way businesses approach search engine optimization.

Dstillery announced Custom Search Lookalikes, helping advertisers reach the people searching for their brands' keywords on the inventory most likely to drive their campaign goal.

Q2 2023 NEW PRODUCTS BY CATEGORY



SOCIAL MEDIA MARKETING

GetGenius launched [getgenius.ai](#), an AI-driven social media marketing platform that takes content creation, scheduling, and monitoring to the next level.

SOCIAL MEDIA MONITORING

Dash Hudson launched its Social Listening solution that allows you to surface visual trends, see competitors' strategies, measure audience and UGC sentiment, and create easy-to-use reports for your brand, product, or campaign.

YouScan launched Insights Copilot, a social listening assistant that allows customers to effortlessly and instantaneously gain valuable insights from millions of online conversations.

TEXT TOOLS & SERVICES

VIQ Solutions announced CapturePro™ Mobile, a solution that turns a smartphone or tablet into a secure audio and video recording device that simplifies the process to obtain high-quality, speech-to-text documents within minutes.

Agora launched Agora's Real-Time Transcription solution, providing developers with the fastest, most accurate, and affordable automated transcription, and subtitling capabilities that can be easily integrated into any app or service.

Q2 2023 NEW PRODUCTS BY CATEGORY



Lilt launched Lilt Create, a multilingual writing tool that enables regional teams to quickly and directly create brand-aligned, enterprise grade content in any language.

VIDEO CREATION TOOLS

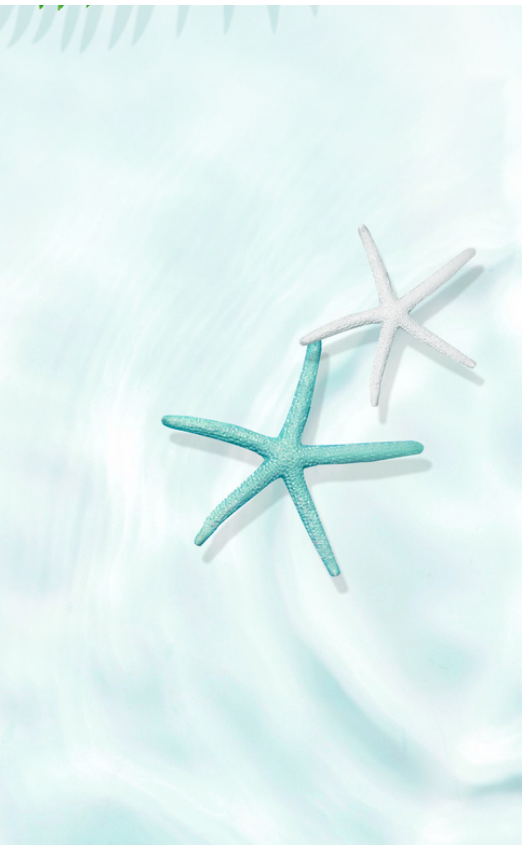
Connatix launched its video content creation suite – an expansive set of tools to help publishers create new video content, elevate storytelling, grow video inventory, and better engage with consumers.

VIDEO PLAYERS & DISTRIBUTION

Synamedia unveiled Quortex Link, a pay-as-you-use, self-service multi-tenant SaaS platform for video distribution.

WEB ANALYTICS

AffinityX launched Chat to Conversion, a generative AI-powered tool designed to help businesses engage with customers and track conversions across multiple channels, 24/7.



WEB DEVELOPMENT & DESIGN

Hocoos launched their AI website builder that can create personalized websites in minutes, with no coding knowledge required from the user.

Appy Pie introduced their AI Website Builder that allows users to simply input their website requirements using voice or text commands.

Astera Software launched API Management, a no-code, automated, unified platform for complete API lifecycle management and integrations.

Limecube announced its cutting-edge AI website builder, designed to generate customized websites in just 60 seconds.

YouAi launched MindStudio, a no-code AI creation platform that makes it possible for anyone to build and launch AI apps and businesses without needing any specialized knowledge in programming or machine learning.



WEB PERFORMANCE & SECURITY

Trellix launched the Trellix Endpoint Security Suite, empowering Security Operations Center analysts with superior visibility and control.

Q2 2023 NEW PRODUCTS BY CATEGORY



1Password launched Passage, a standalone authentication solution that enables businesses to easily implement passkeys for apps and websites.

