


OCTOBER
2021

Q3 2021
MARTECH
INNOVATION

Cabinet M

The latest marketing technology introductions, feature updates, and acquisitions



MARTECH INNOVATION

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

49

NEW PRODUCTS

In comparison to last quarter, new product announcements were down 23%, and feature announcements were flat.

71

FEATURE
ANNOUNCEMENTS

There were 52 acquisitions across 33 categories in Q3 -- essentially flat quarter over quarter.

52

ACQUISITIONS

Investment in MarTech companies this quarter was an incredible \$12.3B indicating that MarTech innovation won't be capped anytime soon! See more details on where investments were made on page 20.

\$12.3B

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.



Q3 2021 NEW PRODUCTS BY CATEGORY



ADVERTISING BY CHANNEL

Cadent announced the launch of their cross-screen self-service platform, Cadent Aperture Platform.

Undertone announced the launch of the High Impact CTV Suite, a new product suite that enables advertisers to reach new levels of interaction and intimacy that facilitate deeper brand and consumer connections.

Shoppable announced Shoppable® Ad Experience™, a new turn-key direct-to-consumer platform for brands to directly engage with consumers in a landing page environment.

ADVERTISING: AD SERVING AND MANAGEMENT

Compulse announced Compulse 360, an all-in-one SaaS platform for planning, executing and analyzing omnichannel advertising campaigns.

Salesforce announced Advertising Sales Management a new industry-specific application for Media Cloud, for managing cross-channel advertising sales.

Opera announced its self-serve advertising platform Opera Ad Manager, designed to create, manage, and report on digital advertising campaigns in one place.

ADVERTISING: BUY & SELL

Tremor Video debuted a **new** programmatic audio solution that gives advertisers the ability to customize messages in premium content environments with engaged consumers.

Q3 2021 NEW PRODUCTS BY CATEGORY



ANALYTICS: BUSINESS INTELLIGENCE

Zoho announced its new Business Intelligence Platform that empowers businesses to surface precise and actionable insights through self-service data preparation and augmented analytics.

Piano announced the launch of Piano Analytics, an advanced analytics solution that generates a single source of truth in reporting, for segments, or for targeting by unifying data.

CAMPAIGN MANAGEMENT

Model B announced Blueprint, a campaign management tool that integrates five disparate points across the ad planning, buying and analytics landscape..



CONTENT MARKETING: PERFORMANCE & TRACKING

Pluralytics announced its language intelligence solution ValuesFinder™ that reads content and uncovers patterns that predict how language will appeal to someone's values.



CONTENT MARKETING: PRODUCTION AND DISTRIBUTION

Tijoh announced Auto Brander, a custom branding platform that provides businesses with easy access to on-demand printing that allows brands to order what they need when they need it.

CUSTOMER EXPERIENCE AND SUCCESS

FICX announced their FICX CX Automation Platform that empowers any business professional to build secure, automated customer processes without coding or developer support.



CUSTOMER SERVICE & SUPPORT

eGain announced eGain Knowledge Hub™, their one-stop knowledge management solution for the digital-first, remote-first era that helps to eliminate chaos from islands of knowledge and customer context.

Insightly announced Insightly Service, a customer service and support ticketing product designed to work seamlessly across the business applications that companies are already using.

Q3 2021 NEW PRODUCTS BY CATEGORY



DIGITAL EXPERIENCE

Stackk announced its White Label platform designed to help agencies deliver world class digital experiences.

EMAIL PERSONALIZATION & TARGETING

Dynamic Yield announced Experience Email, a unified personalization solution that allows marketers to create fully individualized emails that maximize customer loyalty and revenue using AI and predictive algorithms.

EMAIL SECURITY & DELIVERABILITY

Mimecast announced the Mimecast CyberGraph™ solution, which creates an identity graph designed to detect anomalies.

ENTERPRISE DATA MANAGEMENT

Cloudera announced the launch of DataFlow for the Public Cloud, a cloud-native service that addresses the operational challenges around deployment, scaling, and infrastructure sizing for Apache NiFi flows and offers comprehensive monitoring capabilities.

Alation announced their Data Governance App, revolutionizing multi-cloud governance and security, and delivering autonomous, continual data governance using ML & AI.

Q3 2021 NEW PRODUCTS BY CATEGORY



EVENTS & TRADE SHOWS: LIVE AND VIRTUAL

MeetingPlay announced their new mobile event app that creates a unified user experience, increases attendee engagement and provides a strong ROI for sponsors.

SpotMe announced SpotMe Express, a new web-based webinar management solution that completes the spectrum of events from webinars to hybrid and virtual events.

IDENTITY & SUBSCRIBER MANAGEMENT

Monsido announced Monsido Consent Manager, an easy-to-use tool for user consent on websites in line with regulations such as the EU GDPR and CCPA.



IDENTITY RESOLUTION & REGISTRATION

TransUnion announced TruAudience, a new suite of data solutions for marketers that includes the TruAudience Platform with a proprietary identity graph that enables marketers to use multikey matching and machine learning to onboard first-party data, while also modeling audiences for campaigns, the TruAudience Data Marketplace, and TruAudience Identity.

Q3 2021 NEW PRODUCTS BY CATEGORY



LEAD GENERATION

Oracle announced Oracle Fusion Marketing as a part of Oracle Advertising and CX, which enables marketers to easily create campaigns that span traditional marketing and advertising channels.

MARKET RESEARCH

Deep.ad announced PanelBot, an automated data extraction platform for media like videos, images, and HTML pages collected from market research panels and other first-party sources.

Tapjoy announced MobileVoice®, a global market research solution that delivers deep, authentic insights into the attitudes, preferences, and behaviors of today's mobile consumers.

