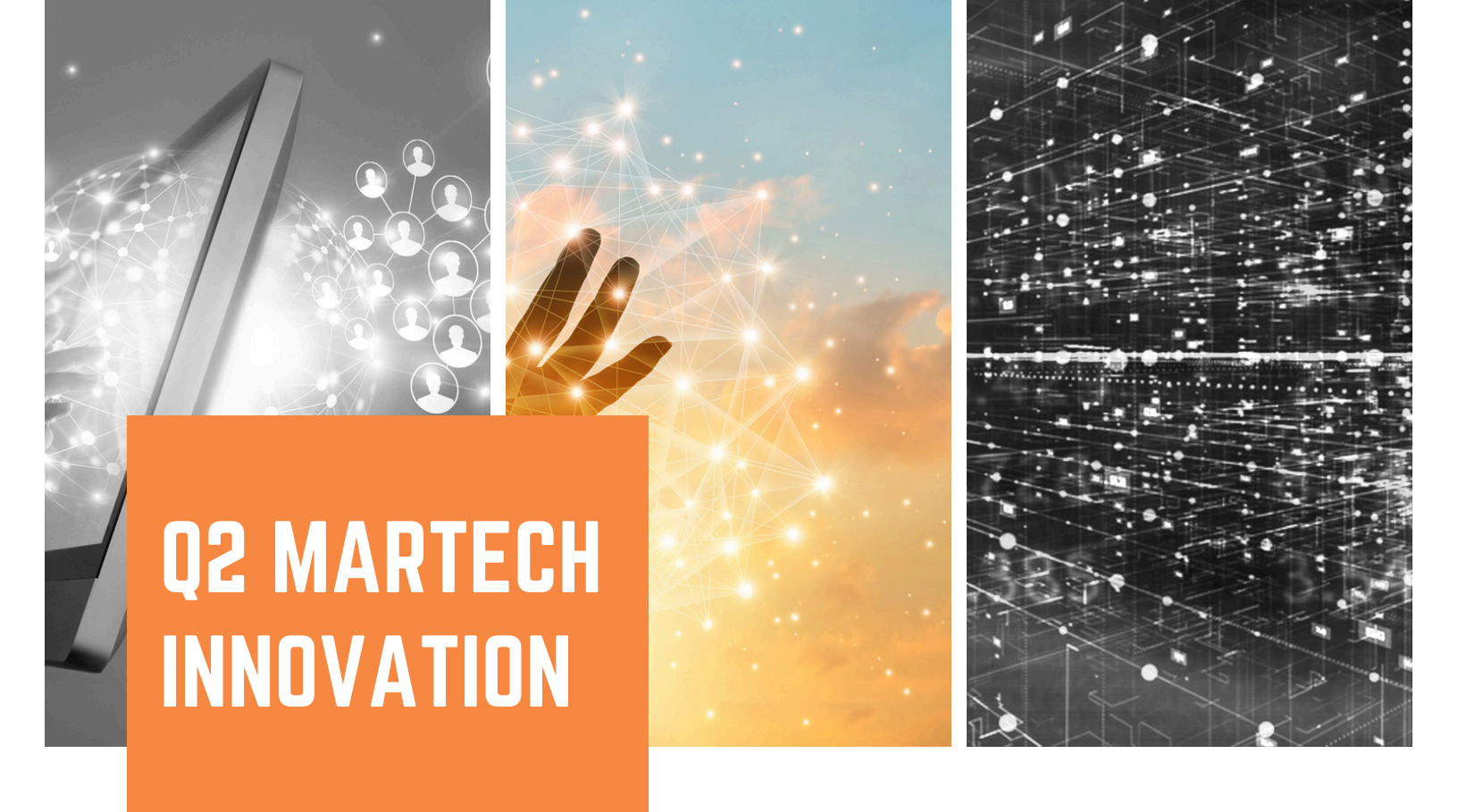


JULY 2024

Q2 2024 MARTECH INNOVATION



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



Q2 MARTECH INNOVATION

88

NEW PRODUCTS

In comparison to last quarter, new product announcements were up 7%, and feature announcements were up 43%.

76

FEATURE
ANNOUNCEMENTS

Acquisitions were down 27% with 24 acquisitions across 20 categories in Q2.

24

ACQUISITIONS

Investment in MarTech companies this quarter was \$10.8B, and overall up 506% over the last quarter. See more details on where investments were made on page 28.

\$10.8B

FUNDING

To receive our weekly new product update and future issues of this report please [subscribe to the CabinetM newsletter](#). Vendors, we encourage you to send your product and feature announcements to eross@cabinetm.com.

Alyson Delaney
CabinetM Marketing

HOW DOES Q2 2024 COMPARE?

	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
NEW PRODUCTS	128	65	40	82	88
FEATURE ANNOUNCEMENTS	85	66	59	53	76
ACQUISITIONS	26	31	24	33	24
FUNDING	\$3.1B	\$1.9B	\$699M	\$1.8B	\$10.8B
	\$1.3B WENT TO INFLECTIO NAI	\$500M WENT TO DATABRICK S	\$156M WENT TO AI-BASED COMPANIES	\$209M WENT TO AI-BASED COMPANIES	\$7.07B WENT TO AI-BASED COMPANIES

Q2 2024 NEW PRODUCTS BY CATEGORY



ADVERTISING BY CHANNEL

Titan OS launched Titan Ads, an advertising platform that combines the impact of traditional TV advertising with the targeting and measurement capabilities of digital advertising.

ADVERTISING: AD SERVING & MANAGEMENT

Adjust unveiled InSight, a machine learning and AI-powered measurement solution giving marketers a data-driven lens to evaluate campaign effectiveness.

Tunni introduced Reach & Frequency, an unprecedented solution for audience-based linear TV exposure measurement and optimization.

ADVERTISING: BUY & SELL

Onetag launched its integrated Smart Curation platform, incorporating an innovative AI co-pilot feature to help marketers, DSPs and curation partners more accurately achieve their campaign objectives.