GoTo announced GoTo Resolve MDM, a mobile device management solution that enables IT teams to easily secure, set up, and manage all devices.



AI SPOTLIGHT

HAVE YOU BEEN
KEEPING UP WITH ALL
THINGS AI IN Q2?

34 NEW TOOLS

Subcategory	Company	Product	Description
AI Content Detection Tools	CompanionLink Software	Easy AI Checker	Easy AI Checker App is a tool that helps users detect AI-generated content.
AI Enablement	Jasper.AI	Jasper Brand Voice	Jasper Brand Voice is a solution designed to make generative AI outputs less generic and more aligned with a brand's identity.
AI Enablement	NovaAI	Brandguard	Brandguard is an advanced AI platform trained on your brand guidelines that helps you monitor and validate brand assets at machine speed.
AI Enablement	ClickUp	ClickUp AI	ClickUp AI is a transformative AI solution that delivers a purpose-built experience designed to take the guesswork out of leveraging AI for work across every role.
AI Enablement	Tray.io	Tray Merlin AI	Tray Merlin AI is a natural language automation capability that instantly transforms large language model (LLM) outputs into complete business processes.
AI Enablement	ClearML	ClearGPT	ClearGPT is an enterprise-grade generative AI platform that enables enterprises to deploy and experience state-of-the-art LLMs, securely and at scale.
AI Enablement	Beehive AI	Beehive AI	Beehive AI is a Qualitative Intelligence platform that allows enterprises to analyze, segment, and take action on insights unlocked by their unstructured data.
AI Enablement	Jasper	Jasper Campaigns	Jasper launched Jasper Campaigns, an end-to-end marketing solution that allows users to create a full campaign in minutes from a single brief.
AI Enablement	Zorag	ContentHubGPT	ContentHubGPT is an innovative generative AI-based product content suite, designed to turbo charge the way you used to generate product contents.
AI Enablement	AvaTouch	AvaTouch	AvaTouch is a generative video bot meeting system designed to revolutionize remote work.
AI Enablement	Squiro	SquiroGPT	SquiroGPT is a Generative AI app that allows enterprises to chat with their own data, and get relevant, evidence-based results with links to the data sources.
AI Enablement	affable	Skye	Skye is an AI companion for efficient influencer discovery, collaboration, campaign management, and performance tracking - designed exclusively for influencer marketers.
AI Enablement	Otter.ai	Otter AI Chat	Otter AI Chat acts as a meeting participant instantly answering questions, collaborating with meeting participants, and generating content based on meeting data.
AI Enablement	IGT Solutions	TechBud.AI	TechBud.AI is a generative AI platform that promotes rapid innovation and helps businesses achieve faster results and elevated customer experience.
AI Enablement	Prophecy	Prophecy Data Copilot	Prophecy Data Copilot is an AI-powered assistant that delivers intelligent suggestions and automates repetitive tasks for visual data transformations.
AI Predictive Software	Movable Ink	Movable Ink AI	Movable Ink AI is a unified suite of AI models that optimize every customer experience for increased lifetime value.
AI Speech Recognition	CaptureMyMeeting	CaptureMyMeeting	CaptureMyMeeting is an AI-driven meeting productivity platform that keeps track of your meeting content for you.
Generative AI: Images	VanceAI	VanceAI Art Generator	VanceAI Art Generator is an AI text-to-image generator that is able to understand text and then create corresponding artworks.
Generative AI: Images	Cloudinary	FinalTouch	FinalTouch is a generative AI solution that transforms generic product images into captivating, brand-friendly scenes in an instant.
Generative AI: Text	Jaevs	Jaevs	Jaevs is an AI content creation tool designed to simplify and speed up the content creation process by producing accurate and engaging copy for a variety of formats.
Generative AI: Text	Constant Contact	AI Content Generator	AI Content Generator allows customers to automate the copy drafting process for email, text and social media campaigns.
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Generative AI: Text	WriteSonic	WriteSonic	WriteSonic is a content generation platform where users can input their desired keywords and parameters and get high-quality content like, press releases, social media posts, etc.
Generative AI: Text	NovaAI	BrandGPT	BrandGPT is your brand's representative for your partners, marketing staff, or customers.
Generative AI: Text	Cvent	AI Writing Assistant	AI Writing Assistant leverages the power of generative AI to streamline the content creation process, helping professionals produce on-brand, engaging event content.
Generative AI: Text	Nowigen	Lille.ai	Lille.ai is an innovative and impactful content creation platform powered by advanced artificial intelligence.
Generative AI: Text	Aprimo	AI Content Coach	AI Content Coach is a tool that transforms content operations through the power of generative AI.
Generative AI: Text	Sequel.io	Sequel AI	Sequel AI is a solution that turns live video into evergreen content like SEO-optimized blog posts and social posts.
Generative AI: Video	Storykit	Storykit AI	Storykit AI is a solution that further enhances production speed while maintaining user control over video creation.
Generative AI: Video	Wondershare	Virbo	Virbo is an advanced AI-powered text-to-video creation tool.
Generative AI: Video	Vimeo	Vimeo One-take	Vimeo One-take is a video creation suite that enables anyone to record videos in one take and edit in seconds.
Generative AI: Video	Vyond	Vyond Go	Vyond Go is an AI-powered script and video creator that helps companies supercharge the speed, ease, and scalability of their business communications.
Image Recognition	Chooch	ImageChat	ImageChat is an innovative solution that enables enterprise customers and strategic partners to generate hyper-detailed computer vision models using text prompts.

