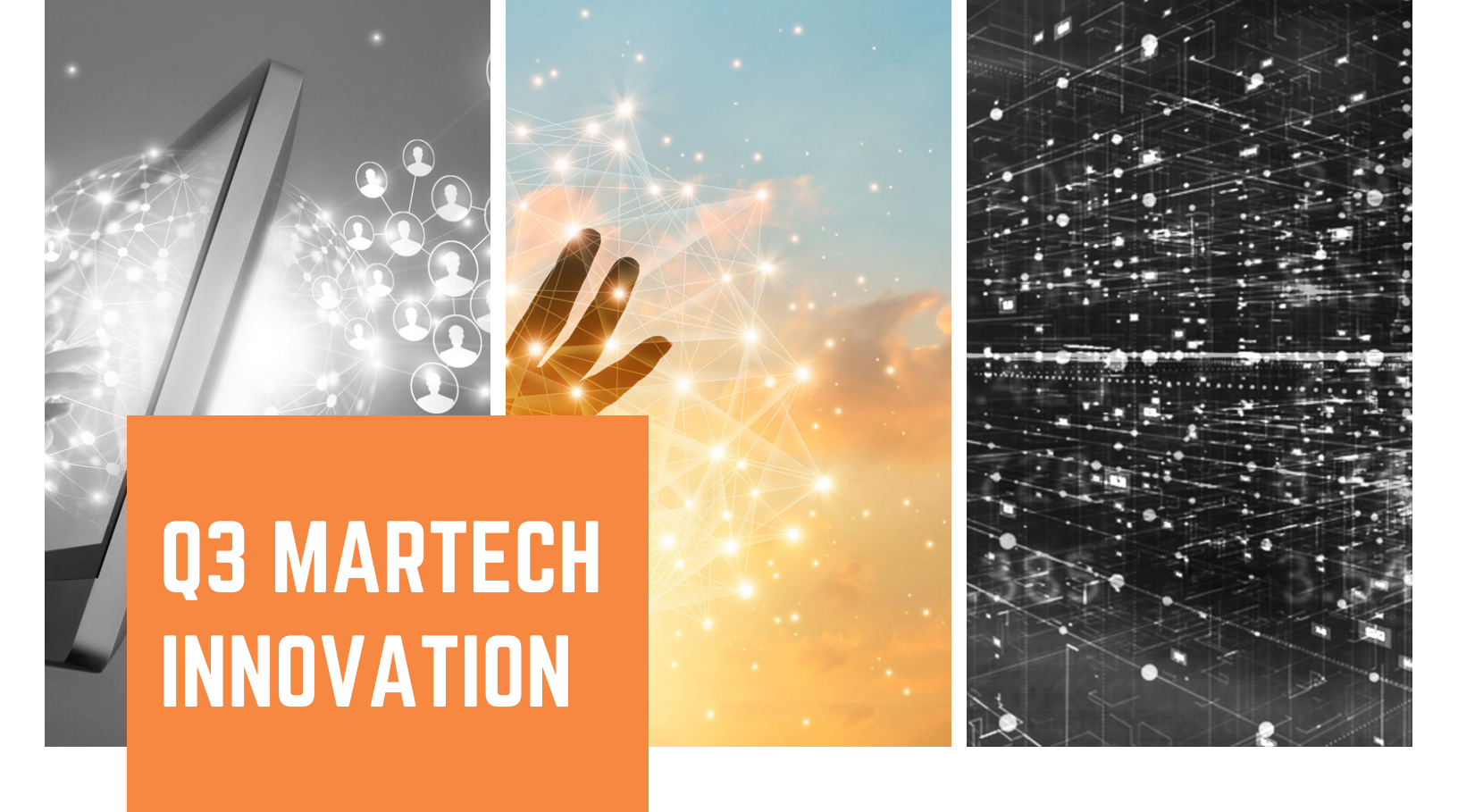


OCTOBER  
2022

# Q3 2022 MARTECH INNOVATION



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



# Q3 MARTECH INNOVATION

92

NEW PRODUCTS

In comparison to last quarter, new product announcements were down 35%, and feature announcements were down 7%.

98

FEATURE  
ANNOUNCEMENTS

Acquisitions were down roughly 19% with 64 acquisitions across 37 categories in Q3.

64

ACQUISITIONS

Investment in MarTech companies this quarter was \$5.9B, down 25% over the last quarter. See more details on where investments were made on page 30.

\$5.9B

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](mailto:eross@cabinetm.com).

Allyson Delaney  
*CabinetM Marketing*





### ADVERTISING BY CHANNEL

**Raydiant** launched RaydiantTV, an app that allows businesses to broadcast semi-live content to multiple television screens and personalize their own advertising space.

### ADVERTISING: AD SERVING & MANAGEMENT

**DISQO** launched Outcomes Lift, the cross-platform advertising campaign measurement solution that provides advertisers with increased visibility into the entire customer experience journey.

### ADVERTISING: BUY & SELL

**Vibrant Media** announced its sell-side solution that allows publishers to automate the process of adding and maintaining relevant key-values in the programmatic framework.

**Minute Media** launched a supply-side platform to provide a more efficient and direct connection between publishers and brands working within the programmatic advertising ecosystem.

## Q3 2022 NEW PRODUCTS BY CATEGORY



**Criteo** launched Commerce Max, a self-service, all-in-one demand-side platform empowering enterprise marketers to plan, buy and achieve measurable sales results across the largest commerce ecosystem and enabling retailers to scale their media program.

### ANALYTICS: BEHAVIORAL

**Kalibrate** launched Competitive Insights, a mobility-based analytics solution that enables retailers to see a real-time view of consumer's foot traffic patterns at a given location.

**Iterable** announced its AI Optimization Suite, allowing brands to deliver outcome-based marketing strategies that drive stronger, individualized customer experiences.

**Zeenk** released Contribution Profit Analytics, an e-commerce analytics solution that seamlessly integrates all necessary data from a customer's sales channels and marketing channels into the Zeenk platform.



### ANALYTICS: BUSINESS INTELLIGENCE

**Diwo** announced the Diwo Decision Intelligence (DI) Platform, delivering an innovative analytics experience designed to accelerate the path from data to decisions by providing business users with AI-powered, actionable recommendations in minutes rather than days.



## Q3 2022 NEW PRODUCTS BY CATEGORY



**Omni** announced its public launch as a Business Intelligence platform that combines the consistency of a shared data model with the freedom of SQL.

**integrate.ai** announced its privacy-preserving machine learning and analytics platform that leverages federated learning and differential privacy technologies to unlock a range of machine learning and analytics capabilities on data.

**Forethought** launched Discover, the complete platform to transform your entire customer service lifecycle, from resolving common cases instantly to tagging and routing tickets and assisting agents with relevant knowledge.

**Alteryx** announced Alteryx Server-FIPS, a version of its Server offering that is aligned with the FIPS for data security and computer systems for scheduling, sharing, and running apps and models created in Alteryx Designer-FIPS for others in the organization to leverage.

**Alation** launched Alation Cloud Service for Snowflake designed for departments and organizations of all sizes to start cataloging data on Snowflake's platform.