MARKETING AUTOMATION

Crownpeak announced the Crownpeak Experience Optimization Engine which gives companies the ability to create, optimize and deliver individualized digital experiences across channels, at scale.

MOBILE MARKETING

Wix announced the Branded App by Wix, a native mobile app builder that provides users with the ability to create and customize their own tailor-made app without a single line of code.

Q3 2021 NEW PRODUCTS BY CATEGORY



OFFICE MANAGEMENT

Owl Labs announced Meeting HQ, an in-room control center for video meetings that lets users launch meetings simply and effortlessly with a single tap.

PODCASTING

Callin launched a new Social Podcasting app where users can create, discover, and consume live and recorded audio content all in one place.

PRODUCTIVITY & WORKFLOW

Groupeasy launched an all-in-one software solution for group communication, collaboration, and scheduling.

Yep announced its free service that provides frictionless video calls that allow for greater collaboration, human connection, and spontaneity.

Box launched Box Sign, a native e-signature capability that delivers unlimited signatures and a robust set of APIs.

Windstream Enterprise launched an all-in-one webinar solution, Office Suite HD Meeting® Webinar, that enables users to hold interactive webinars for up to 10,000 attendees without audio or video jitter.

Teknikforce announced Webinarloop, helping marketers create highly-engaging webinars with engagement drivers like live polls, infographics, call-to-action-buttons, tips & info pop-ups, questions, and custom branding.

Q3 2021 NEW PRODUCTS BY CATEGORY



RETAIL: ECOMMERCE

Productsup announced their new platform that provides a single solution to effectively manage product information value chains and their constant feedback loops.

Infosys launched Infosys Equinox to help enterprises securely deliver hyper-segmented, personalized omnichannel commerce experiences for B2B and B2C buyers.

Emplifi announced Emplifi Social Commerce Cloud, delivering a full suite of solutions to enable the social shopping experience by synchronizing social commerce activities across platforms.

SALES OPERATIONS

Webgility announced Webgility Intelligence, a new app that provides unparalleled visibility into the products, channels, and orders that generate the most profits, by automatically capturing data from e-commerce channels and apps, and turning it into unique insights.

SMS MARKETING

Snappy Kraken announced Convos, a new text message marketing platform that creates an opportunity for financial advisers to exchange timely and compliant text messages with their clients to help engender stronger relationships.

Q3 2021 NEW PRODUCTS BY CATEGORY



SOCIAL MEDIA MARKETING

Influencify.co launched as an influencer marketing platform built specifically for e-commerce brands that automatically recognizes the best performing influencers for your brand.

SOCIAL MEDIA MONITORING

Tagger announced their new social listening platform, Signals, built to identify key marketing insights across influential social accounts for any moment in time.

TEXT TOOLS & SERVICES

Sharethrough launched dynamic video captions, a new product that automatically adds human-verified captions to video ads, elevating user experience, optimizing ad recall and increasing ad engagement.

VIDEO CREATION TOOLS

Idomoo announced its Next-Generation Video Platform with Living Video capabilities that enables videos to update in real-time based on context and user input.

iStock announced their free iStock Video Editor that will make professional-quality video creation simple and affordable for small businesses and entrepreneurs.

Q3 2021 NEW PRODUCTS BY CATEGORY



Digiarty Software announced VideoProc Vlogger, a free, non-linear video editing software that can do both basic and advanced edits to make it easy for beginners to make cinematic videos.

WEB DEVELOPMENT & DESIGN

Bluehost announced their Bluehost Website Builder, a smart-design editor for WordPress that simplifies the website creation process while maintaining the full power of WordPress.

OPIN released Freeflow, a Drupal web page builder that allows users to easily build and customize their web pages with an innovative drag and drop page builder experience.



WEB PERFORMANCE & SECURITY

Neustar introduced UltraBot Protect, delivering enhanced capabilities that allow users to examine traffic patterns to determine risk, easily set rules, and block nefarious web application traffic.