1 VENDOR WITH NEW AI CAPABILITIES

Subcategory	Company	Product	Description
Generative AI: Text	Tango	Tango	Tango launched a Guidance functionality, that allows colleagues and customers to find answers, without the hassle of searching or interrupting the flow of work to do a screen share or have a meeting.

\$2.3B FUNDING TOWARDS AI



VENDOR ACTIVITY

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

Category	Product	Description
Advertising by Channel	Sojern Traveler Platform	Sojern announced the latest version of its Sojern Travel Marketing Platform with enhanced AI-powered audiences.
Advertising: Ad Serving & Management	Simpli.fi Advertising Success	Simpli.fi announced its brand transformation from a DSP+ solution provider into an Advertising Success Platform – built to deliver the most relevant connections for advertisers and to drive efficiencies across advertising procurement workflows.
Advertising: Ad Serving & Management	illumin	AcuityAds announced that it has rebranded to illumin, reflecting their mission to illuminate the path for brands to connect with their customers through the power of data-driven advertising.
Advertising: Ad Serving & Management	Seedtag	Seedtag launched a new generative AI capability that gives brands and agencies the capacity to build tailored creative based on the context of the surrounding page-level content.
Advertising: Buy & Sell	AdRoll	AdRoll announced its new automation builder tool that enables digital marketers of all skill levels to seamlessly launch and run social ads, display ads, and email from a single interface.
Artificial Intelligence	Tango	Tango launched a new Guidance functionality, that allows colleagues and customers to find answers, without the hassle of searching or interrupting the flow of work to do a screen share or have a meeting.
Audience Segmentation, Intent & Targeting	SAS Customer Intelligence 360	SAS introduced new enhancements to SAS Customer Intelligence 360 providing direct cloud data integrations and new audience targeting and management capabilities to help marketers effectively define and manage audiences, simplify audience and segment creation, speed time-to-market for customer engagement, and facilitate privacy compliance while lowering data storage and movement costs.
Audience Segmentation, Intent & Targeting	Braze	Braze launched new productivity features designed to enable marketers to quickly unlock greater efficiency at scale with fewer resources.
Business Management	Seismic Enablement Cloud	Seismic announced new capabilities powered by Aura that power better customer experiences including, Seismic for Microsoft Viva Sales, and Seismic for Google Slides.
Business Process Automation by Industry	Automation Success Platform	Automation Anywhere announced 3 major innovations that safely and securely put generative AI to work across the Automation Success Platform to accelerate productivity across businesses and deliver on its mission to help every company build a digital workforce.
Channel & Partner Marketing	Chatmeter	Chatmeter announced its expanded suite of generative AI tools that allow multi-location brands to dramatically decrease the time it takes to respond to customer reviews and draft engaging social media posts.
Contact Center Systems & Administration	CallRail	CallRail added Premium Conversation Intelligence to their Call Tracking solution, introducing AI-generated call summaries and call sentiment analysis.
Contact Center Systems & Administration	Genesys Cloud	Genesys announced expanded generative AI capabilities for experience orchestration, helping organizations unlock deeper customer and operational insights using the power of Large Language Models as a force multiplier for employees.
Contact Center Systems & Administration	Invoca Call Intelligence Suite	Invoca unveiled new capabilities that leverage a combination of generative AI, large language models, voice biometrics, and patented ML technologies.
Content Creation: Design & Illustration	Sendsteps	Sendsteps launched an innovative new AI feature to its presentation software that allows you to add interactive elements throughout the presentation, ensuring your audience stays engaged and enables them to respond in real time.
Content Creation: Design & Illustration	iSpring Suite	iSpring Solutions announced a new Rapid Character Builder feature, that allows users to build their own illustrated characters that match brand identity, reflect the rich diversity of the world, and resonate more with learners.
Content Creation: Design & Illustration	Photoshop	Adobe unveiled Generative Fill in Photoshop, bringing Adobe Firefly generative AI capabilities directly into design workflows.
Content Management System (CMS)	Sitecore Experience Manager (XM) Cloud	Sitecore released new component capabilities in its cloud native, modern CMS, XM Cloud, which will empower brands to deliver seamless and personalized customer experiences across all digital touchpoints.
Content Management System (CMS)	Contentful Composable Content Platform	Contentful launched new product features, capabilities, and integrations aimed at empowering teams to more easily connect and collaborate to build digital experiences at scale.
Conversational Marketing	Attentive Concierge	Attentive announced the next generation of Concierge, now with AI, Attentive Concierge™ can deliver hyper-relevant and contextual responses to customer prompts in a matter of seconds vs. minutes.
Customer Data Platform (CDP)	mParticle	mParticle introduced new capabilities to scale the way teams execute their first-party data strategy, empowering companies choosing cloud data warehouses as a central component of their data fabric.
Customer Data Platform (CDP)	Lytics Decision Engine	Lytics announced Generative AI-powered capabilities-Lytics Audience Generator and Lytics Schema Copilot, both enable brands to streamline their data operations by making it faster to tap first-party data to inform their marketing campaigns.