ANALYTICS: BEHAVIORAL

Dovetail launched Channels, a solution for continuous product discovery that takes large volumes of customer feedback and uncovers patterns in real time.

Q2 2024 NEW PRODUCTS BY CATEGORY



Predactiv announced its next-generation predictive platform that will empower clients to harness the true value of data and activate audiences and insights across the entire digital ecosystem.

NinjaCat introduced Data Cloud and **AI Copilot**, offering high-scale agencies unparalleled capabilities in marketing data management and analysis, both of which will streamline data processes and empower marketers to drive greater value for their clients.

ANALYTICS: BUSINESS INTELLIGENCE

Fullstory launched Data Direct, a solution that syncs clean, structured, AI-ready behavioral data to a company's destination of choice.

Alteryx announced Alteryx AiDIN Copilot, an AI assistant designed to empower users to seamlessly build analytical workflows for improved revenue and business efficiency.

ARTIFICIAL INTELLIGENCE

Akooda launched the newest way to get the answers every company is looking for through its AI-powered Enterprise Search platform that allows any employee to ask any question and get any answer.

Proemial launched proem, a knowledge platform that answers user questions and leverages AI to summarize the findings, helping non-experts easily understand and share even complex knowledge.

Q2 2024 NEW PRODUCTS BY CATEGORY



AppDirect launched AppDirect AI, a simple and secure marketplace and creation studio that accelerates organizations' ability to create, adopt, and benefit from AI apps.

Winston AI launched its groundbreaking AI image detector, the first working tool of its kind, designed to accurately identify images generated with the most advanced generative AI and deepfake tools.

AdGPT launched its AI-powered ad generator platform that enables SMBs to create high-finish ads, without any previous advertising experience.

CleverTap launched Clever.AI, its AI engine that seeks to enable brands with the next generation of AI capabilities required to build human-like understanding of customers and deliver personalized experiences efficiently that resonate with them.

FiscalNote introduced the FiscalNote Global Intelligence Copilot, an AI-powered assistant to help customers assess the shifting global landscape, manage emerging developments, and mitigate risk.

Sanity introduced Sanity Create, an AI-assisted writing tool that brings the entire content lifecycle into a single flow to content creators.

Mango Animate launched Mango AI, a free AI video generator with the capability to make lifelike AI avatar videos.

IZEA launched IZZY, an advanced AI assistant with capabilities fine-tuned for influencer marketing professionals.

Q2 2024 NEW PRODUCTS BY CATEGORY



Addly AI launched its no-prompt AI Playground, a platform that revolutionizes content creation for businesses by leveraging brand data, social listening, and powerful LLMs to produce highly customized content tailored to every stage of the customer journey.

Gcore launched Gcore AI Content Moderation, a real-time solution that enables online service providers to automate the moderation of audio, text, and user-generated video content without needing prior AI or ML experience.

AUDIENCE SEGMENTATION, INTENT & TARGETING

MNTN launched MNTN Matched, a platform that offers first-of-its-kind targeting that matches individual consumers with brands and products they are most likely to engage with and buy.



BRAND MANAGEMENT

Yext announced Listings Recommendations, a tool that enhances search strategies by providing actionable AI-led insights and advice.

BUSINESS MANAGEMENT

PilotDesk launched as a no-code AI workflow automation platform for ad operations and account management.



BUSINESS PROCESS AUTOMATION BY INDUSTRY

Hyland launched Hyland Experience Automate, a cloud-based automation service designed to streamline workflows and improve organizational efficiency by automating tasks, streamlining approvals, and analyzing processes.

CHANNEL & PARTNER MARKETING

Paved launched **Booker**, a native digital booking system.

Paved launched **Radar**, a lead discovery tool to help identify advertising opportunities.

Extu launched GoTu Grow, a marketing platform for the building industry that empowers companies of all sizes to engage their audience and drive revenue with award-winning, multichannel marketing campaigns.

CONTENT CREATION: DESIGN & ILLUSTRATION

Adobe announced the Adobe Express Mobile app, an all-in-one AI content creation app that makes it fast and easy for anyone to ideate, design and share standout social media posts, videos, flyers, logos and more.



CONTENT MARKETING: PLANNING & MANAGEMENT

HubSpot launched Content Hub, the all-in-one content marketing solution, powered by HubSpot AI, to create and manage content across the entire customer journey.

CONVERSATIONAL MARKETING

Conversive launched as a conversational messaging platform designed to elevate text-based business communications by increasing trusted engagement, loyalty, and customer satisfaction with personalized conversations.



Inventive launched its embedded AI Analyst, providing customers with a conversational AI copilot that can be embedded into existing products or services to help customers analyze data, solve problems, and make informed decisions.

CUSTOMER DATA PLATFORM (CDP)

Tealium released Tealium for AI, a suite of customer data collection, management, and activation solutions that allow enterprises to fuel their AI models with consented, filtered, and enriched data for better value and performance.



CUSTOMER ENGAGEMENT

Monocle launched as an AI-powered promotion platform that enables consumer brands to create and orchestrate smart promotions to drive incremental profit without sacrificing brand equity or margins.

Givex launched GivexEngageAI, an AI-based platform that enhances customer relationships through data-driven profiles and highly targeted engagement campaigns.

Okendo announced Okendo Loyalty, a solution that combines deep customization capabilities with an ultra-intuitive interface, making it easy for Shopify brands to build a loyalty program.

CarltonOne launched a cloud-based platform that simplifies and streamlines the creation of customer loyalty, rewards, recognition and incentive programs.

CUSTOMER EXPERIENCE & SUCCESS

Merkle announced CXM Signals, a new solution that will enable businesses to harvest first-party data for improved customer experiences to drive efficiencies.

DIGITAL EXPERIENCE

Acquia launched Acquia Digital Experience Optimization, a solution that makes Acquia the first of any DXP vendor to offer a complete offering to maximize content relevance, search performance, and conversions.