VENDOR ACTIVITY

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

Category	Product	Description
Account-Based Marketing	Account-Based Marketing Orchestration Platform for B2B Marketers	Terminus launched the next generation of its native ABM chat solution, Terminus Chat Experiences, making it the first and only account-based chat solution native to an ABM platform that enables users to deploy real-time, account-based conversations at a buyer's exact moment of interest.
Advertising by Channel	Adzooma	Adzooma announced the relaunch of their online platform, designed to help SMBs plan, action, automate and optimize their online marketing performance in one central place, along with the addition of a new central dashboard with a customized task checklist, and a user's 'Business Score' which rates their performance across several digital marketing channels.
Advertising: Ad Creation	Pencil	Pencil released a free creative AI dashboard and an Instant Predictive Audit (IPA) that can analyze thousands of Facebook and Instagram ads to generate new ideas and predictions for eCommerce and SME advertisers.
Advertising: Ad Serving and Management	Epom Ad Server	Epom launched version 4.0 of its DSP that brings several upgrades, including new video ad metrics, new permissions for enabling or disabling CPC and CPM price models, and full SKAdNetwork attribution support.
Analytics: Behavioral	AdDaptive Intelligence	AdDaptive Intelligence expanded their robust analytics offering with a new tool, Site Analytics, that provides insight into which companies targeted through ads are also engaging on a brand's website.
Analytics: Business Intelligence	Tableau	Tableau unveiled new data and analytics platform capabilities that will help customers advance their digital transformations by empowering everyone in an organization with trusted and governed data, driving greater success with data and analytics at scale and better business outcomes.
Audience Segmentation, Intent & Targeting	Quotient	Quotient announced a promotion amplification tool to their retailer performance media platform Retailer IQ, that taps retail point-of-sale and loyalty card data to automatically target the right consumers with available temporary price reduction offers.
Audience Segmentation, Intent & Targeting	Braze	Braze announced several new product updates including in-app message surveys to seamlessly collect consumer preferences, attributes, and feedback, and conversion correlations that help brands uncover insights about customers most or least likely to convert after receiving a campaign.
Business Process Automation by Industry	Nintex Workflow Cloud	Nintex announced the latest enhancements to its next generation Nintex Workflow Cloud, including an intelligent PDF form converter, new connectors that integrate with Webex, Microsoft Azure, Jira, and Okta, repeating data support, a people picker feature that enables participants to easily search for and leverage user information with a Form, and the Nintex Gateway with SharePoint on-premises support.
Channel & Partner Marketing	BrandMuscle Integrated Local Marketing Platform	BrandMuscle introduced Smart Marketing Planner, a new solution that empowers channel managers to set up campaigns and optimize which regions or partners can opt in based on factors such as partners' location, tier, or co-op balance.
Channel & Partner Marketing	ZINFI	ZINFI announced it has launched a set of advanced capabilities for channel organizations to substantially improve remote collaboration capabilities with their partner base, including a guided wizard, advanced connectors, and deeper personalization.
Contact Center Systems & Administration	Genesys Cloud	Genesys announced new capabilities within the Genesys Cloud CX™ platform including Genesys Predictive Routing, Genesys Asynchronous Web Messaging, and Intent Miner for Bots that enable companies to create data-driven experiences to engage customers at the right time, on the right channel, and with the right context to deliver empathetic experiences.
Content Management System (CMS)	CMS Hub	HubSpot announced the launch of CMS Hub Starter, a new tier of the company's existing CMS that gives growing companies the essential tools they need to build a website and start generating revenue, all at a price point that's accessible for smaller teams.
Conversational Marketing	Bavard	Bavard announced enhancements to its conversational AI chatbot platform, including a message center that allows clients to intercept automated conversations and talk live with customers, as well as a robust analytics dashboard that provides important user data and insights to constantly improve the chatbot's performance.
Conversational Marketing	IBM Watson Assistant	IBM announced the launch of new AI and automation capabilities in IBM Watson Assistant designed to make it easier for businesses to create enhanced customer service experiences across any channel, as well as a new agent app designed to enable a seamless hand-off to a live agent while maintaining the conversation's context.
Customer Engagement	Factoreal	Factoreal released an automated push notification feature as a part of its all-in-one customer engagement suite, that allows users to further personalize their marketing wherever their customers are, on or off the web.
Customer Engagement	AdvocateHub	Influitive announced the release of its multilingual capabilities, from the invitation email and sign-up page to the homepage, content, and rewards, all customer-facing touchpoints can be delivered in the language that best suits a company's global audience.
Customer Engagement	Exchange Solutions	Exchange Solutions announced the launch of a new, modular, SaaS based offering called Promo Enhance that provides retailers with the opportunity to enhance loyalty program performance, without having to replace an existing loyalty platform.
Customer Experience and Success	Emplifi CX Cloud	Emplifi announced innovations within its Service Cloud offering, including an AI-based Email Virtual Assistant (EVA) that drastically reduces the time and cost associated with customer support via email, as well as extended Social Messenger capabilities that provide convenience for consumers across multiple messaging applications.

