

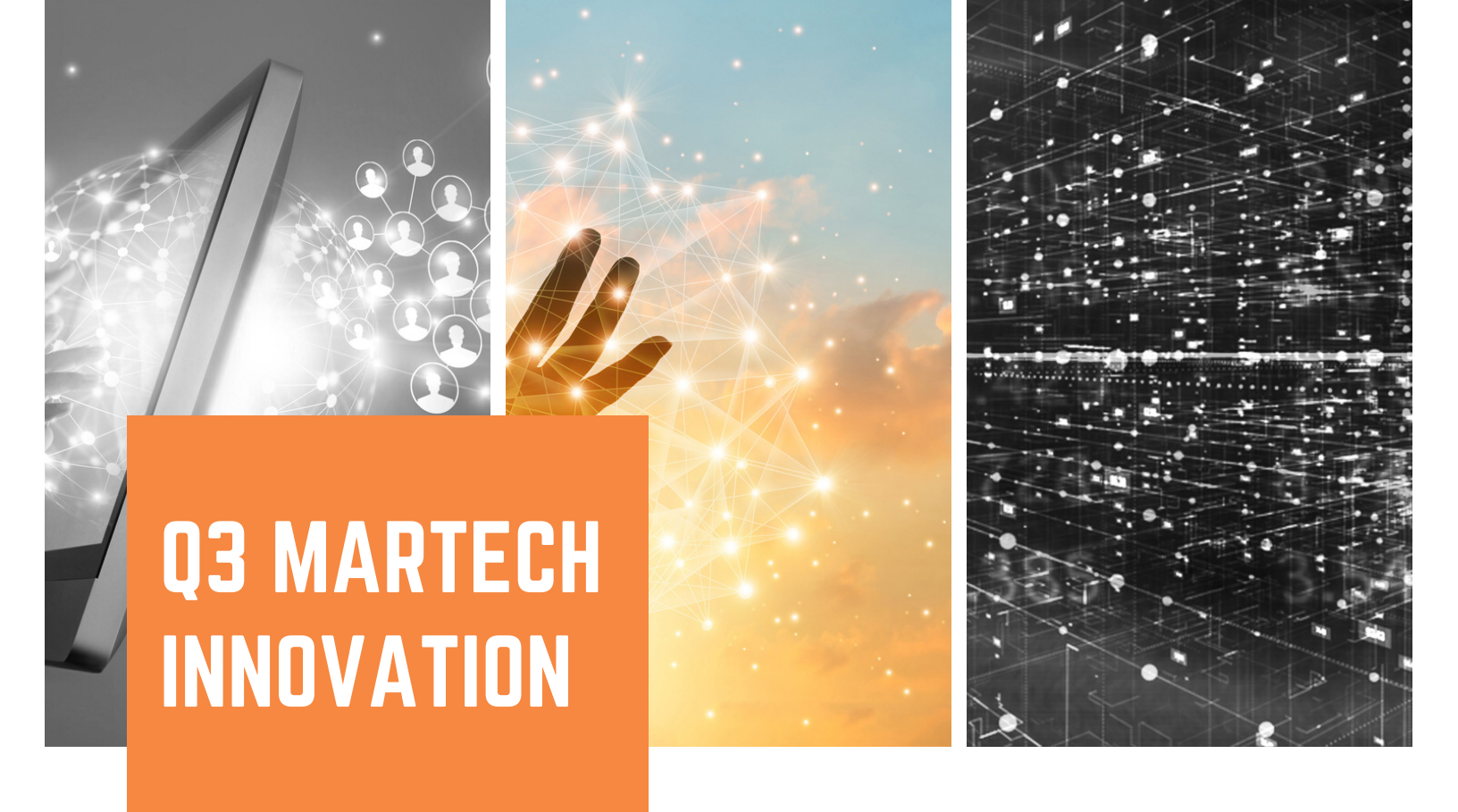
OCTOBER  
2023

# Q3 2023 MARTECH INNOVATION



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





# Q3 MARTECH INNOVATION

65

NEW PRODUCTS

In comparison to last quarter, new product announcements were down 49%, and feature announcements were down 22%.

66

FEATURE  
ANNOUNCEMENTS

Acquisitions were up 19% with 31 acquisitions across 22 categories in Q3.

31

ACQUISITIONS

Investment in MarTech companies this quarter was \$1.9B, and overall down 39% over the last quarter. See more details on where investments were made on page 21.

\$1.9B

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).

*Alyson Delaney*  
CabinetM Marketing

# HOW DOES Q3 2023 COMPARE?

	Q1 2023	Q2 2023	Q3 2023
NEW PRODUCTS	121	128	65
FEATURE ANNOUNCEMENTS	98	85	66
ACQUISITIONS	40	26	31
FUNDING	\$13.2B	\$3.1B	\$1.9B

\$10B OF WHICH WENT TO OPENAI

\$1.3B/\$3.1B WENT TO INFLECTION AI

\$500M WENT TO DATABRICKS

## Q3 2023 NEW PRODUCTS BY CATEGORY



### ADVERTISING BY CHANNEL

**Simpli.fi** announced ZTV, an addition to its comprehensive suite of CTV advertising solutions that brings together the worlds of linear TV and digital.