VENDOR ACTIVITY

ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

Category	Product	Description
Customer Data Platform (CDP)	Zeta Marketing Platform	Zeta Global announced generative AI capabilities that are natively integrated into the Zeta Marketing Platform, putting the power of AI directly into marketers' hands to solve their most critical business questions and go-to-market strategies.
Customer Data Platform (CDP)	Lytics Decision Engine	Lytics announced three first-of-a-kind CDP capabilities, Lytics Audience Generator, Lytics Customer Profile Contextual Chatbot, and Lytics Schema Copilot.
Customer Data Platform (CDP)	Adobe Experience Cloud	Adobe unveiled new innovations in Adobe Experience Cloud, the world's leading customer experience management solution, enabling brands to deliver highly personalized experiences across any touchpoint, while maximizing operational efficiency.
Customer Engagement	Conversational Cloud	LivePerson launched its upgraded Conversational Cloud platform, now with trustworthy Generative AI and Large Language Model capabilities.
Customer Engagement	Factoreal	Factoreal announced four new AI powered email marketing features to its platform that give marketers the ability to create uniquely personalized and compelling email campaigns with just a few clicks.
Customer Engagement	Mapp Cloud	Mapp announced several new updates to Mapp Cloud, offering marketing professionals a range of expanded cloud functionalities, empowering them to deliver more personalized and effective campaigns.
Customer Experience & Success	Innervate	RevJet relaunched under the name Innervate, and unveiled a new website, a reimagined corporate identity and a plug-and-play dynamic customer experience orchestration solution.
Customer Journey/Lifecycle Management	GrowthLoop	Flywheel Software announced its rebrand to GrowthLoop, reflecting the company's evolved mission and commitment to empowering marketers to orchestrate customer journeys, measure impact, and grow faster than ever before.
Digital Asset Management (DAM)	Frame.io	Adobe expanded Frame.io's video collaboration platform to include photos and PDF documents.
Digital Asset Management (DAM)	Acquia Digital Asset Manager	Acquia announced enhancements to Acquia DAM, including a powerful AI chatbot to assist in creative workflows, enhancing creative collaboration across content and creative teams with an always-ready sounding board and idea generator.
Direct Mail Platforms	Programmatic Direct Mail	PebblePost announced enhancements to its platform, including Integrated Creative Proofing Workflows, a Performance Dashboard, a Custom Report Builder, and an Expanded Partner Network.
Email Creation	Litmus	Litmus announced new Dark Mode Coding Experience and Visual Impairment Filters to provide a more inclusive, accessible email experience for all users.
Email Creation	Signatures for G Suite	Exclaimer launched an enhanced solution for Google Workspace customers, offering updated features for the centralized management and application of email signatures.
Email Creation	BEE Pro	BEE announced the integration of an OpenAI-powered assistant into BEE Pro that serves as a personal writing assistant designed to help email marketers do more with less.
Email Creation	Stensul	Stensul announced new Gen AI features to help users create better content more efficiently, including a Subject Line, Preheader Text, and Title Generator, a Writing Style Changer, and a CTA Text Generator.
Email Creation	Phrasee	Phrasee introduced its content generation capabilities to complement its AI-powered optimization solution that helps marketers achieve better results.
Email Platforms	GetResponse	GetResponse announced the enhancement of its AI/ML capabilities with the launch of their AI Email Generator.
Email Platforms	Mailchimp	Intuit Mailchimp announced over 150 new and updated features including custom reporting and analytics, advanced segmentation, more e-commerce automations, customer journeys for Shopify merchants, enhanced support options, and updates to Mailchimp's Standard plan.
Enterprise Data Management	Oracle Autonomous Data Warehouse	Oracle announced innovations to Oracle Autonomous Data Warehouse, providing native multicloud capabilities and open standard-based data sharing across databases, simplifying data integration and analysis with a low-code based tool.
Enterprise Data Management	Immuta	Immuta announced its latest platform enhancements including strengthened data mesh support, enhanced security for AI workloads in Snowpark, and advanced Data Security Posture Management (DSPM).
Integrations	Airbyte	Airbyte launched three new features – checkpointing, column selection, and schema propagation that help improve reliability, optimizing efficiency and resource usage while giving users more flexibility and enhancing privacy compliance.