VENDOR ACTIVITY

ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

Category	Product	Description
Customer Experience and Success	Simplr	Simplr announced the launch of Personal Connections Prompts, a new set of capabilities within their customer experience platform that leverages customer data and insights to ensure consistently empathetic and one-to-one customer interactions that drive real engagement and loyalty.
Customer Relationship Management (CRM)	Glue Up	Glue Up added its new two-click management tool, Chapter Management, to its robust engagement ecosystem, which allows multi-tiered organizations to check the health of all of their chapters and affiliates with just two clicks, and is designed to easily transfer information across organizational lines, streamline management processes and provide a bird's-eye view of all operations.
Customer Relationship Management (CRM)	Response CRM	ResponseCRM announced the release of the ResponseCRM mobile app that enables business owners to conveniently access information about the status of their customers' affiliate traffic, income, declines, merchant accounts, processing, projections, subscription cancellations and other details from anywhere.
Customer Relationship Management (CRM) Systems	Zoho CRM	Zoho announced Canvas for Zoho CRM, a one-of-a-kind design studio for CRM personalization that enables businesses to create their own CRM interfaces that are better suited to the role of each employee, without IT or developer involvement.
Customer Relationship Management (CRM) Systems	Keap	Keap announced new text marketing capabilities designed to save businesses time, reduce chaos and simplify customer interactions by automating communication, including automated text messaging and a broadcast texting feature with built-in compliance.
Digital Asset Management (DAM)	Apace Media Production Management Platform	Apace announced the availability of Facial AI and transcription for automated media ingest and search, enhancing Apace's existing production media asset management (postMAM) for large scale use at edge, multi sites or in cloud.
Digital Experience	Open Digital Experience Platform (DXP)	Acquia announced major updates to the Acquia Open Digital Experience Platform (DXP) including support for the employee experience, a new China hosting service and a newly integrated user interface for Marketing Cloud.
Email Platforms	Klaviyo	Klaviyo announced a variety of new features that enable brands to take more control of their customer data and use that information to provide better consumer experiences, including a Price Drop Trigger, Multi-Step Forms, SMS A/B Testing, and a Reports Library.
Email Security & Deliverability	Front	Front released three major product updates to its customer communication hub that make it easier for organizations to deliver exceptional experiences to as many customers as possible including, critical insights into customer relationships from the inbox, no-code workflows leveraging customer data, and new capabilities to measure the quality of service each customer receives.
Enterprise Data Management	Varada	Varada extended its analytics platform to include the ability to rapidly add and remove nodes and clusters as workloads scale up and down.
Enterprise Data Management	ALTR	ALTR announced new updates to its platform to make it more accessible, including new automated data usage visualizations, the launch of a free plan with unlimited consumption intelligence and full-featured data governance, and easy access to ALTR's platform through integration into Snowflake's Partner Connect portal.
Events & Trade Shows: Live and Virtual	nunify	Nunify expanded its virtual event management platform with hybrid event and event app capabilities that powers a seamless event experience throughout the event cycle to drive audience engagement, and flawlessly integrates live and virtual participants, to deliver an omnichannel view for attendees and organizers.
Events & Trade Shows: Live and Virtual	BlueJeans Events	BlueJeans by Verizon announced new features and partner integrations to BlueJeans Events, including HTML Embed Enhancements, Event Customizations, Presenter Support, MootUp Integration, and Zapier Integration, all designed to help bolster the virtual event experience.
Events & Trade Shows: Live and Virtual	Certain Touchpoint	Certain announced the launch of Touchpoint Stream, a new intuitive solution as part of their Touchpoint event app, that allows event professionals and marketers to deliver truly interactive experiences for virtual and hybrid event attendees.
Human Resources	Quickframe	QuickFrame is rolling out new video production workflow features to enable a more user friendly, functional and efficient space for their independent video creators to work with clients, including more robust account profiles, more detailed production briefs, collaboration tools, and a new feedback system.
Integrated Marketing Agencies	WebFindYou	WebFindYou rolled out its newest feature, an enhanced Social Media Manager that is complete with auto-posting, scheduling and conversion tracking capabilities across popular social networks.
Integrations	SnapLogic Intelligent Integration Platform	SnapLogic announced new capabilities to their Intelligent Integration Platform including SnapLogic Flows that enable users to develop application integrations and automate data flows in a self-service manner without the use of code, as well as new API lifecycle management updates and an enhanced API developer portal, a new 'zero downtime upgrade' to minimize any disruption for customers during release updates, and extended ELT support for Databricks' Delta Lake.
Integrations	Appian Low-Code Automation Platform	Appian announced the latest version of the Appian Low-Code Automation Platform that makes it faster and more efficient to build enterprise applications through major enhancements in low-code data, complete automation functionality, user interface (UI) creation, and application deployment.
Market Research	SurveyOL	SurveyOL introduced a number of major improvements to its survey creation platform including SMS texting capabilities, and secure surveys with predefined or custom privacy statements.
Marketing Automation	FMG Suite	FMG Suite announced the official launch of the FMG Suite mobile app for iOS and Android devices allowing financial professionals to easily discover and share timely, relevant content from the FMG Suite Content Library with their prospects and clients from anywhere via their mobile phone.

VENDOR ACTIVITY

DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Marketing Operations	Plan & Spend	Aprimo announced the addition of Content Return on Effort (ROE) to its SaaS content operations platform, showcasing how assets perform across campaigns, in the context of the effort—time, budget, and resources—that went into creating and distributing it.
Mobile Marketing	Beaconstac	MobStac announced the launch of expanded security features to help protect consumers scanning QR codes against mobile security threats.
Photography	Depositphotos	Depositphotos released a new online AI-powered tool that helps users quickly double-size images, as well as enlarge an unlimited number of files.
Podcasting	Riverside.FM	Riverside.fm, the remote video and podcast creation platform has upgraded its platform with automated editing tools, video transcription tools, high-quality screen sharing and recording, and the launch of their new iPhone app that makes it easy for guests to join the studio anytime and anywhere.
Podcasting	Boomcaster	Boomcaster, a recently launched podcasting and vodcasting platform, updated their platform to provide studio-quality recordings and the ability to livestream to YouTube and Facebook.
Productivity & Workflow	Avaza	Avaza announced the addition of its team chat and collaboration tool Avaza Chat to its project management platform, and is designed to help distributed teams collaborate faster and more effectively than with traditional enterprise chat apps.
Productivity & Workflow	Engageware	TimeTrade SilverCloud rebranded as Engageware, a customer engagement solution provider dedicated to helping organizations better engage customers by providing self-service options, connecting the right resources at the right time when scheduled expertise is needed, and equipping employees with immediate access to the information required to quickly and consistently answer questions and respond to inquiries.
Productivity & Workflow	Vyopta	Vyopta announced new search functionality for their Collaboration Performance Management (CPM) suite that provides a simpler user interface to allow IT and MSP help desk teams to quickly and independently detect, investigate, and remediate issues.
Productivity & Workflow	Mural	MURAL has launched a new MURAL Free plan so teams everywhere can collaborate visually without any time limits and offers them a chance to turn traditional, nonproductive meetings into engaging, inclusive opportunities for ideation and co-creation.
Productivity & Workflow	ON24 Webcast Elite	ON24 introduced Hybrid Mode in ON24 Webcast Elite where organizations can bring all the benefits of digital engagement to their physical events and deliver an integrated, simultaneous, shared experience to in-person and virtual audiences anywhere in the world – all in a single digital engagement platform.
Productivity & Workflow	Trello	Trello introduced no-code automation features to their work management platform including a Quick action remediation that lets users write automation rules in-line, and Shareable automation commands that allow users to add automation commands to other boards.
Productivity & Workflow	Google Workspace	Google announced a series of updates across Workspace, including enhanced search, Meet calling, and live-translated captions in Meet, as well as new all-in-one video conferencing devices for Meet from Logitech and Avocor.
Productivity & Workflow	FileCloud	FileCloud introduced version 21.2 of their content services platform which includes a new no-code workflow automation feature that enables end-users to automate document processes to help drive organizational efficiencies.
Public Relations	Muck Rack	Muck Rack announced the launch of their expanded database of print content, which enables PR teams to view, monitor, share and analyze earned media published in print.
Retail: Brick & Mortar	SproutLoud	SproutLoud announced Localized Video Marketing, a new capability that makes highly customized video marketing fast, easy, and scalable for brands and their SMB resellers in local markets.
Retail: eCommerce	Creator	Creator by Zmags announced the launch of new technology that enables marketers to go from design concept to live interactive digital experience more easily than ever before.
Retail: eCommerce	Feedvisor360	Feedvisor embarks on a new era of empowering eCommerce growth with the launch of Feedvisor360, for continuous holistic optimization of all aspects of Amazon business, such as advertising, pricing, and inventory.
SMS Marketing	SlickText	SlickText launched a new Workflow solution that automates sequences that can be used by brands in providing a unique and highly personalized texting experience with consumers based on behavior and enables marketers to implement complex, intent-driven conversational sequences.
Social Media Management	Marketing 360® Social app	Marketing 360® announced updates to their Marketing 360® Social app, with new features that will allow business owners and social media managers to effortlessly schedule social posts with features like real-time post preview for each platform, and edit posts in real-time.
Social Media Management	Planable	Planable launched special image editing features to help marketing teams plan and collaborate on their brands' posts and images, grids, and carousels all within one platform.