**Madison Logic** launched ABM Connected TV, a new digital channel that harnesses the company's data-driven approach to more precisely target and surround buyers wherever they are.

**AdCellerant** announced Addressable Streaming TV, a solution that combines large-screen, TV-sized devices' unparalleled brand awareness-building capabilities with micro-targeting precision and foot traffic attribution.

### ADVERTISING: AD SERVING & MANAGEMENT

**Instreamatic** launched a Contextual CTV Ads platform that enables brands to take the audio from a single ad and automatically create thousands of contextually-targeted ad variations with state-of-the-art speech quality.

### ANALYTICS: BEHAVIORAL

**Wiland** announced Wiland View, an innovative suite of data products built using the largest set of detailed individual-level spending signals.

**Recruitics** introduced VISiON analytics, an AI-powered recruitment data analytics platform.





# ANALYTICS: BUSINESS INTELLIGENCE

**Hightouch** announced a Customer 360 Toolkit that enables data analysts to build unified customer profiles on top of their raw customer data without months of engineering effort.

**Qualtrics** announced Digital Experience Analytics, a solution that enables organizations to create a visual replay of consumers' behavior during their web experience, capturing key frustration signals like error clicks, rage clicks, and mouse thrashes.

# ARTIFICIAL INTELLIGENCE

**Adobe** announced Adobe GenStudio, a solution that combines the best of content ideation, creation, production and activation to revolutionize the enterprise content supply chain with the power of generative AI.

**Resemble AI** released Resemble Detect, a deepfake audio detector that analyzes audio across all forms of media and against all modern generative AI speech synthesis solutions.

**Instoried** announced Cathie.ai, an AI-based Video Generation and Analysis Tool that allows users to analyze existing videos and quickly generate videos using text prompts.

**Deepdub** launched Deepdub GO, an AI-powered audio-video localization and creation platform for businesses, advertising agencies, online learning platforms, and content creators.



## Q3 2023 NEW PRODUCTS BY CATEGORY



**PresentationGPT** launched as an AI-Powered presentation generator that helps students and professionals create high quality presentations using AI.

**Vidnoz** announced Vidnoz AI, a free AI video generator that helps people easily make videos faster than ever before.

**Idomoo** unveiled Lucas, an AI video director that creates a video in seconds based on only a simple text prompt.

**ParagraphAI** released an enhanced iOS and Android AI keyboard designed to eliminate miscommunication.

**Appy Pie** launched its AI Video Generator tool that helps creators of all skill levels convert plain text to dynamic videos.

**iMerit** introduced Ango Hub, an end-to-end enterprise-grade technology platform designed to deliver a full suite of data annotation tools for AI teams.



**Typeset** launched its generative platform for visual communication that turns written text into fully designed content.

**Stability AI** launched Stable Audio, a tool that uses the latest generative AI techniques to deliver faster, higher-quality music via an easy-to-use web interface.

**Photoboutique** released its generative AI app that offers users the ability to effortlessly create stunning headshots, magical avatars, and captivating portraits.

**Quickads.ai** launched its AI-Ad Generator platform that creates effortless ads for all your campaigns.

**Article-flow** launched its SaaS AI content generation product that assists users in creating high-quality, unique, and relevant content efficiently and effortlessly.



## Q3 2023 NEW PRODUCTS BY CATEGORY



### BUSINESS MANAGEMENT

**AnotherZero** launched its all-in-one business management tool designed to streamline operations and enhance productivity.

### CONTACT CENTER SYSTEMS & ADMINISTRATION

**RingCentral** launched RingCX™, a native, intelligent contact center that combines RingCentral's flagship unified communications with contact center, plus generative AI capabilities.



### CONTENT MANAGEMENT SYSTEM (CMS)

**Yext** released Yext Content, a headless CMS built on a foundation of AI and knowledge graph technology that provides companies with a new way to deliver any experience across any digital channel from a single CMS.

### CONVERSATIONAL MARKETING

**Sendbird** launched SmartAssistant, a highly flexible AI chatbot for apps that provides high-quality responses to user queries.

## Q3 2023 NEW PRODUCTS BY CATEGORY



**Tidio** launched Lyro, a conversational AI chatbot built for SMBs, that focuses on hyper-personalized customer support like a human agent would.

### CUSTOMER DATA PLATFORM (CDP)

**Customer.io** announced Data Pipelines, their new customer data platform that allows you to Connect first-party data to every tool in your tech stack.

**Klaviyo** announced the Klaviyo Customer Data Platform (CDP) which offers advanced analytics to help businesses understand their audience and performance.



### CUSTOMER ENGAGEMENT

**SkyCreek** launched its Enterprise Communications Platform, offering customer-centric organizations a game-changing solution for orchestrating and delivering multi-channel customer communications using Email, SMS, and IVR.

### CUSTOMER EXPERIENCE & SUCCESS

**Sendlane** launched Sendlane Reviews, a free reviews tool that delivers a simple and effective solution to fully integrated review collection, management, and dynamic display without additional platforms or costs.