EMAIL PERSONALIZATION & TARGETING

NP Digital debuted its free Mail Grader tool that provides marketers with instant insights to strengthen brand loyalty and actionable recommendations to maximize results from email marketing campaigns.

ENTERPRISE DATA MANAGEMENT

NinjaCat introduced **Data Cloud** and AI Copilot, offering high-scale agencies unparalleled capabilities in marketing data management and analysis, both of which will streamline data processes and empower marketers to drive greater value for their clients.



IDENTITY RESOLUTION & REGISTRATION

Solodev launched Solodev Digital, a platform of products, services, and expertise to help organizations deploy secure identity and access solutions, including Single Sign On, managed identity, self-service Keycloak, and consent.

Q2 2024 NEW PRODUCTS BY CATEGORY



INFLUENCER & ADVOCACY

Just Banter launched as a platform that allows influencers and content creators to create AI chatbots, known as "digital twins", that can engage with their fans authentically and provide a new way for fans to connect and interact with their favorite personalities.

INTEGRATIONS

Domo launched Domo Samurai, a suite of powerful data integration tools designed to streamline and optimize the entire data integration process, making it easier to connect to various data sources, transform and blend data, and load it into Domo's platform for analysis and reporting.

Qlik launched the Qlik Talend Cloud, a cloud data integration and data quality solution that provides real-time data movement, data transformation, data products, data quality and governance, and data architecture.

LEAD GENERATION

Dux-Soup launched a LinkedIn automation tool, giving users the ability to choose the best solution to fit their requirements.

Q2 2024 NEW PRODUCTS BY CATEGORY



MARKET RESEARCH

Sprinklr launched Sprinklr Surveys, a tool that allows businesses to create customized questionnaires to obtain feedback from customers across various touchpoints.

Toluna launched SmartCloud, an innovative AI-powered tool designed to revolutionize the analysis and value of unstructured open-end survey responses.

MARKETING AUTOMATION

Dinabite launched as a platform designed to streamline and simplify digital marketing for the hospitality industry.

RAVER launched its AI-powered marketing platform that seamlessly integrates social media accounts and offers users unparalleled capabilities in quickly generating captivating images and compelling content.

Infosys launched Infosys Aster, a set of AI-amplified marketing services, solutions and platforms that deliver engaging brand experiences, enhanced marketing efficiency, and accelerated effectiveness for business growth.

MARKETING OPERATIONS

TapClicks announced the TapClicks Media Planner, a combined solution that will simplify the media selling process with data-driven media planning, proposal generation and integrated campaign fulfillment.

Q2 2024 NEW PRODUCTS BY CATEGORY



MOBILE MARKETING

Domo announced App Studio, their low-code app builder that makes it easier for less technical users to create and distribute custom Domo applications.

Aarki launched their AI mobile marketing platform that helps brands and mobile app developers acquire, grow, and re-engage their user base through advanced data-driven targeting and creative optimization.

NONPROFIT FUNDRAISING

Wix launched Wix Donations, a dedicated online platform uniquely designed for the collection of donations for nonprofits, individuals and businesses.



OMNICHANNEL MARKETING

Sendbird announced Business Messaging, a mobile software & API solution that is explicitly designed to empower teams to deliver critical customer messages via the most relevant channels so that no message goes unnoticed.

Q2 2024 NEW PRODUCTS BY CATEGORY



PAYMENTS

Refersion launched Unified Payments, a payment solution designed to streamline the payment process by automating consolidated payments, and providing a reliable experience for both merchants and their valued affiliate partners.

PRIVACY, COMPLIANCE & RISK

DataGrail unveiled DataGrail Consent, a modern consent product that empowers brands to put consumers' privacy expectations first and easily meet emerging regulatory requirements.

Everyware unveiled its advanced Identity Verification Solutions suite designed to combat rising payments fraud and bolster customer confidence.



PRODUCT DISCOVERY PLATFORMS

Melissa launched Melissa Marketplace, a solution that functions as a one-stop shop offering specific data sets, web services, or APIs enabling data quality operations.

TapClicks announced TapClicks Marketplace, a robust ecosystem that offers a wide range of MarTech solutions and exclusive rates.

Q2 2024 NEW PRODUCTS BY CATEGORY



OneValley launched Haystack AI, a product review and recommendation platform for early-stage startups and SMBs.

CallMiner announced the CallMiner App Marketplace, a one-stop destination for complementary partner technology applications and services, as well as CallMiner product extensions.

PRODUCTIVITY & WORKFLOW

Visme launched Visme Forms, an all-in-one solution that simplifies the process by providing a no-code form builder that is both powerful and intuitive.

OneSpan launched the OneSpan Integration Platform, enabling organizations to effortlessly integrate eSignatures into well-known applications, ensuring that sending, signing, and storing transactions is seamless and more efficient.



RETAIL: BRICK & MORTAR

Imagine introduced Dotti, an intelligent in-store marketing platform that helps brands deliver retail marketing promotional materials with complete control, visibility, and efficiency, right down to the local level.

LOCALACT launched LOCALACT Mobile, a revolutionary mobile app designed to empower local businesses and franchisees with cutting-edge marketing technology, data, and insights.

Q2 2024 NEW PRODUCTS BY CATEGORY



RETAIL: ECOMMERCE

Captiv8 launched Branded Storefronts, a tool that harnesses the power of creator storytelling and personalized product curation to deliver a distraction-free social commerce experience outside the constraints of social networks.

Threekit launched Visual Discovery AI, an innovative tool designed to get shoppers to the right products and looks based on their personal input.

SALES ENABLEMENT

PathFactory launched ChatFactory, a generative AI-powered buying agent that revolutionizes the chatbot experience by empowering buyers with better digital content and helping vendors generate increased sales at lower cost.



SALES OPERATIONS

Fullcast launched Scenarios, a product that allows organizations to build Go-to-Market models, run “what-if” analyses and build projections around revenue, carried quota, effective headcount, sales team productivity and headcount capacity.