VENDOR ACTIVITY

DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Social Media Monitoring	Neontools	Neon Marketing Technology launched a new version of Neontools, their free 8-in-1 online marketing toolbox to now include a domain customization feature, in addition to their hashtag analyzer, reach calculator, social auditing tool and QR code generator.
Social Media Monitoring	ListenFirst	ListenFirst launched the advanced user experience for the solution's user interface, including Configurable Dashboards which provide users with the ability to save analysis tiles to a shareable, configurable view. Additionally, ListenFirst launched LinkedIn analytics, which offers owned analytics around a brand's LinkedIn account for key metrics, including New Followers and Responses.
Text Tools and Services	Maestra	Maestra released new features to help content creators automatically caption, subtitle, and translate their videos into over 50 languages almost instantly.
Text Tools and Services	Otter	Otter.ai expanded its Chrome Extension to make it easier to add meeting notes directly to any Google Calendar invite with just a click of the "Add Otter Meeting Notes" button, and works with all of the major video meeting platforms.
Training	Thinkific	Thinkific initiated the rollout of Thinkific Payments, a new embedded payment processing service within their online education platform that lends itself to being a powerful tool to help course creators increase sales and scale their impact.
Video Creation Tools	UniConverter	Wondershare announced the Wondershare UniConverter 13.0, bringing a new UI that makes it more friendly, improves GPU acceleration to enhance conversion speed 200%, and compresses videos with better quality, as well as new advanced video editing tools including Smart Trimmer and Automatic Subtitles.
Video Creation Tools	FlexClip	PearlMountain announced the release of FlexClip V2.7, the newest version of its online video creation platform that offers users thousands of text animations and overlays with different themes, styles, and colors, intro and outro templates, and the ability to make adjustments at any time and control every aspect of their video from beginning to end.
Video Creation Tools	Hippo Video	Hippo Video launched Template Builder, their newest feature that helps sales reps speed up video creation, and personalization, and improves the sharing experience using in-built customizable templates.
Video Measurement	Wobot.ai	Wobot.ai, the AI-powered video analytics platform, announced a new simplified version of its product that is now equipped with 100s of pre-defined AI-powered checklists and tasks tracked through existing CCTV cameras, giving companies the ability to gain deeper, actionable and real-time insights into processes to improve process compliance.
Video Players and Distribution	vi	video intelligence (vi) launched a new SDK that enables creators to embed contextually matched video content and advertising in their mobile Apps.
Web and App Optimization	SiteSpect	SiteSpect added to its suite of world-class optimization and personalization solutions with their Enhanced Visual Editor that provides non-technical users with a number of powerful A/B testing and personalization capabilities, including a new color-picker, advanced hyperlinking, collaboration tools, and a heavily-expanded set of functionality for adding and changing page elements.
Web Development & Design	WalkMe	WalkMe announced enhanced capabilities available in the latest release of the WalkMe Digital Adoption Platform (DAP), including new enterprise-grade capabilities such as integration with Microsoft Teams and enhanced auditing & monitoring, as well as community-generated templates, and report builders.