## Q3 2023 NEW PRODUCTS BY CATEGORY



**Insider** launched Sirius AI, a Generative AI solution for customer experience that combines the power of large language models and machine learning.

### DIGITAL ASSET MANAGEMENT (DAM)

**Cloudinary** launched Cloudinary Nexus, a digital asset management solution that empowers SMBs and teams with the enterprise-grade capabilities needed to quickly and easily connect, discover and adapt assets and grow their brand with less effort, time and complexity.

### EMAIL PLATFORMS

**GiantCampaign** launched an email marketing tool designed to revolutionize the way businesses connect with their audience.



### ENTERPRISE DATA MANAGEMENT

**Baffle** unveiled Data Protection for Analytics, a data security solution that provides end-to-end controls for data ingestion and consumption, making it easier to meet compliance requirements without high deployment or management overhead.



### EVENTS: IN-PERSON & VIRTUAL

**Chati** launched its virtual event platform designed to transform how businesses, organizations, and communities engage with global audiences in virtual and hybrid environments.

### INFLUENCER & ADVOCACY

**impact** launched impact Creator, an influencer marketing platform that allows advertisers to discover, create, manage and scale full-funnel influencer marketing programs from a single interface.



### INTEGRATIONS

**SnapLogic** announced SnapGPT, a generative integration solution that allows users to integrate any applications or data sources with natural language.

**Acquia** launched Acquia Exchange, an integration hub that enhances the flexibility and extensibility of its digital experience platform.

**commercetools** launched commercetools Connect, a tool that makes it easier than ever for businesses to integrate new components into the commercetools Composable Commerce platform.



## Q3 2023 NEW PRODUCTS BY CATEGORY



**HULFT** announced HULFT Square, an innovative iPaaS solution that enables businesses to manage, develop, integrate, and secure data and applications across any cloud or on-premise location.

### LIST DEVELOPMENT & MANAGEMENT

**AtData** announced List Guard, an email list monitoring solution that provides an "always-on" monitoring solution that identifies email addresses that have become problematic over time.

**Crossing Minds** released a new e-commerce data enrichment product that makes e-commerce products more intuitively discoverable to customers.

**Productsup** launched Product Guard PX, a solution that enables brands and manufacturers to make their product data readily available for syndication to all retailers, distributors, marketplaces, and data pools in any required format, securely and quickly.

### MARKET RESEARCH

**SOCi** launched SOCi Surveys, a solution that empowers businesses to proactively collect continuous first-party feedback from customers to create more personalized experiences.

**MarketCast** launched MarketCast Brand Tracking+, an innovative new research solution that aims to transform how traditional brand research is conducted by the world's top brands.

## Q3 2023 NEW PRODUCTS BY CATEGORY



### MARKETING AUTOMATION

**HCLSoftware** launched HCL Marketing Cloud, a solution designed specifically to assist marketers in managing their end-to-end marketing needs, from planning, executing, and analyzing omni-channel marketing campaigns.

**ClickDimensions** launched ClickDimensions PowerPack, a product set to redefine the landscape of B2B sales and marketing.

### OMNICHANNEL MARKETING

**Omni Group** launched Omni.me, an innovative omnichannel platform that curates posts from various social media platforms and shares updates with people, even if they aren't on those platforms.



### PERSONALIZATION

**Constructor** announced Attribute Enrichment, a solution that improves online product catalog quality using deep learning and machine vision.

**Kognitiv** introduced Kognitiv Ignite, an AI-native, outcome-based, one-to-one personalization software designed to reshape and propel brands' customer engagement strategies across owned channels.



## Q3 2023 NEW PRODUCTS BY CATEGORY



### PHOTOGRAPHY

**Artisse** unveiled its personalized photography AI app that empowers users to create perfect, highly personalized photos instantly and effortlessly, marking a transformative shift in the photography industry.

**Wondershare** introduced VirtuLook, a revolutionary AI product set to transform how SMBs and ecommerce owners create product images.

### RETAIL: ECOMMERCE

**Firework** announced One-to-one Video Chat, a virtual shopping solution that brings the connectivity, convenience, and personalization of in-store shopping to the digital customer experience.



### SEARCH ENGINE MARKETING (SEM)

**Writerly AI** launched EKOM, a first-of-its-kind digital asset creation and optimization engine.



## SUPPLY CHAIN MANAGEMENT

**Nomad Go** announced METAshelf, a technology that is replacing manual inventory counting and barcode scanning with instantaneous inventory management.

## VIDEO CREATION TOOLS

**LuciHub** launched its video production platform and mobile app that enables communications professionals to quickly and affordably create quality video content.

**Crunch Mediaworks** launched Optimus, a revolutionary media processing platform designed for both technical developers seeking seamless API integration and content creators looking to optimize, upscale and enhance their videos and images effortlessly across popular cloud storage platforms.

**Prontopia** launched its AI-powered Software as a Service platform designed to revolutionize video production for businesses.

## VIDEO MEASUREMENT

**EX.CO** launched its full online video platform for global publishers, which includes everything a digital publisher needs to execute a successful video strategy on 100% of their digital pages.