SEARCH ENGINE MARKETING (SEM)

Merchynt launched Paige, an AI-powered marketing assistant that provides digital marketing solutions for small and medium-sized businesses.

Q2 2024 NEW PRODUCTS BY CATEGORY



KeywordResearchTools launched its comprehensive keyword and competitor research Software as a Service platform that offers a robust suite of tools to enhance online visibility and drive success in digital marketing efforts.

Fast Simon announced GenAI Hybrid Search to deliver the most accurate and relevant search results to online shoppers and significantly reduce the return of “no results.”

Semrush unveiled Semrush Enterprise SEO, a platform designed for large-scale businesses and demanding clients, offering unparalleled capabilities to optimize digital marketing operations, enhance productivity, and boost online visibility.

Semalt launched AutoSEO AI, an innovative solution designed to enhance Google rankings and increase website traffic without substantial financial investment.

Chatmeter released Local Pages, a cutting-edge solution designed to help multi-location brands dominate page one search results in each of their local markets.



SOCIAL MEDIA MANAGEMENT

GetintheLoop announced Social AI, a platform designed to transform how businesses engage with their social media audiences by providing an automated, impactful, and user-friendly solution that drives business growth and builds customer loyalty.

Q2 2024 NEW PRODUCTS BY CATEGORY



SOCIAL MEDIA NETWORKS

Wayve launched its location-sharing social media platform that aims to redefine digital interaction by placing privacy at the forefront.

TEXT TOOLS AND SERVICES

Tovie AI launched Data Agent, a revolutionary AI-powered data search solution that allows companies to deploy a custom generative AI search assistant to access and retrieve information from various data sources within their organization.



WEB ANALYTICS

Quantum Metric introduced Felix AI, a Gen AI-powered session summarization tool, powered by Google Cloud's Gemini Pro, that summarizes a session in seconds, capturing the exact experience the visitor went through.

Free-Web-Analytics launched its all-in-one SaaS platform designed to transform how businesses manage web analytics, security, and performance.



WEB AND APP OPTIMIZATION

Vbrick launched Vbrick Universal eCDN, an open, adaptable enterprise content delivery network (eCDN) for distributing live and on-demand video over private networks.

Knotch unveiled Knotch One, the first all-in-one digital optimization platform purpose-built to support today's content-centric web experiences.

WEB DEVELOPMENT & DESIGN

Bitly launched Bitly Pages, a tool that allows users to create mobile-friendly landing pages to showcase their content, products, or services.

WEB PERFORMANCE & SECURITY

Fastly introduced Fastly Bot Management to help organizations combat automated “bot” attacks at the edge and significantly reduce the risk of fraud, DDoS attacks, account takeovers, and other online abuse.

YuJa launched EqualGround, an automated web governance solution designed to help regulated sectors maintain compliance across their digital properties.

AI SPOTLIGHT



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

12 NEW TOOLS

Subcategory	Company	Product	Description
AI Content Detection Tools	Winston AI	Winston AI Image Detector	Winston AI launched its AI image detector designed to accurately identify images generated with the most advanced generative AI and deepfake tools.
AI Enablement	CleverTap	CleverAI	CleverTap launched CleverAI, its AI engine that enables brands with AI capabilities required to build human-like understanding of customers and deliver personalized experiences.
AI Enablement	FiscalNote	Copilot for Global Intelligence	FiscalNote introduced Global Intelligence Copilot, an AI-powered assistant to help customers assess the shifting global landscape, manage emerging developments, and mitigate risk.
Generative AI: Text	Akooda	Akooda	Akooda launched its AI-powered Enterprise Search platform that allows any employee to ask any question and get any answer.
Generative AI: Text	Proemial	proem	Proemial launched proem, a knowledge platform that answers user questions backed by scientific research papers and leverages AI to summarize the findings.
Generative AI: Text	AppDirect	AppDirect AI	AppDirect launched AppDirect AI, a simple and secure marketplace and creation studio that accelerates organizations' ability to create, adopt, and benefit from AI apps.
Generative AI: Text	AdGPT	AdGPT	AdGPT launched its AI-powered ad generator platform that enables SMBs to create high-finish ads, without any previous advertising experience.
Generative AI: Text	Sanity	Sanity Create	Sanity introduced Sanity Create, an AI-assisted writing tool that brings the entire content lifecycle into a single flow.
Generative AI: Text	IZEA	IZZY	IZEA launched IZZY, an AI assistant that offers a wide array of AI capabilities designed to enhance and streamline influencer marketing efforts.
Generative AI: Text	Addlily AI	AI Playground	Addlily AI launched AI Playground, a platform that leverages brand data, social listening, and powerful LLMs to produce highly customized content.
Generative AI: Video	Mango Animate	Mango AI	Mango Animate launched Mango AI, a free AI video generator with the capability to make lifelike AI avatar videos.
Machine Learning	Gcore	Gcore AI Content Moderation	Gcore launched Gcore AI Content Moderation, a solution that enables online service providers to automate the moderation of audio, text, and user-generated video content.

4 VENDOR WITH NEW AI CAPABILITIES

Subcategory	Company	Product	Description
Generative AI: Text	CoSchedule	Hire Mia	Hire Mia added free SEO Generators to help marketers with keyword research and other SEO tasks, as well as a suite of free AI tools to help businesses draft their mission statement, tagline, and other key content to grow their business.
Generative AI: Images	Freepik	Freepik AI Image Generator	Freepik launched the latest version of its AI Image Generator, offering users unparalleled access to one of the fastest real-time AI image generation, with infinite variations and photorealistic results.
Generative AI: Video	Storykit	Storykit AI	Storykit announced new AI-Powered Transcription and Subtitling Functionality, allowing users to add "talking heads" to video content without all the hassle of transcribing, editing and subtitling the clip.
AI Content Detection Tools	Apple	Apple	Apple has released OpenELM (Open-source Efficient Language Models), a family of eight open-source large language models (LLMs), on Hugging Face.