M&A ACTIVITY

DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Advertising by Channel	Publica	Integral Ad Science announced it has acquired Publica, the connected TV advertising platform that will accelerate IAS's CTV strategy to help publishers better monetize their video programming across CTV devices.	Integral Ad Science
Advertising: Ad Creation	Spirable	Genius Sports announced that it has entered into a definitive agreement to acquire creative performance platform Spirable, and together will provide personalized cross-channel technology for data-driven and high-performing creative.	Genius Sports
Advertising: Ad Serving and Management	Flashtalking	Mediaocean announced that they have entered into a definitive agreement to acquire independent ad management platform Flashtalking, and combined will deliver comprehensive and future-forward solutions for omnichannel advertising, and will help brands succeed in a future dominated by converged media and anchored on cookieless identity resolution.	Mediaocean
Advertising: Ad Serving and Management	Datsine	Shutterstock has acquired three creative AI platforms, Pattern89, Datasine, and Shotzr after launching Shutterstock.AI, a newly formed subsidiary. Together these creative AI platforms will help customers globally solve the biggest creative challenges they have with discovering and selecting the right content that is relevant, and that resonates with audiences.	Shutterstock
Advertising: Buy & Sell	Smaato	Verve Group announced the acquisition of digital advertising company Smaato, adding a powerful mobile-first supply-side platform to Verve Group's full-stack suite of products, as well as providing brands and agencies with wider access to high-quality premium inventory.	Verve Group
Analytics: Business Intelligence	NodeGraph	Qlik announced the acquisition of NodeGraph, a customizable metadata management solution, to advance Qlik's vision of Active Intelligence, where technology and processes trigger immediate action from real-time, up-to-date and trusted data to accelerate business value across the entire data and analytics supply chain.	Qlik
Business Management	Kira Systems	Litera announced that it has agreed to acquire machine learning contract review and analysis software provider Kira Systems, to form a new cornerstone for its Transaction Management platform as it looks to transform the due diligence process.	Litera
Contact Center Systems & Administration	Five9	Zoom announced it has entered into a definitive agreement to acquire intelligent cloud contact center provider Five9, enabling organizations to reimagine the way they engage with their customers through the combination of Five9's Contact Center as a Service solution and Zoom's broad communications platform.	Zoom
Contact Center Systems & Administration	ResponseTap	Infinity announced that it has completed the acquisition of call intelligence provider ResponseTap, helping them to increase the impact of every phone call, add insight to conversations and reach more insightful conclusions.	Infinity
Conversational Marketing	Client Chat Live	Nexa announced the acquisition of Client Chat Live, a full-service live chat and text company, that will round out Nexa's people-powered business solutions with 24/7/365 live chat and text messaging solutions.	Nexa
Conversational Marketing	e-bot7	LivePerson announced the acquisition of conversational AI company e-bot7, propelling LivePerson's self-service capabilities and empowering brands of all sizes to quickly launch AI-powered messaging experiences.	LivePerson
Conversational Marketing	Heyday	Hootsuite announced the acquisition of Heyday, a conversational AI platform that enables brands to deliver personalized customer experiences through 1:1 messaging conversations, and will now allow brands to fully leverage conversational AI to create a better customer experience.	Hootsuite
Conversational Marketing	Kare Knowledgeware	Dialpad announced its acquisition of Kare Knowledgeware, a CX platform that will broaden the application of AI and NLP throughout the Dialpad platform to enable conversational AI and elevate both the customer and agent experience.	Dialpad
Customer Engagement	MessengerPeople	Sinch announced that it has entered into a definitive agreement to acquire MessengerPeople, the software-as-a-service platform for conversational messaging that will complement Sinch's API-based offering for larger enterprises and channel partners.	Sinch
Customer Experience and Success	Customerville	IFS announced it has acquired design-driven feedback technology provider Customerville, helping IFS customers increase engagement with their own customers, improve revenue and profitability, and drive product, service, and outcome innovation.	IFS
Customer Experience and Success	Reviewbox	Talkwalker announced that it has acquired all-in-one review management platform, Reviewbox. This will enable Talkwalker to rapidly expand its product review capability and integrate Reviewbox's e-commerce data, including product reviews, product catalogs, and pricing, into its consumer intelligence platform, providing additional customer insights for its clients.	Talkwalker
Customer Relationship Management (CRM)	Conversocial	Verint announced the acquisition of social customer service company Conversocial, to provide brands the ability to orchestrate customer journeys with a connected experience across their channels of choice.	Verint

M&A ACTIVITY

DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Customer Service & Support	Jacada	Uniphore announced it will acquire contact center automation software provider Jacada, and together with Uniphore's conversational AI and automation solutions, it will empower businesses to easily automate key interactions across self-service and agent-assisted customer engagements.	Uniphore
Customer Service & Support	NAVIS	Revinate announced it will acquire direct booking solutions provider NAVIS, and by combining Revinate's guest data platform with NAVIS' voice channel conversion platform, it will bring exceptional direct booking performance to the hospitality industry.	Revinate
Digital Asset Management (DAM)	Frame.io	Adobe announced it has entered into a definitive agreement to acquire cloud-based video collaboration platform Frame.io and together will deliver a collaboration platform that powers the video editing process.	Adobe
Digital Asset Management (DAM)/ Product Lifecycle Management (PLM)	Widen	Acquia announced that it has agreed to acquire Widen, a cloud-native maker of DAM and PIM software, and will enable marketers and website builders to create richer and more distinctive customer experiences using Acquia Open Digital Experience Platform (DXP).	Acquia
Email Personalization & Targeting	Concep	Litera announced that it has acquired Concep, a provider of B2B relationship marketing technology for law firms, corporations, and professional and financial services, bringing together the Concep marketing technology and integrated platform, with the business insight and intelligence of the Litera platform to empower law firms to improve client services and deliver on growth.	Litera
Email Platforms	Mailchimp	Intuit announced that it has agreed to acquire global customer engagement and marketing platform Mailchimp, and together will help small and mid-market business customers acquire, engage and retain their customers, run their businesses, optimize cash flow and remain compliant.	Intuit
Events & Trade Shows: Live and Virtual	EventRebels	Cadmium announced it has acquired events and registration software company EventRebels, enriching the Cadmium ecosystem enabling an all-in-one solution from pre-event activities such as registration to event production and post-event continual learning.	Cadmium
Events & Trade Shows: Live and Virtual	Eventtus	Bevy announced the acquisition of event management software company Eventtus, giving customers the most comprehensive, end-to-end event management solution to manage and scale their virtual, hybrid, and in-person event programs including a mobile in-person conference app, and several other engagement tools.	Bevy
Events & Trade Shows: Live and Virtual	Hubb	Intrado announced that it has acquired hybrid event management technology company Hubb, providing a comprehensive end-to-end solution for in-person, virtual, and hybrid events to thousands of clients around the world.	Intrado
Identity Resolution & Registration	Neustar	TransUnion has agreed to acquire identity resolution company Neustar which will expand TransUnion's powerful digital identity capabilities through the addition of Neustar's distinctive data and analytics, enabling consumers and businesses to transact online with greater confidence.	TransUnion
Influencer & Advocacy	Tribe Dynamics	CreatorIQ announced the acquisition of influencer marketing analytics platform Tribe Dynamics, providing an end-to-end solution for marketers to find, activate, manage and measure their creator relationships.	CreatorIQ
Integrations	HVR	Fivetran announced it has entered into a definitive agreement to acquire enterprise data replication technology provider HVR, allowing Fivetran to provide breakthrough database replication performance along with enterprise-grade security to address the massive market for modernizing analytics for operational data associated with ERP systems, Oracle databases, and more.	Fivetran
Intelligent Agents	Algorithmia	DataRobot has acquired MLOps vendor Algorithmia, bringing together Algorithmia's model-serving and enterprise-grade security and governance capabilities with DataRobot's suite of model monitoring and management tools that will give enterprise customers an operational platform to run any machine learning model.	DataRobot
List Development & Management	Exact Data	Data Axle announced that it has acquired multi-channel direct marketing solutions provider Exact Data, and will be integrated into Data Axle's USA division, and will now offer a comprehensive set of data-driven marketing solutions for the SMB market from the ease and accessibility of Exact Data's online platform to Data Axle USA's powerful suite of products and services.	Data Axle
List Development & Management	RingLead	ZoomInfo announced it has acquired data orchestration and revenue operations automation company RingLead, and together will enable companies to streamline and execute data-driven go-to-market motions at scale based on high-quality, actionable data.	ZoomInfo
List Development & Management	360Science	Syniti has acquired 360Science, a data quality company specializing in matching, deduping, unifying, linking and verifying contact and business data, and will strengthen Syniti's expertise in helping customers tackle the complex issues surrounding data.	Syniti
Market Research	inBrain.ai	Dynata announced the acquisition of inBrain.ai, a people-based insights and survey platform that furthers Dynata's mission of investing in user experience to collect the highest quality data from real, unique and engaged consumers, helping to uncover the actionable insights that enable effective decision-making.	Dynata
Personalization	Kitewheel	CSG® announced the acquisition of customer journey orchestration and analytics provider Kitewheel, enhancing CSG's ability to deliver greater value to new customers around the world and turbo-charge the global expansion of their customer engagement business.	CSG