### VIDEO PLAYERS AND DISTRIBUTION

**Cvent** unveiled Cvent Events+, a solution that delivers an always-on branded event hub to promote future events and webinars, and showcase video content from past events.

### WEB DEVELOPMENT & DESIGN

**Wix** released Wix Studio, a web creation and development platform that combines AI-powered features, the latest design and development capabilities and seamless workflows for multi-site management to help agencies create projects with greater quality and velocity.

**Relume** launched its AI-powered site builder that allows users to easily create website wireframes with just a prompt and export them to Figma and Webflow, saving time and streamlining the website creation process.



### WEB PERFORMANCE & SECURITY

**Infisign** launched its Identity and Access Management platform, a unique solution to offer passwordless authentication using the ground-breaking Zero Trust approach.

# AI SPOTLIGHT



## HAVE YOU BEEN KEEPING UP WITH ALL THINGS AI IN Q3?

### 15 NEW TOOLS

Subcategory	Company	Product	Description
AI Content Detection Tools	Resemble AI	Resemble Detect	Resemble AI released Resemble Detect, a deepfake audio detector that analyzes audio against all modern generative AI speech synthesis solutions.
AI Enablement	Adobe	Adobe GenStudio	Adobe announced Adobe GenStudio, a solution to accelerate and simplify your content supply chain with generative AI and intelligent automation.
Data Labeling	iMerit	Ango Hub	iMerit introduced Ango Hub, an end-to-end enterprise-grade technology platform designed to deliver a full suite of data annotation tools for AI teams.
Generative AI: Audio	Deepdub	Deepdub GO	Deepdub launched Deepdub GO, an AI-powered audio-video localization and creation platform.
Generative AI: Audio	Stability AI	Stable Audio	Stability AI launched Stable Audio, a tool that uses generative AI techniques to deliver faster, higher-quality music via an easy-to-use web interface.
Generative AI: Images	Photoboutique	Photoboutique	Photoboutique released its generative AI app that offers users the ability to create stunning headshots, magical avatars, and captivating portraits.
Generative AI: Images	Typeset	Typeset	Typeset launched its generative platform for visual communication that turns written text into fully designed content.
Generative AI: Text	PresentationGPT	PresentationGPT	PresentationGPT launched as an AI-Powered presentation generator that helps users create high quality presentations using AI.
Generative AI: Text	ParagraphAI	ParagraphAI Keyboard	ParagraphAI released an enhanced iOS and Android AI keyboard designed to eliminate miscommunication.
Generative AI: Text	Quickads	Quickads	Quickads.ai launched its AI-Ad Generator platform that creates effortless ads for all your campaigns.
Generative AI: Text	Airticle-flow	Airticle-flow	Airticle-flow launched its SaaS AI content generation product that helps create high-quality, unique, and relevant content efficiently and effortlessly.
Generative AI: Video	Instoried	Cathie.ai	Instoried announced Cathie.ai, a video generation and analysis tool for analyzing existing videos and quickly generating videos using text prompts.
Generative AI: Video	Idomoo	Lucas	Idomoo unveiled Lucas, an AI video director that is able to create a complete video in seconds based on only a simple text prompt.
Generative AI: Video	Appy Pie	Appy Pie AI Video Generator	Appy Pie launched its new AI Video Generator tool that helps creators of all skill levels convert plain text to dynamic videos.
Generative AI: Video	Vidnoz	Vidnoz AI	Vidnoz announced Vidnoz AI, a free AI video generator that helps people easily make videos faster than ever before.

### 2 VENDOR WITH NEW AI CAPABILITIES

Subcategory	Company	Product	Description
Generative AI: Text	Sequel.io	Sequel AI	Sequel.io launched their 1-Click CMS integration feature that enables marketers to not only host their webinars directly on their website but to automatically create & publish unique event landing pages within their own websites.
Generative AI: Video	Wondershare	Virbo	Wondershare unveiled new features for Virbo that are aimed at simplifying the production of captivating and lifelike avatar videos, including Talking Photo, AI Video Translation, and Speech to Video.

### \$318M FUNDING TOWARDS AI

Subcategory	Company	\$ Millions
Generative AI: Text	AI21 Labs	\$155
AI Content Detection Tools	Writer	\$100
AI Enablement	DynamoFL	\$15
Machine Learning	FedML	\$12
Generative AI: Audio	Resemble AI	\$8
Generative AI: Video	Genus AI	\$6
Machine Learning	Cleanlab	\$5
Generative AI: Text	Optiversal	\$4
Generative AI: Images	Invoke AI	\$4
Generative AI: Video	Immersive Fox	\$4
Generative AI: Images	Alias	\$3
Generative AI: Text	Lex	\$3