\$7.07B FUNDING TOWARDS AI

Subcategory	Company	\$ Millions
Generative AI: Text	xAI	\$6,000
Data Labeling	Scale AI	\$1,000
AI Enablement	Upstage	\$72



VENDOR ACTIVITY

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

Category	Product	Description
Advertising by Channel	Yelp for Business	Yelp announced new updates that transform the way consumers and businesses connect, including Yelp Assistant, a conversational AI feature that will make it easier for consumers to find and hire service professionals.
Advertising: Ad Creation	AdGPT	AdGPT launched their latest version, transforming creative output generation with precise ad previews and enhanced conversion rates.
Advertising: Ad Serving & Management	DoubleVerify	DoubleVerify announced the rollout of 16 new brand safety and suitability categories for TikTok advertisers, to support TikTok's new Inventory Filters – Vertical Sensitivity and Category Exclusion.
Advertising: Ad Serving & Management	ADvendio	ADvendio announced a series of new features, which will help retailers optimize retail media campaign performance through its solution.
Advertising: Buy & Sell	AdStir	Stirista launched its new AI-powered CPM Optimization feature directly embedded in its media buying platform, which will leverage advanced machine learning to supercharge programmatic buying.
Advertising: Buy & Sell	Basis	Basis Technologies announced enhancements to its AI-powered media planning technology tools to help deliver precise, real-time data for media strategy and analysis.
Analytics: Business Intelligence	Fuel Cycle Research Engine	Fuel Cycle announced Universal Connections, an enhancement to its Research Engine that empowers users to run projects from their insight community with partners and tools that are not fully integrated with Fuel Cycle, reducing manual setup time, and facilitating a wider breadth of insights.
Analytics: Business Intelligence	Dataiku	Dataiku announced Dataiku Answers, a new way for data teams to build Generative AI-powered chat using retrieval-augmented generation at enterprise scale.
Artificial Intelligence	Hire Mia	Hire Mia added free SEO Generators to help marketers with keyword research and other SEO tasks, as well as a suite of free AI tools to help businesses draft their mission statement, tagline, and other key content to grow their business.
Artificial Intelligence	Freepik AI Image Generator	Freepik launched the latest version of its AI Image Generator, offering users unparalleled access to one of the fastest real-time AI image generation, with infinite variations and photorealistic results.
Artificial Intelligence	Storykit AI	Storykit announced new AI-Powered Transcription and Subtitling Functionality, allowing users to add "talking heads" to video content without all the hassle of transcribing, editing and subtitling the clip.
Artificial Intelligence	Apple	Apple has released OpenELM (Open-source Efficient Language Models), a family of eight open-source large language models (LLMs), on Hugging Face.
Audience Segmentation, Intent & Targeting	Cordial Data Platform	Cordial released a suite of new product enhancements designed to help brands accelerate marketing integration, optimize strategies based on business KPIs and leverage AI for customer understanding.
Campaign Management	Iterable	Iterable unveiled Journey Assist, Brand Affinity Reporting, a native WhatsApp integration, and enhanced Smart Segmentation.
Competitive Intelligence (CI)	Adthena	Adthena announced an update to Ask Arlo, a conversational AI tool designed to revolutionize the way marketers interact with and gain insights from their search data.
Contact Center Systems & Administration	RingCentral Contact Center	RingCentral announced new capabilities that allow non-technical users to embed AI, video, and social messaging into workflows, automate alerts and notifications, and develop intuitive customer experiences without writing a single line of code.
Content Creation: Audio	Storyblocks	Storyblocks unveiled new search enhancements powered by AI, to deliver an elevated user experience and streamlined creative workflows for Storyblocks' customers.
Content Creation: Design & Illustration	Canva	Canva unveiled Canva Enterprise, a new offering for large enterprises, along with a number of other tools for businesses, including tailored Work Kits, native adtech apps and new AI capabilities.
Content Creation: Written Content	Grammarly	Grammarly announced an extensive set of new security, deployment, and control features to meet soaring enterprise demand for comprehensive, secure AI communication assistance.
Content Management System (CMS)	MP Concierge	MotionPoint launched the Website Localization Scorecard, providing marketers with a comprehensive scorecard of how to best assess website translation needs by comparing their website's complexity, and business objectives to the different website translation and localization options available on the market.