VENDOR ACTIVITY

DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Integrations	Workato	Workato announced significant product updates that enable enterprises to adopt AI for automations to drive business efficiency.
List Development & Management	DemandTools	Validity announced the DemandTools File edition to improve data quality across the entire organization and manage duplicates within spreadsheets in minutes.
Market Research	Pulse Insights	Pulse Insights launched AI Tuner, a plug and play feedback module for all AI applications that allows for seamless deployment, integration, and optimization of AI models and the applications they power.
Marketing Automation	Bloom Intelligence Restaurant Marketing Platform	Bloom Intelligence released two powerful new reputation management features, Online Review Response Automation and AI-Suggested Responses, both of which will significantly enhance reputation management efforts while saving time and increasing revenue.
Marketing Automation	Bloom Intelligence Restaurant Marketing Platform	Bloom Intelligence announced new cutting-edge features, including AI-generated responses, AI response template rephrasing, qualitative AI guest review summaries, and automated response templates, that will offer unprecedented support for restaurants in managing their online reputation and guest engagement.
Marketing Automation	Aircall	Aircall announced new AI features that provide transcription capabilities for sales and support teams looking to increase performance and productivity.
Marketing Automation	ActiveCampaign	ActiveCampaign announced the beta release of ActiveCampaign AI, which is available in its email designer and will provide customers with in-context content generation while building out their emails.
Marketing Automation	LXRInsights	LXRInsights announced the launch of two features: ChatGPT feature and one-click integrations with Shopify, BigCommerce, and WooCommerce.
Marketing Automation	Integrate Demand Acceleration Platform	Integrate launched Mobile Connect, a new feature included with the Integrate Demand Acceleration Platform, that enables B2B marketers to capture data at third-party events, field events, and anywhere connections happen.
Marketing Operations	TapAnalytics	TapClicks announced the integration of ChatGPT, the leading AI-powered technology developed by AI company OpenAI.
Mobile Marketing	Jebbit	Jebbit launched its new AI-powered Experience Generator and Language Translation capabilities, accelerating the ability for businesses to build meaningful connections with audiences across all channels.
Podcasting	Boomcaster	Boomcaster announced the launch of version two of their cloud-based recording platform with new features that ensure users never lose a recording and that your podcast interviews are of the highest quality.
Product Lifecycle Management (PLM)	Productboard	Productboard launched new capabilities that allow businesses of any size to increase productivity, and collaborate better across the organization.
Productivity & Workflow	Airtable	Airtable introduced new AI features that will make Airtable the easiest and fastest way to deploy AI-powered applications across the enterprise.
Productivity & Workflow	Guru	Guru announced Answers, a generative AI enhancement that will enable teams to search across their company's apps and access information instantly.
Productivity & Workflow	Mural	Mural unveiled new AI-powered capabilities designed to make enterprise team collaboration better, including AI-generated idea clustering, AI-powered mind maps, and streamlined actions to complete common tasks and generate content.
Productivity & Workflow	EdrawMax	Wondershare launched a significant update to EdrawMax that ushers in a new era of AI-powered features for its intelligent diagramming tools.
Productivity & Workflow	Asana	Asana announced its latest product capabilities focused on generative AI, making enterprise AI capabilities core to Asana's work management platform.
Productivity & Workflow	Zoom	Zoom announced Intelligent Director for Zoom Rooms, a new feature that uses AI and multiple cameras to provide the best image and angle of participants in the room so remote participants can see each person clearly, even in large conference rooms.
Retail: Brick & Mortar	SproutLoud	SproutLoud announced the expansion of the platform's organic social media capabilities, which make it easy for a brand's local business partners to automate the use of brand-curated content and measure customer engagement.
Retail: Brick & Mortar	Evocalize	Evocalize announced the addition of Generative AI Ad Copy to EVOLVE — its cutting-edge suite of intelligent marketing capabilities.