M&A ACTIVITY

DOES 1 + 1 = 3?

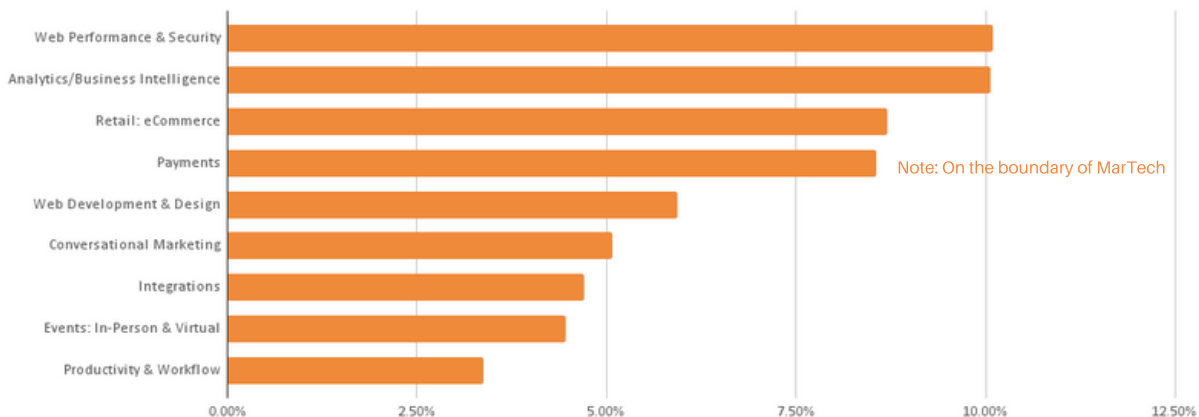
Category	Company	Description	Acquired by
Personalization	Moxie	NICE announced the acquisition of GoMoxie, an innovator of advanced digital assistance tools that will help NICE take experiences beyond the contact center and into smart conversational self-service, allowing organizations to meet customers on their preferred digital channels, understand their digital needs events, deliver the most relevant branded search content, proactively reach out with conversational AI, and lead them through a seamless and effortless omnichannel service journey.	NICE
Photography	Shotzr	Shutterstock has acquired three creative AI platforms, Pattern89, Datasine, and Shotzr after launching Shutterstock.AI, a newly formed subsidiary. Together these creative AI platforms will help customers globally solve the biggest creative challenges they have with discovering and selecting the right content that is relevant, and that resonates with audiences.	Shutterstock
Photography	PicMonkey	Shutterstock announced the acquisition of online graphic design and image editing platform PicMonkey and will further empower Shutterstock's customers, regardless of their skill level or expertise, to create beautiful, best-in-class content with efficiency and ease in just a few clicks.	Shutterstock
Productivity & Workflow	Slack	Salesforce announced it has completed its acquisition of Slack, and together will deliver the Slack-first Customer 360 that gives companies a single source of truth for their business, and a single platform for connecting employees, customers, and partners with each other and the apps they use every day, all within their existing workflows.	Salesforce
Retail Marketing	Connexity	Taboola announced the acquisition of Connexity, a marketing technology company that operates a retail- and e-commerce-focused advertising network, to expand Taboola's reach further into e-commerce.	Taboola
Retail Marketing	Reflektion	Sitecore announced the acquisition of Reflektion, an AI-powered digital search platform that understands and predicts patterns, context, and needs in order to convert shoppers into buyers, and together will enable Sitecore to engage, educate, and empower shoppers to make purchase decisions faster – increasing buyer confidence, long-term revenue, and overall customer satisfaction and loyalty.	Sitecore
Social Media Marketing	Pattern89	Shutterstock has acquired three creative AI platforms, Pattern89, Datasine, and Shotzr after launching Shutterstock.AI, a newly formed subsidiary. Together these creative AI platforms will help customers globally solve the biggest creative challenges they have with discovering and selecting the right content that is relevant, and that resonates with audiences.	Shutterstock
Social Media Marketing	Loomly	Traject has acquired brand success platform Loomly, expanding the depth of Traject's offerings to meet the demands for flexible, scalable and innovative marketing tools across agencies, enterprises and influencers.	Traject
Text Tools and Services	Chorus	ZoomInfo announced it has agreed to acquire conversation intelligence company Chorus.ai, which will allow customers to make excellent, data-driven decisions through their sales funnel, combining ZoomInfo's historic top-of-the-funnel strength with insights driven from the middle of the funnel in the customer conversations that Chorus captures.	ZoomInfo
Text Tools and Services	Clarabridge	Qualtrics announced the acquisition of omnichannel conversational analytics provider Clarabridge, to create a CX software suite that will enable users to tune into, analyze and act on everything customers and employees are saying, wherever they're saying it.	Qualtrics
Text Tools and Services	Lexalytics	InMoment announced it has completed the acquisition of structured and unstructured data analytics provider Lexalytics®, bolstering InMoment's set of customer experience management (CXM) solutions by adding robust NLP, and ML to their XI Platform.	InMoment
Training	Lessonly	Seismic acquired sales training, coaching, and enablement solutions developer Lessonly, and now provides a seamless experience where sellers can quickly and easily access sales and marketing content alongside learning programs, practice scenarios, and coaching plans in one central location.	Seismic
Video Creation Tools	Clipchamp	Microsoft announced the acquisition of in-browser video creation platform Clipchamp that will empower creators to create, edit and build high quality videos of their choice to suit different personal or professional needs.	Microsoft
Virtual and Augmented Reality	ARway	Nextech AR announced it has signed a definitive agreement to acquire spatial computing company ARway, providing Nextech with a spatial mapping platform that is critical to building the Metaverse, and will enable people to experience the multiverse as it increasingly becomes a normal part of everyday life.	Nextech AR
Web and App Optimization	Convertize	Glassbox announced its acquisition of A/B testing software company Convertize, advancing Glassbox's mission to enable businesses to deliver frictionless digital journeys.	Glassbox
Web and App Optimization	MAZ Systems	Zype announced it has acquired MAZ Systems, an OTT app publishing platform for connected TV and mobile devices, to help enterprise video publishers create streaming experiences for the billions of people who watch streaming video every day.	Zype
Web Performance & Security	Tugboat Logic	OneTrust announced it signed a definitive agreement to acquire Tugboat Logic, a technology platform that simplifies and automates information security assurance and audit readiness for dozens of security frameworks.	OneTrust