VENDOR ACTIVITY

ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

Category	Product	Description
Content Management System (CMS)	dotCMS	dotCMS launched two new features: dotAI, a set of new artificial intelligence tools, and the Universal Visual Editor page-building feature.
Content Marketing: Curation & Discovery	The BloomReach Personalized Discovery Platform	Bloomreach launched new Bloomreach Discovery features including new visual recommendations, enhanced recommendation algorithms, and a revamped performance dashboard.
Content Marketing: Planning & Management	Quark Publishing Platform (QPP) NextGen	Quark announced the newest release of Quark Publishing Platform (QPP) NextGen, now including Semantic AI to accelerate the discovery and reuse of existing content within unstructured PDF content.
Conversational Marketing	Ada	Ada announced a series of AI management and coaching capabilities that upskill its AI Agent and set businesses on the path towards 100% automated resolution rate.
Customer Data Platform (CDP)	Twilio Segment	Twilio announced Linked Audiences and Segment Data Graph, new product features that enhance Twilio Segment's interoperability with data platforms and warehouses.
Customer Engagement	Agora	Agora unveiled Adaptive Video Optimization, technology that dynamically adjusts parameters at every step from capture to playback to deliver an enhanced live video streaming experience.
Customer Engagement	Conversational Cloud	LivePerson launched new capabilities, partnerships, and integrations that connect and orchestrate customer conversations at scale.
Customer Engagement	Exchange Solutions	Exchange Solutions launched Generative AI features integrated into its loyalty platform.
Customer Experience & Success	Avaya Experience Platform	Avaya unveiled a series of important enhancements to the Avaya Experience Platform™ (AXP), that further Avaya's leadership in Enterprise CX as well as its commitment to delivering Innovation without Disruption.
Customer Service & Support	Hubspot Service Hub	HubSpot announced new Service Hub features, including Help Desk Workspace, a Customer Success Workspace, a GPT-powered Chatbot, in addition to Real-time Reply Recommendations and Conversation Summaries.
Digital Asset Management (DAM)	Frame.io	Adobe introduced the next generation of Frame.io, now simplifying complex collaboration across the entire content creation lifecycle and enabling more complex workflows, richer, more expressive feedback and tighter review loop, as well as extended support for video beyond post-production workflows.
Direct Mail Platforms	DM20	DirectMail2.0 announced it has partnered with Flowcode to natively integrate Flowcode's QR code generation, customization and real-time reporting into the DirectMail2.0 platform.
Email Creation	Exclaimer Email Signature Management	Exclaimer launched its latest feature, Campaigns, a powerful new tool designed to transform the way brands engage with audiences through email signature marketing.
Email Personalization & Targeting	Movable Ink Da Vinci	Movable Ink announced enhancements to Da Vinci, its AI-native personalization solution, including three new components, Creative IQ, Messaging IQ, and Performance IQ.
Email Platforms	Klaviyo	Klaviyo launched Klaviyo portfolio, a new feature that redefines multi-account management by enabling businesses to link various brand or regional accounts and have a centralized view into marketing performance and streamlined management of their assets, billing, users, and reporting.
Email Platforms	Mailchimp	Mailchimp unveiled its new revenue intelligence technology using predictive and generative AI models to identify potential customers and create engaging email and SMS content to boost purchases and brand loyalty.
Email Security & Deliverability	Litmus Email Guardian	Litmus released new features to revolutionize how brands connect with their audiences, including the release of Image Monitoring within Email Guardian, and Scratch-Offs and Interest Signals within Litmus Personalize.
Enterprise Data Management	DataDiscovery	OneTrust announced new platform capabilities and enhancements to help organizations discover, secure, and responsibly use data.
Enterprise Data Management	RudderStack	RudderStack released RudderStack Profiles, enabling data teams to power their businesses with reliable, complete customer profiles.

VENDOR ACTIVITY

DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Events: In-Person & Virtual	Ticketbud	Ticketbud announced their new Products and Merchandise feature, allowing event organizers to boost their revenue streams by selling items such as t-shirts, tote bags, event programs, and memorabilia in addition to event tickets.
Events: In-Person & Virtual	Banzai Reach	Banzai unveiled Reach 2.0, a major milestone release of its event marketing product with improvements including improved usability, analytics, and campaign management.
Events: In-Person & Virtual	Mentimeter	Mentimeter unveiled AI Menti Builder, its newest feature that allows users to effortlessly accelerate creating draft interactive presentations, known as "Mentis," through simple prompts.
Events: In-Person & Virtual	Banzai Reach	Banzai announced it has added support for AI-powered phone agents and 11 new campaign types to its Reach solution.
Events: In-Person & Virtual	Banzai Demio	Banzai announced the release of major stability and performance enhancements to its Demio product.
Identity Resolution & Registration	Cloaked	Cloaked launched Cloaked Data Removal, a feature that utilizes advanced technology that scans for and removes users' personal information, including addresses, phone numbers and more, from public websites and data broker databases.
Market Research	Kairos	Kairos launched an instant identity verification feature that enables self-serve access to diversity-centric and unbiased AI for face recognition, liveness, and ID document checks via API and manual web interface so any business can meet KYC requirements, follow age restrictions, deter fraudsters and keep spam accounts and GenAI bot accounts off their platform.
Market Research	Trustpilot	Trustpilot introduced new features for businesses on the platform to build trust, grow and improve through their customer reviews.
Marketing Automation	Bloomreach Engagement	Bloomreach launched Omniconnect, a new feature for third-party platform integration, enabling users to easily connect valuable data from other platforms directly into Bloomreach Engagement.
Marketing Automation	Snappy Kraken	Snappy Kraken launched Marketing Hub, a new marketing intelligence tool available with every subscription, designed to help financial advisors streamline their marketing efforts and focus on the most effective strategies to grow their businesses.
Mobile Marketing	App Experience Platform	Airship announced new platform enhancements that give marketers unparalleled flexibility and control to personalize content and gather zero-party data directly within customers' app experiences — without disrupting them.
Mobile Marketing	Branded App by Wix	Wix launched AI creation capabilities for its mobile app builder, allowing Wix users to describe the intent of the app, and get a professional, uniquely designed, and fully customizable, application as a result.
Photography	Lightroom	Adobe unveiled Generative Remove in Adobe Lightroom, giving everyone the power to remove unwanted objects from any photo non-destructively in a single click by intelligently matching the removed area with pixel perfect generations for high-quality, realistic and stunning results.
Productivity & Workflow	GlobalMeet	GlobalMeet announced new innovative artificial intelligence capabilities for its webcasting platform, including Live Studio for presenters that now dynamically adjusts face framing in real time to deliver more natural interactions and engaging meeting and event experiences.
Productivity & Workflow	Lucidchart	Lucid Software announced AI-powered diagram generation in Lucidchart, with the ability to not only auto-generate diagrams but also then iterate on those diagrams through typing prompts.
Retail Marketing	GroupBy Cloud	GroupBy unveiled a suite of groundbreaking advancements designed to propel merchandising teams into the future of retail, empowering merchandisers to make data-driven decisions at lightning speed, optimize product discovery, and unlock unprecedented revenue growth.
Retail: Brick & Mortar	Synup	Synup announced major upgrades to its managed services program which will allow customers to submit their business listings to high-value, high-domain authority vertical directories.
Retail: eCommerce	Tulip Retail	Tulip announced the expansion of its platform with the addition of 10 new language capabilities, allowing retailers to effortlessly connect with a wider audience.