**White Shark Media** launched AdClicks, a reporting software for marketing agencies and freelancers.

## AUDIENCE SEGMENTATION, INTENT & TARGETING

**LiftEngine** released LaunchPad A.S.A.P., an Audience Segmentation & Activation Platform that provides marketers with automated customer data management and unlimited access to hundreds of data elements for advanced customer segmentation and campaign activation.

## Q3 2022 NEW PRODUCTS BY CATEGORY



### BUSINESS PROCESS AUTOMATION BY INDUSTRY

**8×8** announced 8×8 Connect Automation Builder, a no-code multiple-channel communications management solution that offers a visual, effortless way to build communication workflows that enhance productivity, flexibility, and efficiency, regardless of coding expertise.

### CAMPAIGN MANAGEMENT

**Givsky** launched its Good Advertising solution that gives advertisers a competitive edge by breaking through in a cluttered landscape and driving real engagement.



### CONTACT CENTER SYSTEMS & ADMINISTRATION

**Nextiva** unveiled a communications and productivity workhub that enables individuals and teams to manage all conversations from a single place, boosting their productivity and customer engagement.

**S-NET Communications** launched S-NET Engage, a comprehensive, multi-flow contact center solution that helps companies deliver seamless, automated, and personalized customer experience journeys across channels including voice, SMS, email, web chat, fax, and Facebook.



## Q3 2022 NEW PRODUCTS BY CATEGORY



### CONTENT CREATION: WRITTEN CONTENT

**Writer** launched CoWrite, a GPT-powered AI writing tool that is trained based on a customer's own content.

### CONTENT MANAGEMENT SYSTEM (CMS)

**Sitecore** announced the Experience Manager (XM) Cloud, their cloud-native, modern CMS empowering brands to create, manage, and deliver relevant content at lightning-fast speeds.

**Lumavate** launched Lumavate Content, a Content Management System that makes it simple for organizations to manage and reuse various types of content across an unlimited number of digital experiences.



### CONTENT MARKETING: PRODUCTION & DISTRIBUTION

**Gracenote** launched the Gracenote ID Distribution System, a platform that enables creators to leverage Gracenote IDs to manage their content, streamline distribution and ensure their content brands are well represented and easily discoverable on major streaming services, connected TV devices and MVPDs.

## Q3 2022 NEW PRODUCTS BY CATEGORY



**Outbrain** released Keystone, a user journey and experience platform that offers a holistic view of performance, across all departments and all goals.

### CONVERSATIONAL MARKETING

**Yellow.ai** launched DynamicNLP™, enabling Dynamic AI agents to learn on the fly, helping enterprises to set up Conversational AI flows within minutes.

**Vonage** launched Vonage AI Studio, a low code/no code tool to design, create and deploy customer engagement solutions that operate in natural language using AI.



### CORPORATE SOCIAL RESPONSIBILITY

**Countable** launched its Enterprise ESG Portal, an all-in-one solution for managing, measuring and magnifying ESG strategy.

**Plus Media** launched the +Impact Hub, a proprietary SaaS platform enabling organizations to create, measure and optimize impact via audience engagement and analytics.

**o9 Solutions** launched a set of sustainability solutions embedded in its integrated business planning platform, helping improve the environmental and social impact of their global supply chains.



## Q3 2022 NEW PRODUCTS BY CATEGORY



**C3 AI** announced C3 AI ESG, an application that harnesses AI and ML to enable companies to monitor, report, and improve their ESG performance.

### CUSTOMER DATA PLATFORM (CDP)

**Cloudera** launched Cloudera Data Platform (CDP) One, an all-in-one data lakehouse SaaS offering that enables fast and easy self-service analytics and exploratory data science on any type of data.

**Ikue** launched its CDP designed and built specifically for marketing teams within telecoms operators.



### CUSTOMER ENGAGEMENT

**Synup** launched Messenger, a multi-location customer communication solution that allows customers to get a consolidated view to manage, and respond to multi-location messages at scale.

**Salesforce** unveiled Salesforce Genie, a real-time CRM that powers the entire Salesforce Customer 360 platform and allows companies to deliver seamless, highly personalized experiences across sales, service, marketing, and commerce.



# CUSTOMER JOURNEY/ LIFECYCLE MANAGEMENT

**Braze** announced Braze Canvas Flow, a next generation journey orchestration tool that is designed to allow brands to quickly build sophisticated customer experiences across their channel mix.

**LivePerson** launched Contact Center Conversation Mining, a revolutionary solution for tracking, measuring, and optimizing customer experiences, powered by the Celonis Execution Management System.

# DATA MIGRATION

**AVASOFT** released AVAMIGRATRON, the Next-Generation cloud-based Slack to Teams migration platform that comes with myriad features to support enterprises with a secure and seamless migration from Slack to Microsoft Teams.



# EMAIL PLATFORMS

**DirectIQ** launched an email marketing automation platform that enables businesses to launch effective email campaigns by automating the process and integrating the platform with numerous popular websites.





### ENTERPRISE DATA MANAGEMENT

**StarRocks** announced a cloud-native version of its SQL engine called the StarRocks Cloud, that simplifies the delivery of real-time analytics projects and reduces the time to business value for enterprises.

**Flow Security** launched their data security platform that discovers and protects both data at rest and in motion.

**Equifax** launched the TotalVerify data hub, a multi-faceted data and analytics hub that delivers fast results and offers differentiated data and unique datasets through verification, investigation, and monitoring solutions.



### EVENTS: IN-PERSON & VIRTUAL

**GTR** announced their all-in-one Event Management Platform that supports online registration, check-in and badge printing, lead retrieval, and attendance tracking.

**WorkOutLoud** launched WorkOutLoud Venue, an all-in-one, intuitive virtual event platform that provides extensive management capabilities for hosting events of all sizes.



### HUMAN RESOURCES

**Authenticx** introduced a quality management solution to strategically analyze contact center conversations and proactively surface areas of improvement and opportunity.

### IDENTITY RESOLUTION & REGISTRATION

**Persona** launched Dynamic Flow, the first risk response and verification engine that customizes the identity verification process in real time for each user and use case.



### INTELLIGENT AGENTS

**TIBCO** announced TIBCO ModelOps, a solution that helps customers simplify and scale cloud-based analytic model management, deployment, monitoring, and governance.

**Anyword** launched its free Social Media Post Generator that can help you create engaging, high-quality copy for specific use cases and social media platforms.

### LEAD GENERATION

**Verse** launched Verse Capture, a chatbot alternative that provides businesses with the ability to transform website traffic into real-time 2-way text conversations.





### LIST DEVELOPMENT & MANAGEMENT

**Lusha** launched Salesforce Data Enrichment, an automated enrichment solution enabling users to continuously enrich their Salesforce contact and company database's with fresh and relevant data.

### MARKET RESEARCH

**Forsta** launched its Digital Diaries mobile ethnography app, designed to obtain actionable, qualitative insights at scale.



### MOBILE MARKETING

**BILDIT** launched as a native mobile app development platform specifically designed for retail and brand eCommerce.

**Appcues** launched Appcues Mobile, a no-code solution that enables anyone to quickly build, publish, and experiment with on-brand mobile experiences that improve user activation and retention.