# VENDOR ACTIVITY

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

Category	Product	Description
Advertising by Channel	Vistar Media	Vistar Media announced their 'countdown' dynamic creative capability to create urgency for tentpole events by including real-time countdowns (or count-ups) embedded in DOOH creative.
Analytics: Behavioral	Qualtrics XM/OS platform	Qualtrics announced XM/os2, the next generation of the Qualtrics platform, fully enabled with AI to help organizations act with empathy and create more relevant and meaningful experiences.
Analytics: Behavioral	Priority Engine	TechTarget announced major enhancements to its Priority Engine™ platform, delivering new insights and workflows for greater productivity and ROI yield.
Analytics: Business Intelligence	Lucy	Lucy announced updates to its SynopsisSM feature, including improved source citations, answer verification, and real-time AI feedback mechanisms.
Analytics: Business Intelligence	MapInfo Pro	Precisely released the latest version of MapInfo Pro, allowing customers to quickly and easily access a 3D view of risks and opportunities with a new set of visualization tools.
Artificial Intelligence	Sequel AI	Sequel.io launched their 1-Click CMS Integration feature that enables marketers to not only host their webinars directly on their website but to automatically create & publish unique event landing pages within their own websites in just one click.
Artificial Intelligence	Virbo	Wondershare unveiled new features for Virbo that are aimed at simplifying the production of captivating and lifelike avatar videos, including Talking Photo, AI Video Translation, and Speech to Video.
Audience Segmentation, Intent & Targeting	VisitIQ	DrivenIQ announced enhancements to VisitIQ, their Audience Management Platform, empowering enterprise marketers to ingest millions of records from disparate sources, then enrich and augment records in a legally compliant and marketable way in a matter of minutes down to the household and individual level.
Audience Segmentation, Intent & Targeting	App Science TV	Sabio announced that App Science is rolling out a new AI feature within its Insights analytics dashboard to provide automated analysis of metrics within the dashboard.
Audience Segmentation, Intent & Targeting	Braze	Braze unveiled new and enhanced data features that will give brands the ability to easily access and activate valuable first-party data quickly to power personalized customer engagement strategies that can drive loyalty, retention, and revenue.
Business Process Automation by Industry	Automation Success Platform	Automation Anywhere announced an expansion of its platform that enables enterprises to accelerate their transformation journeys and put AI to work securely throughout their organizations.
Channel & Partner Marketing	ZINFI	ZINFI launched a set of advanced generative AI capabilities that help customers create targeted marketing content more quickly and efficiently.
Content Creation: Design & Illustration	Adobe Creative Cloud	Adobe unveiled an all-new, AI-powered Creative Cloud release with the commercial availability of its generative AI capabilities natively integrated throughout Adobe Creative Cloud in apps like Photoshop and Illustrator.
Content Management System (CMS)	Agility CMS	Agility CMS announced its new native Formstack app, designed to streamline form management for marketing teams and improve the process of collecting data within the Agility platform.
Content Marketing: Curation & Discovery	The BloomReach Personalized Discovery Platform	Bloomreach announced new Bloomreach Discovery features and enhancements built to support B2B merchandisers, including new capabilities within group merchandising, SKU searchability, and facet enhancements.
Customer Experience & Success	Quadient Inspire Evolve	Quadient introduced Quadient Inspire iForms, a new intelligent forms capability added to its Customer Communication Management solution Quadient Inspire.
Customer Journey/Lifecycle Management	JRNI	JRNI launched AI-Powered Automation across its Intelligent Customer Engagement Platform, using AI to proactively identify and communicate with customers while automating event management and appointment booking workflows.
Digital Asset Management (DAM)	Acquia Digital Asset Manager	Acquia enhanced the capabilities of its DAM with new capabilities for search, sharing, and analytics to help teams maximize the value of their content investments across brands, regions, campaigns, and personas even as budgets are squeezed.
Digital Asset Management (DAM)	Acquia Digital Asset Manager	Acquia announced new integrations between Acquia DAM and generative AI solutions ChatGPT and Clarifai, enabling creatives and marketers using the Acquia DAM platform to accelerate time to market by creating on-brand, search engine optimized product descriptions and image alt text.
Email Creation	Litmus	Litmus introduced Litmus Email Guardian and integrated Litmus Personalize functionality and AI-powered content optimization solutions in its platform.
Email Platforms	GetResponse	GetResponse released its AI-powered Campaign Generator feature that is designed specifically to empower marketers of any experience level to create essential online marketing campaign assets within seconds.
Enterprise Data Management	Open Raven	Open Raven announced Data Detection and Response capabilities, support for Amazon Redshift, workflow automations, real-time scanning, and AI-enabled asset discovery.
Enterprise Data Management	Panoply	SQream announced that its low-code ELT and analytics platform Panoply, is launching an AI Flex Connector helper which leverages generative AI to streamline the path to business intelligence.