VENDOR ACTIVITY

DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Retail: eCommerce	OroCommerce	Oro announced OroCommerce 5.1, the latest update of their powerful, purpose-built B2B eCommerce platform, designed to give larger brands even more control over their multi-website, multi-brand and multi-vendor businesses and further improve customer experience with more outstanding self-serve features.
Sales Enablement	Demandbase Sales Intelligence	Demandbase announced improvements to its Smarter Sales Intelligence solution, with new functionality including prescriptive dashboards with personalized account and contact recommendations.
Sales Enablement	ZoomInfo	ZoomInfo released new and enhanced generative AI product features to help businesses unlock insights, engage customers, and win faster.
Social Media Management	SproutSocial	Sprout Social launched a series of new AI features across its platform that combines the power of Sprout's proprietary machine learning (ML) and deep automation capabilities with OpenAI's GPT model.
Social Media Marketing	IZEA Flex	IZEA announced Flex Copilot, a tool that provides an all-new portal for brands and agencies to manage and share influencer marketing programs with stakeholders.
Social Media Monitoring	Silhouette	StatSocial expanded its consumer insights and measurement capabilities with the addition of TikTok across its social audience insights platform.
Social Media Monitoring	Meltwater	Meltwater announced new AI-powered product innovations across multiple solutions that allow customers to surface insights, boost efficiency, and generate content.
Text Tools & Services	Kyndi Natural Language Search Solution	Kyndi announced several new capabilities to Kyndi's natural language processing offerings, including advanced generative AI capabilities, enhanced analytics, and automated query suggestions.
Training	iSpring Learn	iSpring Solutions released a new integration module to the iSpring Learn LMS platform, allowing companies to synchronize employee data between iSpring Learn and Salesforce automatically.
Video Creation Tools	FlexClip	FlexClip recently launched a team collaboration feature that is designed to streamline the video creation process for teams and foster collaboration.
Video Creation Tools	Adobe Premiere Pro	Adobe announced AI-powered text-based video editing and automated color tone-mapping capabilities to Premiere Pro.
Video Creation Tools	FlexClip	FlexClip announced new features, including AI Text-to-Video, AI Video Script, and AI Image Generator.
Video Management	SundaySky Video Experience Platform	SundaySky announced the beta release of its generative AI assistant, Copilot, that facilitates faster and easier user-driven video creation through conversational text prompts and is directly integrated into the SundaySky platform.
Video Marketing Platforms	Wistia	Wistia announced new video creation capabilities including seamless video recording, which rounds out the platform for marketers to easily create, host, market, and measure their videos all in one place.
Web Analytics	Mixpanel	Mixpanel introduced Marketing Analytics, expanding its focus beyond product teams to bring the power of event-based analytics to marketers.
Web & App Optimization	UserTesting	UserTesting announced updates to the UserTesting® Human Insight Platform with new features that include friction detection powered by machine learning, and Microsoft Teams integration for easier sharing of video feedback directly from the UserTesting platform to Microsoft Teams.
Web Development & Design	Appy Pie	Appy Pie introduced blue tick verification that allows users to verify their accounts, adding an extra layer of authenticity and credibility.
Web Development & Design	Parabola	Parabola announced new AI steps that leverage GPT's power of interpretation.
Web Development & Design	Quickbase	Quickbase announced new features that help businesses centralize information and processes across the highly complex business environments at enterprise scale to drive more productivity.
Web Development & Design	Mendix	Mendix announced new AI and machine learning capabilities, including innovative context-aware AI developer tools.
Web Performance & Security	Datadog	Datadog announced Application Vulnerability Management, expanding their application security capabilities by automatically uncovering and prioritizing the most important vulnerabilities in open-source libraries.