### PAYMENTS

**Kibo** announced Kibo Subscriptions Management, allowing retailers to provide their customers with convenient, ongoing, recurring subscriptions of frequently used products.

## Q3 2022 NEW PRODUCTS BY CATEGORY



**Attentive** launched a text-to-buy solution built with Shopify's Shop Pay payments tool, allowing customers to buy directly from within an SMS conversation.

### PHOTOGRAPHY

**Pixlr** introduced Photomash Studio, its professional one-click photo studio that is fully equipped with several editing necessities all in one app.

**Zenfolio** launched PhotoRefine.ai, an app that employs AI to vastly reduce the amount of time photographers typically spend grouping, rating and culling images after a photo session.



### PRODUCT DISCOVERY PLATFORMS

**Zesty.io** released the Marketplace, a portal for customers to integrate their favorite technologies with Zesty's headless CMS at the core.

### PRODUCTIVITY & WORKFLOW

**Mimo Monitors** launched their video conferencing software, Unify Meeting, that combines the top three video conferencing platforms into one user interface.



## Q3 2022 NEW PRODUCTS BY CATEGORY



**Hustle** launched its Conversational Video Platform, a comprehensive suite of solutions that leverages short-form video to personally connect brands to consumers, scale communication efforts and deepen trust.

### PUBLIC RELATIONS

**Graphika** announced Atlas, a subscription-based product that provides intelligence derived from the communities engaged with online conversations related to today's most pressing topics.



### RETAIL: ECOMMERCE

**Shoppable** released Instant Shop, a prebuilt, hosted shop that allows you to easily create an eCommerce storefront so that you don't have to redirect your fans to other websites to purchase.

**AdAdapted** announced add-to-cart, Shoppable Video Ads that allows brands to seamlessly tell their brand story, while increasing conversions and gathering critical customer insight through mobile browser, mid-article or stand-alone video.

**Koji** launched Video Shopping, an app that gives creators the ability to earn revenue by sharing links within their video content.

## Q3 2022 NEW PRODUCTS BY CATEGORY



**Bluehost** launched a commerce solution that make it simple for customers to launch their online stores, and makes using WordPress easier by bringing together YITH plugins and WooCommerce.

**Kliken** launched their AI-driven, purpose-built ad platform, Kliken Ads, providing store owners the opportunity to advertise on the Open Web, giving them reach beyond the walled gardens of Google and Facebook and enabling greater visibility at a lower cost.

## SEARCH ENGINE MARKETING (SEM)

**AdBeacon** launched its first party data tracking and ad optimization platform that enables online advertisers, especially Facebook marketers, to use their own data to accurately target advertisers in real time.

**Sinch** announced AskFrank, its AI-enabled intelligent question-answering search engine that uses AI to search content, adding value to chatbots as an extension by providing answers to questions that are not available in a chatbot's database by expanding its information access.



## SMS MARKETING

**Hustle** launched Broadcast, a texting solution in the Hustle platform that equips businesses and nonprofits with the power to communicate with thousands of people in just one click.





### SOCIAL MEDIA MANAGEMENT

**PLANOLY** launched Video Planner, a tool that simplifies taking video content from “idea to post,” thanks to its ability to plan and publish video content from one place.

### SOCIAL MEDIA MARKETING

**IZEA** announced IZEA Flex, a next-generation influencer marketing platform that introduces end-to-end tracking of social commerce, allowing marketers to easily measure the impact of individual influencers on e-commerce revenue at scale.

**LTK** announced the LTK Creator app, which allows creators to schedule posts, share directly to social media, analyze to optimize earnings, and create collections of multiple posts.

### SOCIAL MEDIA MONITORING

**Synthesio** announced Topic Modeling, an AI-powered discovery engine that automatically scans, categorizes, and visualizes hundreds of thousands of online conversations in only a few clicks using the power of machine learning.

**QuestionPro** launched CX Reputation, an all-in-one platform for reputation management that monitors and analyzes a company’s, brand’s or product’s public ratings and review sites, turning them into actionable insights.

## Q3 2022 NEW PRODUCTS BY CATEGORY



### SOCIAL MEDIA NETWORKS

**Leap** launched as a video chat conversation app that brings curious minds together to learn and share insights from experts and people who share their passions.

### VIDEO CREATION TOOLS

**VideoVerse** announced the beta release of illustro, a cloud-based intuitive video editing tool that empowers creators, professionals and beginners to bring their impactful stories to life.

**Pictory** launched an AI software tool that enables users to easily create and edit high-quality branded videos.

**Screencast-O-Matic** introduced Stories, an integrated video planning and creation tool that incorporates a storyboard and scripting in an easy-to-use, drag-and-drop video creation tool.

**D-ID** launched its proprietary Creative Reality™ Studio, a self-service video platform that enables users to easily bring photos to life and seamlessly generate high quality and customized presenter-led content from a single image.

**Nextech AR** launched Toggle3D, an AI powered SaaS platform that enables the creation, design, configuration and deployment of 3D models at scale.

**Dopple** announced the Dopple platform, built to deliver best in class 3D configuration and AR experiences for leading eCommerce brands without the heavy lifting required from developers in more traditional 3D/AR applications.



## Q3 2022 NEW PRODUCTS BY CATEGORY



### VIDEO MANAGEMENT

**CommentSold** launched Videeo, a live video commerce technology solution that gives enterprises the ability to deliver engaging, branded live video commerce experiences by easily integrating live selling into an online retailers' existing e-commerce stack.

### VIRTUAL & AUGMENTED REALITY

**Displai** launched an AR platform that transforms regular product packaging into interactive digitally enabled packaging, opening the doors for brands to engage consumers via their products.

### WEB DEVELOPMENT & DESIGN

**Wishpond** announced their Website Builder product that is equipped and integrated with all of the marketing tools needed to grow a business and increase online sales.

**Designmodo** released Siter.io, a no-code website builder that allows users to design directly in the browser.



# WEB PERFORMANCE & SECURITY

**Perception Point** released Perception Point Advanced Browser Security, a web security solution which adds enterprise-grade security to native Chrome and Edge browsers.

**Seraphic Security** announced a browser security solution for enterprises that works across any browser and any device.

**Mimecast** announced Mimecast X1, the cybersecurity platform engineered to leverage a rich source of intelligence to learn about people and how they collaborate.

**Ntrinsec** launched a key security automation platform that eliminates security risks around encryption key reuse and poor key management.

**PlainID** released its “Authorization-as-a-Service,” SaaS-enabled Authorization Platform that simplifies management with its Policy-Based Access Control (PBAC) framework which allows you to create, manage and enforce the full policy lifecycle in a user-friendly way.

**ReasonLabs** launched Online Browser Security, a web extension that provides real-time, 24/7 protection against malicious URLs, phishing, harmful extensions, suspicious downloads, intrusive cookies and trackers, unauthorized notifications, and pop-ups.

**TransUnion** launched TruValidate Device Risk, developed to help businesses stop fraud based on device recognition, context, device and user behavior.