# VENDOR ACTIVITY

## ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

Category	Product	Description
Enterprise Data Management	Starburst Enterprise	Starburst announced new additions to both Starburst Galaxy and Starburst Enterprise geared towards supporting customers at every stage of their cloud journeys.
Enterprise Data Management	Starburst Galaxy	Starburst announced new additions to both Starburst Galaxy and Starburst Enterprise geared towards supporting customers at every stage of their cloud journeys.
Human Resources	Upwork	Upwork announced a major expansion of AI offerings and resources, allowing businesses to find trusted AI talent and solutions, and for skilled professionals to find flexible AI work opportunities and access to emergent generative AI tools.
Human Resources	Poppulo	Poppulo unveiled an expanded AI offering embedded into their 'Harmony' platform that streamlines communication workflows, elevates audience engagement, and boosts productivity across all communications channels by harnessing intelligent insights and automation.
Identity Resolution & Registration	WISeID	WISeKey announced a major upgrade to its innovative digital identity and privacy platform that introduces a suite of significant improvements to further secure users' digital identities and personal data.
Integrations	Striim	Striim announced Striim Cloud 4.2, the latest version of its unified real-time data integration and streaming platform.
Lead Generation	RocketReach	RocketReach announced AI-powered recommendations, streamlined workflows, and enhancements to their contact and company databases.
Market Research	Yext Reviews	Yext announced a new AI Generated Review Response capability within Yext Reviews that enables businesses to use AI with their own data to automatically generate individualized review experiences across owned and third-party channels.
Market Research	QuestionPro	QuestionPro integrated QxBot generative AI into its research platform to leverage and enable users to build quick, creative surveys on any research topic in seconds using a conversational interface.
Marketing Automation	Restaurant Marketing Platform	Bloom Intelligence added TripAdvisor to its list of reputation management integrations, fortifying its position as a powerful tool for restaurant reputation management.
Marketing Automation	Act-On Platform	Act-On Software released Act-On AI Predictive Lead Score, a feature to help marketers narrow the marketing funnel and hone in on the strongest leads.
Marketing Automation	Bloomreach Engagement	Bloomreach announced a new mobile app feature within Bloomreach Engagement that allows marketers to seamlessly embed personalized content into the app, without disrupting the customer's scrolling experience.
Marketing Resource Management	GlobalEdit	Globaleedit introduced AI-based image recognition and tagging and 3D asset management to its comprehensive suite of platform capabilities.
Mobile Marketing	Flowfinity	Flowfinity released Flowfinity Actions 23.1 featuring enhancements to bring data visualization to another level and improvements to the application editor that provide a significant evolution for no-code application development and publishing.
Mobile Marketing	Vibes Mobile Engagement Platform	Vibes announced a new control center that removes guesswork, helps eliminate busywork and provides brands with a comprehensive, real-time mobile marketing program.
Podcasting	CoHost	CoHost launched an Advanced Audience Demographics feature that is poised to redefine how brands and podcast agencies measure their podcast audience, ensuring alignment with target markets.
Privacy, Compliance & Risk	BigID	BigID announced native AI support to copilot organizations' innovation and adoption of generative AI.
Privacy, Compliance & Risk	Dataminr Pulse	Dataminr announced new AI-powered Risk Management capabilities that enable teams to collaboratively manage risks to their business in one place, giving them a holistic view of risk events, workflows, actions, analysis and reporting, as well as prepare for risks before they occur with a comprehensive set of new AI-powered scenario planning and resource allocation capabilities.
Product Lifecycle Management (PLM)	Quantum Metric	Quantum Metric announced new features designed to enhance visibility of the entire customer experience.
Productivity & Workflow	Smartsheet	Smartsheet unveiled a suite of new capabilities that apply generative AI to Smartsheet's secure, scalable platform to help enterprises tackle their mission-critical work more strategically and efficiently.
Productivity & Workflow	Asana	Asana announced intelligent product capabilities that revolutionize how PMO teams drive strategic alignment and build smarter enterprise processes that scale.
Productivity & Workflow	Zoom	Zoom announced that Zoom AI Companion, the company's generative AI digital assistant, is now included at no additional cost for customers with the paid services in their Zoom user accounts.