LOOKING AHEAD

WHERE INVESTMENT IS HAPPENING (Q3 2021)

Q3 brought in about the same amount of funding as Q2 for MarTech and MarTech-related companies. We identified a total of **\$12.3B** in investment this quarter.

Funding was spread across **50 categories** with no category representing more than 10.1% of the total.



80% of funding went to **49 companies** whom each raised **\$100M** or more.

Top raises:

		Millions
Integrations	Fivetran	\$565
Retail: eCommerce	Mirakl	\$555
Conversational Marketing	Discord	\$500
Events: In-Person & Virtual	Hopin	\$450
Analytics: Business Intelligence	Dataiku	\$400
Analytics: Business Intelligence	DataRobot	\$300
Payments	Rapyd	\$300
Payments	SpotOn	\$300
Web Performance & Security	Cybereason	\$275
Web Performance & Security	BitSight	\$250
Payments	Melio	\$250

LOOKING AHEAD

WHERE INVESTMENT IS HAPPENING (Q3 2021)

	<u>Millions</u>
Customer Relationship Management (CRM) Systems	Gupshup \$240
Contact Center Systems & Administration	Talkdesk \$230
Web Development & Design	Postman \$225
Customer Relationship Management (CRM) Systems	Odoo \$215
Contact Center Systems & Administration	Nextiva \$200
Payments	Nium \$200
Training	Go1 \$200
Content Management System (CMS)	Contentful \$175
Sales Enablement	Seismic \$170
Identity Resolution & Registration	JumpCloud \$159
Analytics/Business Intelligence	Quantexa \$153
Channel & Partner Marketing	Impact \$150
Identity Resolution & Registration	Persona \$150
Intelligent Agents	MOLOCO \$150
Market Research	Atheneum \$150
Search Engine Marketing (SEM)	Algolia \$150
Web Development & Design	Pendo \$150
Web Performance & Security	Arctic Wolf \$150
Content Management System (CMS)	Copado \$140
Retail: eCommerce	Commercetools \$140
Content Creation: Design & Illustration	Picsart \$130
Productivity & Workflow	SkyKick \$130
Video Creation Tools/ Photography	Lightricks \$130
Web Development & Design	Apollo \$130
Retail Marketing	Bluecore \$125
Analytics: Business Intelligence	Adverity \$120
Web Performance & Security	ID.me \$120
Web Performance & Security	LogicGate \$113
Customer Service & Support	Dixa \$105
Web Analytics	FullStory \$103
Customer Data Platform (CDP)	Amperity \$100
Direct Mail Platforms	Sendoso \$100
Mobile Marketing	Bubble \$100
Retail: eCommerce	Fabric \$100
Training	MindTickle \$100
Web Development & Design	Pantheon \$100
Web Performance & Security	Virsec \$100
Web Performance & Security	1Password \$100

OCTOBER
2021



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

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

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

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