# VENDOR ACTIVITY

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

Category	Product	Description
Account-Based Marketing	Metadata.io	Metadata.io announced the release of Display and Google Ads being run through its AI-powered marketing campaign platform, giving customers more control over campaign ad spend for better targeting.
Advertising by Channel	Publica	Publica released Platform Connect, a new feature that will enable existing streaming publishers on the Publica platform to extend their audiences within a transparent and controlled ecosystem of trusted connected TV (CTV) publishers.
Advertising: Ad Serving & Management	Nova	Polar changed its name to Nova and also launched CTV and other new video formats to now be able to convert any video on social media into a VAST-enabled ad to run online or on CTV.
Affiliate & Network Marketing	ZINFI	ZINFI launched a complete set of affiliate marketing management (AMM) solutions as a part of its UCM platform that will allow companies to promote their brands and drive referral and lead generation for their products and services via a globally distributed affiliate network.
Analytics: Behavioral	Quotient Analytics	Quotient announced its digital out-of-home (DOOH) multi-touch media measurement capabilities within the Quotient Analytics Platform.
Analytics: Behavioral	Qualtrics XM/OS platform	Qualtrics announced Video Feedback, a new way for organizations to collect qualitative feedback on the Qualtrics XM Platform where they can analyze both words and emotions, and use that data to make business decisions quickly and with confidence.
Analytics: Behavioral	Zeenk	Zeenk announced the launch of its new TikTok reporting and analytics capabilities that allows brands to now instantly access their TikTok campaign reports in the Zeenk dashboard and centralized along with their other sales and marketing channels.
Analytics: Business Intelligence	Contify	Contify introduced a new "Global Newsfeed" feature in its platform that allows users to access all of the content aggregated by Contify using its proprietary crawling infrastructure, from over 500,000 sources.
Analytics: Business Intelligence	Analytics Plus	ManageEngine announced that its IT analytics product, Analytics Plus, is now available as a SaaS offering, enabling users to set up a fully functional, integrated analytics platform in under 60 seconds.
Analytics: Business Intelligence	LogRocket	LogRocket announced a new feature called Galileo, a machine learning-based solution to automatically surface and prioritize the most impactful issues affecting digital user experience.
Audience Segmentation, Intent & Targeting	Content Indication Platform	Contentgine launched new AI and ML capabilities for its Content Indication Platform to uncover greater content consumption insights more readily for B2B marketers.
Business Management	Appspace	Appspace announced the completion of its business integration of intranet software leader, Beezy, adding intranet capabilities to their workforce experience platform.
Competitive Intelligence (CI)	Adthema	Adthema announced the launch of its innovative Brand Activator automation tool that automatically pauses bidding on search terms when a brand is winning organically and when no other competitors are bidding.
Contact Center Systems & Administration	NICE inContact CXone	NICE announced new capabilities to CXone that enrich digital experiences, simplify integration with customer environments and grow openness with mobile SDKs and integration options.
Contact Center Systems & Administration	RingCentral Contact Center	RingCentral announced several innovations across both its business cloud phone system and its unified business communications platform that help customers automate menial tasks, reduce app switching, and create custom workflows to solve unique business needs.
Contact Center Systems & Administration	InstaCC	Tata Communications enhanced its InstaCC platform with digital features to transform customer engagement of enterprises, stitching a secure, connected digital fabric that allows global enterprises and end users to connect across varied channels.
Contact Center Systems & Administration	GoTo Contact Center	GoTo announced a new Co-browse feature within GoTo Contact Center that gives agents the ability to collaboratively and securely assist their customers within their web browser so agents are more efficient.
Content Creation: Design & Illustration	Visme	Visme announced their latest feature, Dynamic Fields, allowing users to autofill data into their Visme projects, ensuring ease of use and accuracy in presentations, proposals, reports, and other docs.

# VENDOR ACTIVITY

## ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

Category	Product	Description
Content Creation: Design & Illustration	Marq	Marq, previously known as Lucidpress, launched its new brand along with notable updates to its platform that make delivering relevant content even easier.
Content Creation: Design & Illustration	Visme	Visme launched its latest capability, wireframes, that allows users to be able to design a variety of fully customizable wireframes, including low-fidelity, annotated, and user flow, right from their Visme editor dashboard.
Content Creation: Written Content	Persado	Persado announced the release of Personal Narratives within their personalized messaging capability, that will provide users with the ability to deliver stories and images that work best for a specific segment of customers.
Content Management System (CMS)	Hygraph	GraphCMS rebranded itself as Hygraph and launched their new Federated Content Platform that offers a suite of features to cut out tedious middleware development, and effortlessly join siloed data from diverse sources into a single API.
Content Management System (CMS)	dotCMS	dotCMS announced that enterprise cloud SPA hosting feature will be made available as part of its standard dotCMS Cloud offering.
Content Management System (CMS)	Storyblok	Storyblok announced the newest version of their CMS that includes a fresh user interface complete with an all new design experience, collaboration tools, and an enhanced digital asset manager designed to improve content workflows.
Content Marketing: Curation & Discovery	Pixlee TurnTo	Pixlee TurnTo announced new Instagram Reels functionality that enables brands to collect, curate and publish user-generated Instagram Reels within the Pixlee TurnTo Social UGC platform.
Content Marketing: Performance & Tracking	Anyword Language Optimization Platform	Anyword announced its Website Targeted Messaging feature, which analyzes the assets on a user's landing page to optimize copy, generate new copy and maximize conversions.
Conversational Marketing	Cyara Botium	Cyara unveiled innovative new chatbot testing features to its newest offering, Cyara Botium, developed after the recent acquisition of Botium, the one-stop solution for comprehensive, automated chatbot testing and assurance.
Conversational Marketing	Botco.ai	Botco.ai launched Instachat Builder, an addition to their conversational marketing platform that helps to accelerate AI chat deployment by allowing Botco.ai customers to directly train Botco.ai's chatbot on any type of text information.
Customer Data Platform (CDP)	Lytics Platform	Lytics announced the launch of Lytics Private Instance and Lytics Private Cloud on Google Cloud, two new capabilities that help enterprises centralize and harness data from a myriad of sources to help improve the customer experience.
Customer Engagement	Sailthru	Sailthru announced updates to its cross-channel relationship management product, Lifecycle Optimizer, including enhanced scheduling, and SMS and mobile app messaging capabilities.
Customer Engagement	Helpmonks	Helpmonks announced the latest iteration of its flagship product that combines shared inbox, live chat, CRM, and Email Marketing, making work easier and faster.
Digital Asset Management (DAM)	Razuna	Helpmonks announced the relaunch of Razuna, its Digital Asset Management tool, with various new features and improvements.
Digital Asset Management (DAM)	Acquia Digital Asset Manager	Acquia announced new Channel Portal capabilities for Acquia DAM, that allows businesses to easily create and share branded, secure, and up-to-date digital product catalogs with individual partners to accelerate sales and ensure products are accurately represented in the market.
Direct Mail Platforms	Loop & Tie	Loop & Tie announced the introduction of their Teams offering, a new feature designed to enable gifting throughout the entire customer lifecycle.
Direct Mail Platforms	Sendoso	Sendoso announced a new suite of features to its sending management platform, that allows users in just a few clicks to create cohesive branded themes and tailored messages to incorporate within their sends.
Email Creation	MailerLite	MailerLite launched a new mobile app that combines their email marketing platform and website builder tools into one.
Email Platforms	Campaigns by Pipedrive	Pipedrive launched its new beta workflow automation feature in Campaigns by Pipedrive, designed to help customers simplify marketing campaign management and bring their sales and marketing teams onto one platform.
Email Security & Deliverability	RevBits Email Security	RevBits launched RevBits Secure Email Gateway, adding an additional layer to its existing, client-side email security, and giving customers the capability to defend against sophisticated malicious emails from the point of email reception, down to the user inbox.