VENDOR ACTIVITY

STAY UP TO DATE WITH WHAT'S NEW

Category	Product	Description
Retail: eCommerce	Productsup	Productsup announced an advanced suite of AI tools within its platform that enable businesses to generate and manipulate product content per audience, channel, and market on a global scale.
Search Engine Marketing (SEM)	Google Ads	Google Ads introduced six new AI-powered features for Performance Max campaigns that include ways to acquire high-value customers, manage budgeting and re-connect with former customers.
Search Engine Marketing (SEM)	Algolia	Algolia unveiled AI Personalization, which will equip merchandisers and developers with the ability to present each online visitor with precisely tailored content, leveraging comprehensive insights from their behavior, preferences, feedback, and attributes.
Search Engine Marketing (SEM)	Google Ads	Google announced new features, including a marketing resource hub called Accelerate with Google, and an AI-powered "Brand Recommendations" within the Recommendations page of Google Ads.
Social Media Management	SproutSocial	Sprout Social announced AI-powered product enhancements alongside 20 new capabilities across its platform to help marketers prioritize what matters most, enhance creativity and drive more business impact with social.
Social Media Marketing	Hooke AI	Hooke introduced Smart Scheduling, a new AI-powered social media marketing automation feature that uses AI to simplify social media posting for small businesses.
Social Media Marketing	IZEA Flex	IZEA launched a Budget Suite in its IZEA Flex comprehensive influencer marketing platform, designed to empower marketers with a clear, real-time view of their campaign expenditures, enabling them to effectively manage their budgets and optimize their return on investment.
Social Media Marketing	LTK Connect	LTK launched LTK DM, a free feature for LTK Creators to instantly share the shopping details of their Instagram posts directly with their community.
Video Creation Tools	Vyond	Vyond announced expanded generative AI capabilities and a robust set of brand management tools that enable customers to produce effective, engaging, and brand-aligned video content.
Video Marketing Platforms	AR Video Editor SDK	Banuba updated its Video Editor SDK with the addition of AI-Generated Captions, as well as the addition of auto generated avatars, native integration with royalty-free music providers, and simulated studio lighting.
Web Development & Design	Limey	Limey launched its latest feature, an advanced QR Code Generator, empowering users to generate customizable QR codes, enhancing both functionality and user engagement.
Web Development & Design	WalkMe	WalkMe launched new generative AI capabilities, including AI Answers and AI SmartTips, both helping to enhance user productivity and improve data quality across enterprise systems while making GenAI easy to use for anyone.
Web Development & Design	Lambdatest	LambdaTest introduced its new feature, Accessibility Automation, helping businesses create digital content that is inclusive and accessible to all, including individuals with disabilities.
Web Performance & Security	Egress	Egress launched Abuse Mailbox Automation, a new AI-powered feature that instantly inspects and remediates attacks.
Web Performance & Security	Descope Authentication Platform	Descope announced the availability of new capabilities to help customers offer secure, frictionless onboarding and self-service experiences to their end users.
Web Performance & Security	Lumar	Lumar launched new site speed metrics in its website intelligence platform, to help businesses identify, resolve, and prevent costly website issues relating to speed, load time, interactivity, and user experience.
Web Performance & Security	Proofpoint	Proofpoint unveiled new pre-delivery social engineering and link protection and post-delivery behavioral AI capabilities to stop the techniques threat actors depend on.
Web Performance & Security	mPulse	mPulse announced its new integrated predictive analytics and omnichannel engagement product capabilities, offering seamless deployment of connected omnichannel programs that align with personalized recommendations generated by AI-powered predictive models.
Web Performance & Security	Siteimprove	Siteimprove launched brand new capabilities designed to turn large amounts of data into actionable, easy to understand insights that increase cross-organizational collaboration, facilitate confident decision making and deliver tangible outcomes.

M&A ACTIVITY

DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Advertising by Channel	ADstruc	Vistar Media announced the acquisition of traditional OOH planning and buying software, ADstruc, making ADstruc available as a software tool to scale traditional OOH planning and buying seamlessly alongside digital and programmatic.	Vistar Media
Advertising by Channel	Beachfront	Seedtag announced they have acquired Beachfront, the sell-side ad platform built for CTV and streaming, that will now allow clients to deliver effective, privacy-first advertising across multiple channels.	Seedtag
Advertising by Channel	Jun Group	Verve acquired Jun Group, a mobile-first digital advertising technology company that delivers intelligent, privacy-first advertising for brands, agencies, and publishers.	Verve
Analytics: Behavioral	Adlucent	BarkleyOKRP announced the acquisition of Adlucent, the performance marketing agency, which together will expand BarkleyOKRP's full-service capabilities.	BarkleyOKRP
Attribution	Adtriba	Funnel announced its acquisition of Adtriba, the marketing measurement company, that together will help to offer more advanced marketing analytics and Unified Marketing Measurement.	Funnel
Content Marketing: Curation & Discovery	Artifact	Yahoo announced that it has acquired Artifact, the AI-driven news aggregation and discovery platform, integrating their proprietary AI-powered personalization technology and other features across Yahoo.	Yahoo
Content Marketing: Production and Distribution	Snipfeed	Planoly announced the acquisition of Snipfeed, a popular creator monetization tool, that together will strengthen Planoly's commitment to empowering creators to turn their passions into profitable businesses.	Planoly
Conversational Marketing	Beeper	Automattic acquired Beeper, the universal chat app that allows you to send and receive messages to friends, family and colleagues on 14 different chat networks, all from a single app.	Automattic
Direct Mail Tracking and Measurement	Who's Mailing What!	DirectMail2.0 announced it has acquired Who's Mailing What! (WMW), a direct mail performance and insights tracking platform with a database of more than 300,000 scanned and cataloged mail pieces.	DirectMail2.0
Email Creation	Really Good Emails	Beefree announced the acquisition of Really Good Emails (RGE), shortening the distance between email inspiration and creation, enriching the collection of inspiring email designs available at reallygoodemails.com, and broadening Beefree's support for the email community.	Beefree
Enterprise Data Management	Open Raven	Formstack announced the acquisition of Open Raven, a data management and security company, which together expands their platform to address data management and security.	Formstack
Events: In-Person & Virtual	Merri	Tripleseat announced the acquisition of Merri, a 3D floorplan and event design application for restaurants, hotels, unique venues, and event planners, which will enhance Tripleseat's robust suite of tools, providing all venues with an all-in-one solution for seamless event planning and management.	Tripleseat

M&A ACTIVITY

DOES 1 + 1 = 3?