M&A ACTIVITY

DOES 1 + 1 = 3?

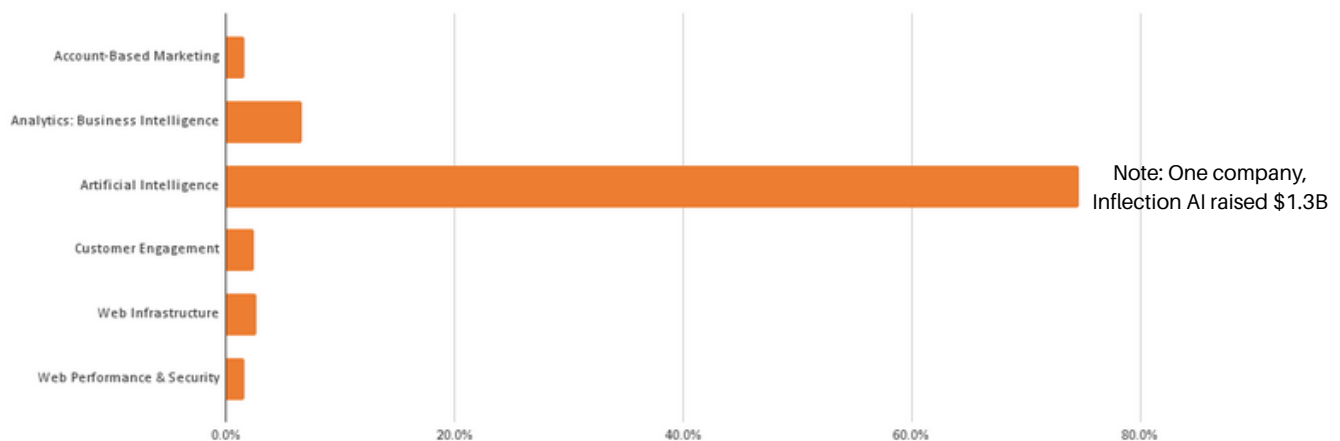
Category	Company	Description	Acquired by
Analytics: Business Intelligence	BI Builders	TimeXtender announced that it has acquired BI Builders, a data automation software company, that will give TimeXtender the ability to support customers and users with a more comprehensive data automation solution.	TimeXtender
Analytics: Business Intelligence	Mighty Canary	data.world announced the acquisition of the Mighty Canary technology and its incorporation into a new DataOps application.	data.world
Artificial Intelligence	Reely.ai	VideoVerse announced its acquisition of Reely.ai, a prominent Esports AI-Powered content creation and social media distribution company that will help enhance VideoVerse's existing capabilities and better serve its customers in the gaming and esports sectors.	VideoVerse
Artificial Intelligence	Pixelz.ai	Storyteq has acquired Pixelz.ai to bolster their R&D team and accelerate their generative AI capabilities.	Storyteq
Audience Segmentation, Intent & Targeting	BNZSA	Anteriad announced they have acquired BNZSA, an international-focused B2B demand generation solutions provider, that together will deliver a robust value proposition and service offering for clients across the B2B demand generation funnel.	Anteriad
Content Creation: Design & Illustration	GIPHY	Shutterstock announced that it entered into a definitive agreement to acquire GIPHY, Inc. from Meta Platforms, Inc.	Shutterstock
Content Marketing: Production & Distribution	Socialie	PhotoShelter announced the acquisition of Socialie, a user-friendly content distribution, workflow automation and advanced analytics company.	PhotoShelter
Customer Engagement	North Star	Braze announced the successful completion of its previously announced acquisition of North Star, its exclusive reseller in Australia and New Zealand.	Braze
Customer Experience & Success	Vesta	TINT announced the acquisition of Vesta, the online brand community platform, that will help empower marketers to build and harness the power of their audience.	TINT
Customer Experience & Success	PathosAI	QuestionPro announced it has acquired PathosAI, a platform that uses AI to help companies drive brand value and reputation.	QuestionPro
Customer Journey/Lifecycle Management	Customer Portfolios	Stirista announced its acquisition of Customer Portfolios, a strategic lifecycle marketing provider that will enable Stirista to enhance its customer acquisition marketing solutions.	Stirista
Enterprise Data Management	Model9 Software	BMC announced the acquisition of Model9 Software, a mainframe cloud data management software company that delivers innovation to companies looking for a fast, smooth, and low-risk path to the cloud for data management, data protection, and data analytics.	BMC
Enterprise Data Management	Talend	Qlik announced it has closed its acquisition of Talend, expanding the company's best-in-class capabilities for modern enterprises to access, transform, trust, analyze, and take action with data.	Qlik
Events: In-Person & Virtual	Cvent	Blackstone announced it has completed the acquisition of Cvent, helping to position Cvent to continue leading the market for best-in-class technology to maximize event ROI and impact.	Blackstone
Human Resources	Workvivo	Zoom announced the acquisition of Workvivo to extend Zoom's platform and offer its customers new ways to keep employees informed, engaged, and connected.	Zoom