# VENDOR ACTIVITY

## DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Enterprise Data Management	Atlan	Atlan launched a new version of its product including a complete redesign and a slate of new features around active metadata.
Enterprise Data Management	Syncari	Syncari announced a new Syncari Insights feature that provides insight into every customer interaction, and a Syncari CSV Import capability that allows CSV file sync and management according to predefined pipeline logic.
Enterprise Data Management	InfoSum Platform Sigma	InfoSum announced Platform Sigma, the next evolution of their platform with enhancements that provide organizations with the safest, most secure, and most interoperable infrastructure to build and manage their own data clean rooms.
Enterprise Data Management	Cyral	Cyral announced it has added multi-factor authentication capabilities to its platform for centralized cloud data access management.
Enterprise Data Management	Concentric Semantic Intelligence™	Concentric AI launched new functionality that uniquely protects sensitive data shared as text or attachments across popular business messaging platforms, including e-mail, Slack and Microsoft Teams.
Enterprise Data Management	Acceldata	Acceldata announced the expansion of its data observability cloud solution, that offers data observability options to enterprises regardless of where they are on their data journey – cloud native, multi-cloud, hybrid or on-premises.
Events: In-Person & Virtual	Analyst Event Manager	ARInsights announced Event Manager Scheduling Assistant, an enhancement to its popular Event Manager solution that makes coordinating analyst meetings during large company events or dedicated “analyst day” events even easier.
Events: In-Person & Virtual	Joyn	Delegate Connect, the end-to-end solution for delivering immersive virtual and hybrid events, officially rebranded as Joyn, reflecting the company’s commitment to innovation with exciting new goals and products in tow.
Intelligent Agents	Expert.ai Platform	Expert.ai announced new features have been added to its natural language platform, enabling applications to be put into production faster, with the highest accuracy possible and at scale.
List Development & Management	Astera ReportMiner	Astera released an AI-powered data extraction feature in their ReportMiner module called AI Capture that automatically detects and captures data regions and fields using natural language processing algorithms and table detection.
Market Research	Sogolytics	SoGoSurvey relaunched under the name Sogolytics, the company that provides research and experience management solutions to users worldwide.
Market Research	Typeform	Typeform launched brand kits, a new feature that allows any user to easily create, edit and access shared assets in their Workspace, and deploy them consistently across all content, including forms, quizzes, surveys, polls and more.
Market Research	Toluna Start	Toluna announced multimarket research capabilities on the Toluna Start platform that enable users to target unlimited markets through a single, simplified setup process, and analyze global data through a single reporting link.
Marketing Automation	HubSpot Marketing Hub	HubSpot announced new features including customer journey analytics, flexible payments, and connected data that gives businesses a deeper, more holistic view of the customer experience.
Marketing Automation	Customer.io	Customer.io announced a new messaging channel: in-app messages, which now allows customers using the platform to combine all of their communications in one place, creating a more seamless experience.
Marketing Operations	HG Insights Platform	HG Insights introduced various new features to their platform, helping to better deliver the actionable insights business leaders need to understand their markets in-depth, make decisions, and Go-To-Market with precision and confidence.
Marketing Operations	Uptempo	BrandMaker renamed the company to Uptempo, officially unifying the merger of BrandMaker, Allocadia, and Hive9 under a single brand, helping to radically transform how its customers plan, predict, invest, execute, and improve marketing.
Mobile Marketing	Lumavate	Lumavate introduced Mobile Messaging as part of their DXP, enabling users to easily opt-in to text, segment their audiences, send real-time and scheduled texts, and analyze message data directly within the same platform where they build digital experiences.
Office Management	Meeting Owl Pro	Owl Labs announced the third generation of its Meeting Owl Pro system that includes faster, more accurate face detection (even when masked), expanded audio and video range options, and more.
Personalization	Intellimize	Intellimize unveiled new capabilities to provide greater scale, speed, and agility for leaner marketing teams.
Personalization	Searchspring Personalization	Searchspring launched Searchspring Personalized Email Recommendations as another part of their Personalization Suite, allowing merchants to truly tailor their emails to make product discovery easier and extend personalization beyond the eCommerce site.

# VENDOR ACTIVITY

## IS IT TIME TO CHAT WITH YOUR VENDORS?

Category	Product	Description
Podcasting	Zencastr	Zencastr announced the newest version of their platform that makes it an end-to-end video podcast platform to record, edit, launch and host podcasts all in one place.
Privacy, Compliance & Risk	YouAttest	YouAttest announced YouAttest Enterprise, an enhanced and customized edition of the company's cloud-based identity governance solution for companies and organizations requiring cost-efficient but effective security and compliance for users, roles and applications.
Privacy, Compliance & Risk	BigID	BigID announced new capabilities that add fully automated end-to-end remediation to ensure cloud data risk from open and over-privileged file access is quickly closed, preventing insider threats, data leaks and dangerous breaches.
Privacy, Compliance & Risk	BigID	BigID announced native data deletion capabilities that make it easy for organizations to quickly and effectively delete personal and sensitive data across their data stores.
Product Lifecycle Management (PLM)	Productboard	Productboard announced new reporting and customer board capabilities to empower product leaders to deliver business value faster while driving organizational efficiency.
Productivity & Workflow	RingCentral MVP	RingCentral announced new feature enhancements for RingCentral Rooms that will enable interactive experiences for customers in hybrid work environments, including a digital whiteboard.
Productivity & Workflow	Airtable	Airtable announced various new features that provide more support for your growing team, new filtering options, and a fresh UI redesign.
Productivity & Workflow	Wrike	Wrike announced the release of Custom Item Types, a unique core platform capability that enables users to create their own work item types tailored to their team's specific culture and style.
Productivity & Workflow	EdrawMax	Wondershare launched the latest version of their all-in-one diagramming solution EdrawMax which includes a wide range of designer-made templates, a comprehensive symbol library, file compatibility, and sharing options.
Productivity & Workflow	Allo	Allo announced a new version of their platform that brings together Objectives and Key Result goal setting, remote collaboration, accountability and team building in one package.
Productivity & Workflow	Spot	Spot announced Spot 2.0, their next-gen communication tool for teams to connect, collaborate, and build culture, combining a unique spatial experience with a powerful team-chat implementation.
Productivity & Workflow	ON24 Webcast Elite	ON24 announced the next evolution of its webinar solution, ON24 Elite Explore, making it even easier for marketers to create engaging, intuitive, and impactful experiences for their audiences with the ability to customize and brand touchpoints and deliver interactive and personalized calls-to-action across a sleek and consumer-friendly interface.
Productivity & Workflow	Airtable	Airtable announced new options, including four new interface buttons, the ability to relabel records in your tables, and the ability to automatically update your Google Docs.
Productivity & Workflow	Box Sign	Box announced a new set of features for Box Sign, allowing users to publish documents online for signature, edit signature requests in flight, enjoy an improved signer experience, and more.
Productivity & Workflow	Livestorm	Livestorm announced the addition of nine new features designed for enterprise customers including marketing automation integrations, custom reporting, additional workspaces, and more.
Productivity & Workflow	RingCentral Video	RingCentral announced new video meeting capabilities for RingCentral Video, including AI-based advanced meeting insights and summaries, a whiteboard, live transcription, AI-powered noise reduction, participant reactions, and remote desktop control.
Productivity & Workflow	Cognito Forms	Cognito Forms launched workflow automation, a set of upgraded features that triggers meaningful connections while collaborating around data.