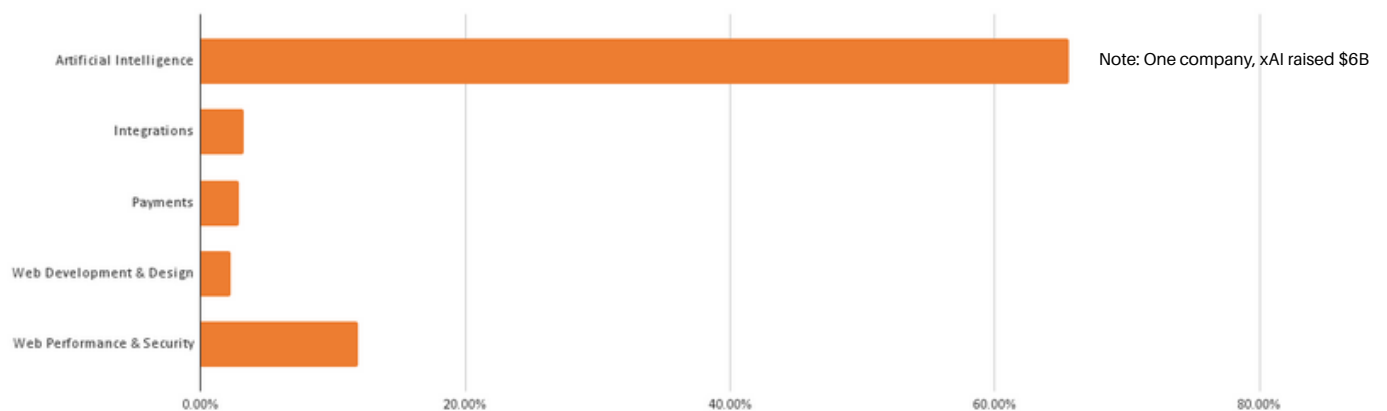
Category	Company	Description	Acquired by
Identity & Subscriber Management	Sibbo	Sourcepoint announced the expansion of its European operation by acquiring the consent management platform business of Sibbo, the consultancy and CMP provider.	Sourcepoint
Integrations	Datajoin	Fullcast announced the acquisition of Datajoin to connect customer data and empower Go-to-Market teams with actionable metrics across the customer journey.	Fullcast
Personalization	Intellimize	Webflow announced the acquisition of Intellimize, a website personalization and conversion rate optimization platform that leverages AI to help marketing teams personalize websites for each unique visitor across the buyer journey.	Webflow
Personalization	Personify XP	Aprimo announced the acquisition of Personify XP, a content personalization and real-time analytics platform, empowering brands to leverage visitor insights and brand-approved assets directly from the DAM to create personalized digital experiences that increase conversions and revenue.	Aprimo
Product Lifecycle Management (PLM)	KYKLO	Epicor announced it has acquired KYKLO, a Product Information Management (PIM) and content-driven lead generation solutions provider to drive sales for manufacturers and distributors.	Epicor
Productivity & Workflow	Lexion	Docusign announced that it has completed the acquisition of Lexion, an AI-powered agreement management company, which will add more AI-assisted capabilities to the Docusign IAM platform.	Docusign
Retail: eCommerce	Intelligent Reach	Searchspring announced that it has acquired Intelligent Reach, a full-service data feed management software provider, that will help deliver innovative solutions to boost revenue and improve the digital shopping experience.	Searchspring
Retail: eCommerce	Builtfirst	AppDirect announced it has acquired Builtfirst, a self-service marketplace platform technology that will further expand AppDirect's ability to help companies of all sizes with their marketplace needs.	AppDirect
Search Engine Marketing (SEM)	LowFruits	All in One SEO announced its acquisition of LowFruits, an innovative keyword research tool designed to unearth low-competition keywords for improved search engine rankings.	All in One SE
Video Creation Tools	Wonder Dynamics	Autodesk announced it has acquired Wonder Dynamics, makers of Wonder Studio which is a cloud-based 3D animation and VFX solution that combines AI with established tools, and together will provide creators with the ability to add 3D animated characters to their projects and stories while minimizing the learning curve and automating typically complex and time-consuming processes.	Autodesk
Web and App Optimization	Cline.ai	Strictly has acquired Cline.ai to incorporate split testing features directly into its app, continuing its commitment to pushing the boundaries and creating new solutions.	Strictly
Web Performance & Security	CLIMB	Accenture has completed the acquisition of CLIMB, a technology services provider specializing in system integration, IT infrastructure management and operations.	Accenture

LOOKING AHEAD

WHERE INVESTMENT IS HAPPENING (Q2 2024)

Q2 brought in 506% more than the amount Q1 brought in for MarTech and MarTech-related companies. We identified a total of **\$10.8B** in investment this quarter.

Funding was spread across **35 categories** with one category representing 66% of the total.



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

Top raises:

		Millions
Artificial Intelligence	xAI	\$6,000
Artificial Intelligence	Scale AI	\$1,000
Web Performance & Security	Wiz	\$1,000
Integrations	CData Software	\$350
Payments	CloudWalk	\$313
Web Development & Design	Vercel	\$250
Business Management	Rippling	\$200
Customer Relationship Management (CRM)	Creatio	\$200
Web Performance & Security	Semperis	\$125
Web Performance & Security	ThreatLocker	\$115
Identity Resolution & Registration	SpyCloud	\$110
Customer Service & Support	Cognigy	\$100

JULY 2024



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

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

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

Questions? Contact Victoria Andrews (vandrews@cabinetm.com)