# VENDOR ACTIVITY

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

Category	Product	Description
Productivity & Workflow	Miro	Miro launched Talktrack, a dedicated asynchronous work solution within the Miro platform that enables users to add an element of high-touch communication to any Miro board via embedded video.
Public Relations	PRophet	PRophet announced two new platform updates, including a Multi Pitch Generator and a Biography Generator.
Retail: Brick & Mortar	Uberall CoreX	Uberall announced new capabilities for paid and organic social media, AI-powered reputation management, and platform-wide enhancements.
Retail: Brick & Mortar	Synup	Synup introduced new features including AI-generated posts and review responses.
Retail: eCommerce	MikMak	MikMak announced several new product enhancements that help brands gain access to more powerful insights and commerce capabilities to increase profitability and accelerate growth.
Retail: eCommerce	Square Ecommerce	Square announced new features including Square Online's Themes and Square for Retail's AI-generated product descriptions, allowing Square sellers to now further enhance their customer engagement across more channels and access additional automated tools to set them up for a successful holiday sales season.
Revenue Operations	Revenue Grid	Revenue Grid announced its innovative Sales Intelligence Engine, an advanced suite of AI-driven capabilities that will reshape the B2B sales landscape.
Sales Enablement	FieldCircle	FieldCircle announced updates to its mobile application that help streamline everyday processes and add layers of functionality to improve the overall user experience.
Search Engine Marketing (SEM)	Google Ads	Google Ads launched Creative Guidance, a new feature to assist advertisers in optimizing their YouTube campaigns.
Social Media Monitoring	Silhouette	StatSocial announced enhancements to its Silhouette platform, including visual audience clusters that allow businesses of all sizes to gain rapid and comprehensive insights about their audience while reducing dependency on any single platform.
Video Creation Tools	Creative Reality™ Studio	D-ID announced new Creative Reality Studio capabilities, including a new UI, as well as the ability to add facial expressions to avatars and digital people.
Video Creation Tools	Loom	Loom announced a suite of powerful new AI features, transcripts and captions in 50+ new languages.
Video Management	TwentyThree	TwentyThree announced upgrades to their video marketing platform combining the three categories of video tools – Video Marketing Platform, Personal Video, and Webinars – into an all-in-one product for video.
Video Management	Simulmedia	Simulmedia announced Automated Performance Optimization, a new feature that empowers brands to unlock their full performance potential in CTV advertising.
Web Analytics	Mixpanel	Mixpanel announced it has integrated generative AI into their analytics platform so companies can 'chat with their data.
Web Analytics	Heap	Heap introduced updates to its platform that allow enterprises to understand the actions users take across all platforms and why they take them.
Web & App Optimization	UserTesting	UserTesting announced UserTesting AI, a set of AI-powered capabilities designed to help users surface key customer insights, and quickly act on the opportunities to improve the way products and experiences are built.
Web Development & Design	Pendo	Pendo announced Pendo AI, a series of new innovations that enables companies to deliver exponentially better digital experiences across the software they buy, build, or sell.
Web Development & Design	Appy Pie AI Website Builder	Appy Pie announced new features in its AI website builder that allow businesses to simply describe their website preferences using text or voice prompts, and based on the prompts, create a fully functional website with relevant content, images, layout, and functionality in minutes.
Web Development & Design	Hocoos	Hocoos announced AI Image Completion, its latest feature that automates the editing of images and designing of graphics.
Web Performance & Security	ZeroFox	ZeroFox announced new anti-phishing features that will increase escalated alert volume, minimize false positives, and accelerate the time from threat submission to initial disruption and completed takedowns for all customers.

# M&A ACTIVITY

## DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Advertising by Channel	Cadent	Novacap announced the acquisition of Cadent, a platform-based converged TV advertising solutions provider.	Novacap
Analytics: Behavioral	Akita Software	Postman announced it has acquired Akita Software, the company that makes monitoring and observing system behavior accessible for every developer.	Postman
Analytics: Business Intelligence	Full Circle Insights	Scaleworks announced its acquisition of Full Circle Insights, known for helping companies drive pipeline growth through their marketing attribution and campaign measurement platform.	Scaleworks
Analytics: Business Intelligence	Mode Analytics	ThoughtSpot announced that it has completed its acquisition of Mode Analytics, the modern Business Intelligence platform that brings data teams and business teams together to drive impact.	ThoughtSpot
Artificial Intelligence	MosaicML	Databricks announced it has completed its acquisition of MosaicML, and together will make generative AI accessible for all organizations, enabling them to build, own and secure generative AI models, including LLMs with their proprietary data.	Databricks
Business Process Automation by Industry	VenueLytics	Sojern announced the acquisition of VenueLytics, a guest experience platform serving independent hotels, resorts, chains and casinos.	Sojern
Channel & Partner Marketing	Balihoo	Insticator announced its acquisition of Balihoo, a multi-location marketing company, that gives Insticator additional versatility in the digital-ad domain, creating exciting new opportunities for online publishers and advertisers seeking to maximize their return on ad spend.	Insticator
Conversational Marketing	Aivo	Engageware announced the acquisition of Aivo, a conversational and generative AI technology provider that together extends Engageware's platform capabilities to help reduce call center workload, increase sales and improve operational efficiencies.	Engageware
Customer Experience & Success	Horizon	Inbenta announced its acquisition of Horizon, a provider of easy to embed interactive product demos, further expanding Inbenta's customer experience platform.	Inbenta
Customer Experience & Success	PowerReviews	1WorldSync acquired PowerReviews, a SaaS provider of user-generated ratings, reviews and other content.	1WorldSync
Customer Experience & Success	Signpost	Hibu acquired the marketing automation software company Signpost, which provides Hibu with a one-stop marketing and communication tool that empowers clients to efficiently acquire, retain and nurture relationships with prospective and existing customers and to increase conversions from digital marketing campaigns.	Hibu
Customer Service & Support	Seva	Bloomfire has acquired Seva, a dynamic customer support SaaS company, in a strategic move to bolster its capabilities and expand its reach in the enterprise knowledge management and generative AI space.	Bloomfire
Digital Asset Management (DAM)	Digizuite	Luxion announced its acquisition of Digizuite, a provider of Digital Asset Management (DAM) solutions.	Luxion
Enterprise Data Management	Imperva	Thales announced it is acquiring Imperva, the data and application security company, which will help to accelerate Thales' cybersecurity capabilities.	Thales
Enterprise Data Management	Husprey	Collibra announced the acquisition of Husprey, an integrated SQL data notebook platform.	Collibra
Enterprise Data Management	Splunk	Cisco announced it is acquiring cybersecurity software company Splunk, and together, they will help move organizations from threat detection and response to threat prediction and prevention.	Cisco
Events: In-Person & Virtual	Run The World	EventMobi announced the acquisition of Run The World, a software company that powers online events that create meaningful relationships.	EventMobi
Events: In-Person & Virtual	Attendease	Tripleseat announced the acquisition of Attendease, a meeting and event software for enterprise and corporate event planners.	Tripleseat
Human Resources	Replicon	Delttek announced it has completed its acquisition of Replicon, a unified time tracking solutions provider that brings together Project Delivery, Finance and HR on a single platform, purpose-built for project and service-centric organizations.	Delttek
Lead Generation	BySide	CoreMedia announced its acquisition of BySide, a pioneer in customer journey, engagement, and personalization technology and Smarkio, a reference in chatbot technology.	CoreMedia
Marketing Automation	ArtsAI	Claritas announced the acquisition of ArtsAI, an adaptive marketing automation technology, that together accelerates client success by enhancing users' ability to predictably drive highly personalized and profitable campaigns.	Claritas
Marketing Automation	Denim Social	Capacity announced the acquisitions of Denim Social and LumenVox, to help provide solutions that define the future of work and omnichannel customer engagement.	Capacity
Marketing Automation	LumenVox	Capacity announced the acquisitions of Denim Social and LumenVox, to help provide solutions that define the future of work and omnichannel customer engagement.	Capacity
Podcasting	SquadCast	Descript announced the acquisition of remote recording studio SquadCast, giving Podcasters and video creators a single tool for their entire production workflow, from recording to publishing.	Descript
Privacy, Compliance & Risk	Quantcast Choice	InMobi announced the acquisition of Quantcast Choice, a consent management platform that will help reinforce InMobi's commitment to bolstering its privacy management platform for mobile app and web publishers.	InMobi
Product Discovery Platforms	EMRAYS	Bynder announced the acquisition of EMRAYS, a specialist provider of AI search solutions for DAM, that will improve asset findability for Bynder DAM users.	Bynder
Video Creation Tools	Animoto	Redbrick acquired Animoto, an easy-to-use video creation software company that will embark on a new chapter of product innovation and scale as it joins Redbrick's portfolio of digital companies.	Redbrick
Video Players & Distribution	brid.tv	TargetVideo announced the acquisition of its long-time technology partner Brid.TV.	TargetVideo
Web Development & Design	Waldo	Tricentis announced the acquisition of Waldo, a SaaS-based, no-code, zero-footprint mobile test automation platform, that complements and extends Tricentis' mobile testing offerings with new test automation capabilities.	Tricentis
Web Development & Design	Daylight Automation	Quadient announced the acquisition of Daylight Automation, a low-code platform that allows organizations to rapidly build and deploy personalized digital solutions.	Quadient
Web Performance & Security	Apptio	IBM announced it has completed its acquisition of Apptio, giving clients the ability to derive additional value through the powerful combination of Apptio and IBM.	IBM