# VENDOR ACTIVITY

## HAVE YOU CHECKED OUT THESE NEW FEATURES YET?

Category	Product	Description
Sales Enablement	Modus Sales Hub	Modus announced new key features and functions to better support marketing and sales teams in their customer-focused business initiatives including presentation builder and digital sales rooms.
SMS Marketing	ProTexting	ProTexting added a new 'Holiday and After Hours Autoresponders' feature for clients using their SMS messaging services.
Social Media Management	SproutSocial	Sprout Social announced the addition of Instagram Reels to its video management capabilities, to help support brands in organizing and growing their end-to-end video strategy.
Social Media Marketing	Tailwind	Tailwind introduced new email marketing capabilities as a part of their social media marketing platform so that users can manage distribution on their most important channels from within one platform.
Social Media Monitoring	ListenFirst	ListenFirst announced the addition of Instagram Reels to the ListenFirst Analytics platform.
Social Media Monitoring	Reputation Social Suite	Reputation announced a number of updates to its social CX product suite, enabling marketers to more efficiently manage social channels in one location and use industry feedback data to create more strategic brand campaigns.
Social Media Monitoring	ListenFirst	ListenFirst announced the addition of paid TikTok analytics for brands within the ListenFirst platform.
Supply Chain Management	Localz	Localz announced a new group chat feature to its customer engagement solution, looping the contact center into the conversation, enabling businesses to improve transparency and communication with their customers.
Video Creation Tools	UniConverter	Wondershare UniConverter announced 8 new intuitive features that allow users to fulfill different needs in the blink of an eye: convert, compress, record, edit video and audio, and download video and burn DVD.
Video Creation Tools	DemoCreator	Wondershare released DemoCreator 6.0 to help users make their video presentations more impactful than ever with a great range of upgraded features.
Video Creation Tools	Wochit	Wochit announced a self-serve version of their video creation product, designed to be easily embedded and white-labeled by organizations looking to add video editing to their platform for their customers.
Video Creation Tools	Filmora	Wondershare launched the latest version of Filmora with upgraded features like denoise and quick split mode for users to make their storytelling more compelling without boundaries.
Video Creation Tools	simpleshow video maker	simpleshow introduced a new language processing feature called Timing Engine so that users don't have to worry about timing their voiceovers to match their videos.
Video Management	Rumble	Rumble announced that the company has launched free unlimited livestreaming for content creators with over one hundred subscribers.
Virtual & Augmented Reality	Blippbuilder	Blippar announced that it is making Blippbuilder, their easy-to-use AR creation platform, free to use.
Web & App Optimization	UserTesting	UserTesting announced advanced Instant Insight features, powered by machine learning, to help companies expedite the analysis of human insights at the test-level and accelerate time to insights.
Web & App Optimization	UserTesting	UserTesting announced new test templates for their Human Insight Platform that help digital product teams learn from customers faster and earlier in the process with human insight, ultimately de-risking decisions without slowing them down.
Web & App Optimization	Conductrics	Conductrics announced that it has integrated customer surveying capabilities into its platform to give CX professionals the ability to use direct customer feedback as an integral part of their testing and optimization practices.
Web & App Optimization	ContentSquare	Contentsquare launched a Digital Experience Monitoring capability that combines both Speed Analysis Synthetic and Real User Monitoring to give brands a complete diagnosis of speed and user interaction.
Web Development & Design	Squarespace Website Builder	Squarespace announced a next generation drag-and-drop website editor available on Squarespace 7.1 called Fluid Engine, which provides a truly customizable, fast, and easy website design experience for desktop and mobile.
Web Development & Design	Wix	Wix released a new Wix Editor with advanced AI features, bringing together their Wix ADI editor and their classic Wix Editor to simplify complex design capabilities.
Web Performance & Security	ForgeRock Identity Platform	ForgeRock announced the availability of next generation identity orchestration capabilities to enable enterprises to more easily deliver world-class customer and employee experiences secured by AI-driven threat protection.

# M&A ACTIVITY

## DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Advertising: Buy & Sell	AdGate Media	Prodege announced that it has acquired AdGate Media, a digital advertising company that connects users of popular websites and apps with premium brands.	Prodege
Analytics: Behavioral	Re:infer	UiPath announced it has acquired Re:infer, a natural language processing company for unstructured documents and communications, enabling UiPath software robots to understand email context and semantics, online chats, and voice sessions, delivering superior customer service interactions.	UiPath
Analytics: Behavioral	MediaKits	Viral Nation announced that it has acquired MediaKits, the easiest way for creators to share their analytics, and will integrate MediaKits' data-aggregation abilities with its tech platform to help creators better understand and reach their audiences.	Viral Nation
Analytics: Business Intelligence	Apollo Program	Stagwell announced the acquisition of Apollo Program, a real-time, AI-powered SaaS platform that uncovers consumer, creative and contextual insights for scaled modern marketing, and will be integrated with Stagwell's data and insights unification tool.	Stagwell
Analytics: Business Intelligence	The NPD Group	IRI and The NPD Group have completed their merger to create a leading global technology, analytics and data provider to offer clients a comprehensive, accurate view of consumer behavior and total retail purchasing and consumption trends across a broad range of industries.	IRI
Analytics: Business Intelligence	AdLibertas	Branch has acquired AdLibertas, a predictive data platform built for mobile apps, helping Branch extend its value as a mobile measurement partner for companies driving growth, engagement and revenue across all marketing channels.	Branch
Brand Management	LashBack	PerformLine announced it has completed its acquisition of email compliance monitoring provider LashBack, and together will provide clients with the most comprehensive discovery and compliance monitoring solution.	PerformLine
Brand Management	ZDI	Stirista announced the acquisition of ZDI, a branding firm that delivers data-driven creative solutions, giving Stirista clients increased access to comprehensive marketing solutions to effectively reach and engage with target customers.	Stirista
Brand Management	Outfit	Smartsheet has acquired brand management, templating and creative automation platform, Outfit, deepening the company's investment into its digital asset management offering, Brandfolder by Smartsheet.	Smartsheet
Business Management	Castellan	Riskconnect has acquired Castellan, a global provider of enterprise resilience management solutions, furthering Riskconnect's IRM vision of bringing all aspects of Risk Under One Roof by seamlessly incorporating business continuity and operational resilience capabilities into its platform.	Riskconnect
Business Management	Heretik	Relativity announced that it has acquired Heretik, a contract review company that combines machine learning technology and advanced analysis to help organizations gain immediate insight into contract data.	Relativity
Contact Center Systems & Administration	Cicero	Alvaria announced the completion of the acquisition of the Intelligent Analytics Platform from Cicero, helping accelerate how customers understand consumer and employee behavior to build better workflows with a simpler approach to complex problems with attended robotic process automation and desktop analytics.	Alvaria
Contact Center Systems & Administration	Vonage	Ericsson has completed its acquisition of Vonage, allowing them to offer a full suite of communications solutions including: Communications Platform as a Service (CPaaS), UCaaS and CCaaS.	Ericsson
Contact Center Systems & Administration	Peerless Network	Infobip has completed its acquisition of VoIP provider Peerless Network and now offers their client's access to its communications platform-as-a-service platform.	Infobip
Contact Center Systems & Administration	Mindful	Medallia announced it has closed its acquisition of cloud-based contact center callback technology company Mindful, together giving brands the ability to create more seamless and personalized experiences across every channel.	Medallia
Contact Center Systems & Administration	Yodel.io	Sendinblue announced its acquisition of Yodel.io, a cloud-based business phone solution, to further support SMBs so they in turn can meet the evolving needs of their own customers.	Sendinblue