Human Resources	Broadbean	Veritone announced it has closed the acquisition of Broadbean, a SaaS tech company that makes talent acquisition and engagement more efficient.	Veritone
Identity Resolution & Registration	Berbix	Socure acquired Berbix, a startup that developed a high-accuracy document verification solution with a patent-pending forensics engine able to detect spoofed IDs – including AI-generated fakes.	Socure
Influencer & Advocacy	CrewFire	BrandChamp announced the acquisition of CrewFire, a popular ambassador marketing software that will help BrandChamp enhance their own platform capabilities.	BrandChamp
Marketing Automation	DecisionLink	XFactor.io announced the acquisition of DecisionLink, the secure, SaaS-based customer value management solutions company, that together will deliver the most comprehensive suite of go-to-market solutions.	XFactor.io
Product Lifecycle Management (PLM)	atrify	1WorldSync has acquired atrify, reuniting two major players in the product content management space.	1WorldSync
Social Media Engagement	Simplify360	Nextiva announced its acquisition of Simplify360, an AI customer experience platform that uses AI and automation to enable 5,000+ global businesses to seamlessly deliver world class customer support across multiple channels.	Nextiva
Social Media Marketing	Tweet Binder	Audiense announced the acquisition of Tweet Binder, a Twitter analytics tool for agencies and marketers.	Audiense
Text Tools & Services	Bablic	Unbabel announced its acquisition of Bablic, the cloud-based solution supporting all localization and translation management requirements of websites and web applications.	Unbabel
Training	PeerBoard	Docebo announced it has acquired PeerBoard, a plug and play community-as-a-service platform that will help expand Docebo's external training offering and enhance the Company's social learning capabilities.	Docebo
Web & App Optimization	UserZoom	UserTesting and UserZoom announced their merger, and combined creates the most comprehensive end-to-end solution for experience research, designed to give companies the continuous insights and direct feedback they need to build products and experiences that customers love.	UserTesting
Web Performance & Security	Nextira	Accenture has acquired Nextira, an AWS Premier Partner that uses AWS to deliver cloud-native innovation, predictive analytics and immersive experiences for their clients.	Accenture

LOOKING AHEAD

WHERE INVESTMENT IS HAPPENING (Q2 2023)

Q2 brought in significantly less than the amount Q1 brought in for MarTech and MarTech-related companies. We identified a total of **\$3.1B** in investment this quarter.

Funding was spread across **24 categories** with AI once again dominating investment, receiving 75% of the total funding.



74% of funding went to **7 companies** whom each raised **\$100M** or more.

Top raises:

		Millions
Artificial Intelligence	Inflection AI	\$1,300
Artificial Intelligence	Cohere	\$270
Artificial Intelligence	Builder.ai	\$250
Artificial Intelligence	Runway	\$141
Analytics: Business Intelligence	Quantexa	\$129
Artificial Intelligence	SoundHound	\$100
Artificial Intelligence	Pinecone	\$100

**JULY
2023**



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

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

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

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