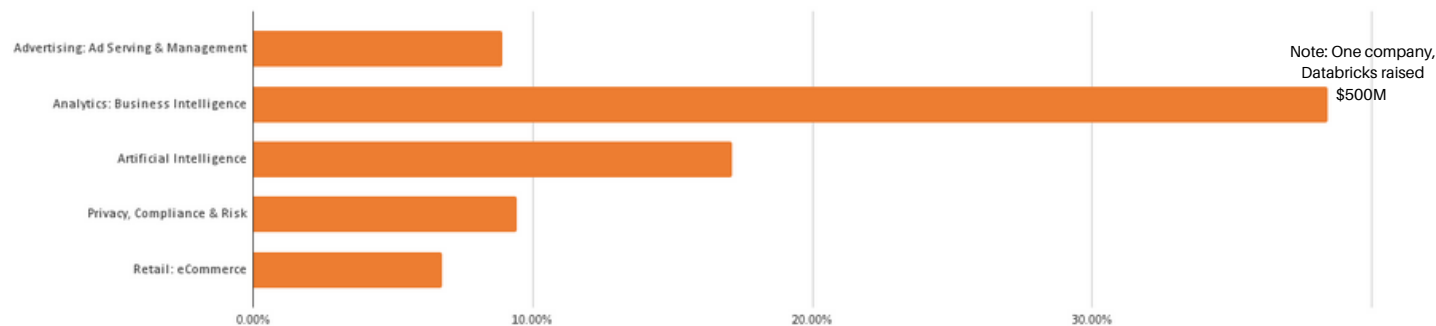


# LOOKING AHEAD

## WHERE INVESTMENT IS HAPPENING (Q3 2023)

Q3 brought in 39% less than the amount Q2 brought in for MarTech and MarTech-related companies. We identified a total of **\$1.9B** in investment this quarter.

Funding was spread across **19 categories** with one category representing 38% of the total.



**63%** of funding went to **6 companies** whom each raised **\$100M** or more.

Top raises:

Millions		
Analytics: Business Intelligence	Databricks	\$500
Artificial Intelligence	AI21 Labs	\$155
Advertising: Ad Serving and Management	VideoAmp	\$150
Privacy, Compliance & Risk	OneTrust	\$150
Retail: eCommerce	Shop Circle	\$120
Artificial Intelligence	Writer	\$100

**OCTOBER  
2023**



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

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

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

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