# M&A ACTIVITY

## DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Content Marketing: Curation & Discovery	Vestorly	FMG announced its acquisition of Vestorly, a company specializing in AI-driven content curation for wealth management firms, expanding FMG's AI capabilities to improve marketing opportunities for modern financial professionals.	FMG
Content Marketing: Planning & Management	Gravity R&D	Taboola announced it has completed its acquisition of personalization technology company Gravity R&D.	Taboola
Customer Engagement	Kilter	Blackbaud announced that it has acquired the activity-based engagement app Kilter, allowing Blackbaud to expand activity-based peer-to-peer fundraising engagement, to grow the ways individuals can connect with the causes they care about most through the activities they love.	Blackbaud
Customer Relationship Management (CRM)	Tier1	SS&C Technologies announced it has acquired the sell-side Tier1 CRM business and related assets from Tier1 Financial Solutions, helping to expand SS&C's CRM capabilities.	SS&C Technologies
Direct Mail Platforms	Prime Data	AIIM announced the acquisition of sustainable marketing communication solutions provider Prime Data, strengthening the integrated automated direct mail platform offered by AIIM.	AIIM
Email Creation	Parcel	Customer.io announced the acquisition of email coding platform Parcel, and together will offer a streamlined experience for marketers, designers, and email developers worldwide.	Customer.io
Enterprise Data Management	Databand	IBM announced it has acquired Databand, a provider of data observability software that helps organizations fix issues with their data before it impacts their bottom-line, which will help strengthen IBM's software portfolio across data, AI and automation to address the full spectrum of observability.	IBM
Enterprise Data Management	Tenbu	Accenture has acquired Tenbu, a cloud data firm that specializes in solutions for intelligent decision-making and planning through areas such as analytics, big data and machine learning.	Accenture
Events: In-Person & Virtual	Evensi	Events.com acquired Evensi, the platform for discovering events, powered by AI and ML, and together will provide a one-stop-shop for event discovery, ticketing, sponsorship, marketing, and management.	Events.com
Events: In-Person & Virtual	GTR	Personify announced the acquisition of GTR Event Technology, allowing Personify to offer a complete event management platform for organizers of trade shows, conferences, corporate meetings, and other events of all variations and sizes.	Personify
Events: In-Person & Virtual	Localist	Concept3D announced the acquisition of Localist, the event calendar platform for higher education communities.	Concept3D
Human Resources	PeopleInsight	HireRoad announced the acquisition of workforce analytics software provider PeopleInsight, that seamlessly ingests, normalizes, and correlates data from any HR system, making it easy for customers to analyze data across all their HR systems in one place.	HireRoad
Human Resources	tyGraph	AvePoint announced it completed its acquisition of tyGraph, the platform that allows organizations to organize, measure, and analyze human interactions to accelerate success in the digital workplace.	AvePoint
Influencer & Advocacy	Current	Pattern announced its acquisition of influencer marketing platform Current, helping brands drive category-leading traffic and conversion for product listings on D2C websites, global marketplaces, and other digital channels.	Pattern
Intelligent Agents	Adverif.ai	Zepr announced the acquisition of Adverif.ai, an AI company focused on identifying and defunding misinformation at scale, enabling Zepr's customers to further measure and target content based on their brand suitability standards.	Zepr
Market Research	Digsite	QuestionPro acquired Digsite's qualitative research capabilities and collaborative Insights Platform, and will now offer the Digsite qualitative solutions alongside its full suite of enterprise-level research, survey and customer experience software and services.	QuestionPro

# M&A ACTIVITY

## DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Marketing Automation	Forge3	Agency Revolution announced its acquisition of Forge3, the insurance agency website platform that together will provide a one-stop solution that meets all the marketing needs for insurance agents.	Agency Revolution
Marketing Operations	Plannuh	Planful announced the acquisition of Plannuh, a marketing performance management cloud solution, that will now enable seamless collaboration between finance and marketing teams, and other business users.	Planful
Marketing Operations	Crosscap	Volaris Group Inc. announced that it has acquired SaaS enterprise marketing workflow management software provider Crosscap, which will provide Volaris with a foothold in the marketing management vertical.	Volaris Group
Marketing Strategy	Solvera Solutions	Accenture has acquired Solvera Solutions, a cloud consulting company focused on ServiceNow, Microsoft and SAP applications.	Accenture
Mobile Marketing	Dataseat	Verve Group announced that it has acquired Dataseat, an advertising technology company that provides app developers with the ability to manage in-house mobile app campaigns.	Verve Group
Order Management	MPO	Kinaxis announced that it has acquired MPO, a unified global cloud-based SaaS platform for multi party orchestration of orders, inventory and transport.	Kinaxis
Personalization	Graphyte	Optimove announced it has acquired Graphyte, a real-time, cloud-based personalization platform optimizing the web and mobile experience for consumers.	Optimove
Personalization	Vidora	mParticle announced that it has acquired Vidora, an AI personalization platform for customer data, that will help to improve decisioning, segmentation, and personalization.	mParticle
Personalization	LimeSpot	Pantastic Networks announced its acquisition of LimeSpot, an AI-powered eCommerce personalization application.	Pantastic Networks
Privacy, Compliance & Risk	Kormoon	Privitar announced it has acquired Kormoon, a software platform that helps organizations manage the complexities of data privacy regulations by analyzing data usage, assessing risk, and automating compliance.	Privitar
Privacy, Compliance & Risk	Midigator	Equifax announced that it has completed the acquisition of Midigator LLC, a provider of post-transaction fraud mitigation solutions.	Equifax
Productivity & Workflow	HelloIgnite	Forsta announced its acquisition of HelloIgnite, a collaboration platform which enables companies to collect, share, and manage innovative ideas from employees to improve experiences for customers.	Forsta
Productivity & Workflow	Poly	HP Inc. announced the completion of its acquisition of Poly, a global provider of workplace collaboration solutions. Together they will deliver a complete ecosystem of devices, software, and digital services.	HP Inc.
Productivity & Workflow	Cenero	Ricoh announced the acquisition of Cenero, a service-focused audio visual technology, unified communications, and IT solutions provider, helping to bolster Ricoh's outsourced digital workplace services capabilities to improve digital dexterity and business agility for customers across the globe.	Ricoh
Productivity & Workflow	Prelude	Calendly has acquired Prelude, a specialist in automating scheduling and organization around job recruitment, to build out more specialized products for verticals, starting with HR.	Calendly
Retail: eCommerce	CommerceV3	Basis Vectors announced that it has acquired CommerceV3, the full service cloud platform for high volume digital commerce.	Basis Vectors



# M&A ACTIVITY

## DOES 1 + 1 = 3?

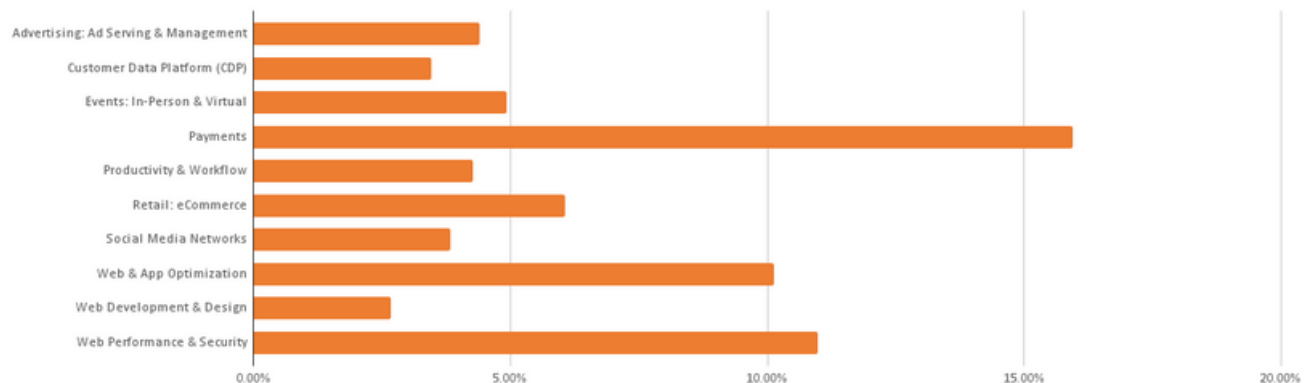
Category	Company	Description	Acquired by
Sales Operations	ServiceSource	Concentrix announced it has closed its acquisition of ServiceSource, the global market leader in B2B digital sales, positioning Concentrix for greater expertise in B2B sales capabilities on a global scale.	Concentrix
Sales Operations	Hexagon Data	VASS Group announced the acquisition of Hexagon Data, a digital marketing automation solutions company that develops and implements solutions to accelerate sales processes in strategic sectors such as media, retail, consumer goods, and telecommunications.	VASS Group
Search Engine Marketing (SEM)	Shape	NinjaCat announced the acquisition of pay-per-click budget management software suite Shape, and together will deliver an all-in-one platform to store, report, monitor, analyze, and act on marketing data at scale.	NinjaCat
Search Engine Marketing (SEM)	Effective Spend	Optimal announced the acquisition of Effective Spend, and together will offer a full range of performance-based digital marketing services, including paid search and social, search engine optimization, Amazon marketing, programmatic activation, connected TV, performance creative, and more.	Optimal
Search Engine Marketing (SEM)	Search.io	Algolia announced the acquisition of Search.io, and will combine their market leading keyword search and Search.io's NeuraSearch into a single API.	Algolia
SMS Marketing	Smooth Messenger	MessageMedia has acquired Smooth Messenger, a text messaging application that integrates with Zoho, a leading customer relationship management platform.	MessageMedia
Text Tools and Services	LSP Ware	Propio Language Services announced the acquisition of workforce management software company LSP Ware, adding innovative software capabilities to its communications platform for all-in-one interpreting management and delivery.	Propio Language Services
Training	PlayPosit	WeVideo announced the acquisition of PlayPosit, a software company that offers an online interactive environment that seamlessly integrates layered learning experiences directly into video content.	WeVideo
Video Creation Tools	Imposium	Mediaocean announced that it has acquired Imposium and its technology that enables marketers to quickly create personalized videos that meet consumers in the moment with tailored messages.	Mediaocean
Video Management	Quortex	Synamedia announced it has acquired Quortex, the cloud video delivery platform optimized for just-in-time processing of live video streaming, helping Synamedia enhance its cloud Video Network capabilities.	Synamedia
Video Players & Distribution	Ziggeo	Kargo announced the acquisition of Ziggeo, a video player and technology company that brings a suite of products to Kargo's growing omni-channel platform, including a video player, video recording capabilities and numerous APIs.	Kargo
Video Players & Distribution	Flowplayer	Wowza announced that it has acquired Flowplayer, a video player specialist that adds enhanced player functionality, a lightweight code base and a rich plugin library to Wowza.	Wowza
Web Analytics	Reactful	Metadata has acquired Reactful, a real-time web optimization and personalization platform for B2B marketers, that will be integrated into Metadata's Marketing Operating System to expand its offering beyond paid advertising.	Metadata
Web Development & Design	Brandcast	TIME announced the acquisition of Brandcast, the no-code platform for creating and managing enterprise-grade websites.	TIME
Web Performance & Security	Seekret	Datadog announced it has acquired Seekret, a highly innovative API observability company that will extend Datadog's unified platform to deliver deeper API observability, governance and automation across the entire API lifecycle.	Datadog
Web Performance & Security	SailPoint	Thoma Bravo announced the completion of its acquisition of enterprise identity security company SailPoint, helping to deliver increased value to their customers.	Thoma Bravo

# LOOKING AHEAD

## WHERE INVESTMENT IS HAPPENING (Q3 2022)

Q3 2022 brought in 25% less than Q2 2022 for MarTech and MarTech-related companies. We identified a total of **\$5.9B** in investment this quarter.

Funding was spread across **50 categories** with no category representing more than 16% of the total.



**67%** of funding went to **16 companies** whom each raised **\$100M** or more.

Top raises:

		Millions
Payments	Klarna	\$800
Web & App Optimization	Contentsquare	\$600
Video Creation Tools	Bending Spoons	\$340
Retail: eCommerce	Whatnot	\$260
Advertising: Ad Serving & Management	Seedtag	\$255
Web Performance & Security	Acronis	\$250
Events: In-Person & Virtual	SeatGeek	\$238
Customer Data Platform (CDP)	Sensors Data	\$200
Social Media Networks	Triller	\$200
Public Relations	Muck Rack	\$180



# LOOKING AHEAD

## WHERE INVESTMENT IS HAPPENING (Q3 2022)

Productivity & Workflow  
Advertising: Ad Creation  
Customer Engagement  
Payments  
Web Performance & Security  
Web Performance & Security

	<u>Millions</u>
Upland	\$115
VidMob	\$110
CleverTap	\$105
Tamara	\$100
Bitwarden	\$100
Malwarebytes	\$100



**OCTOBER  
2022**

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

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

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

**Questions? Contact Erica Ross ([eross@cabinetm.com](mailto:eross@cabinetm.com))**