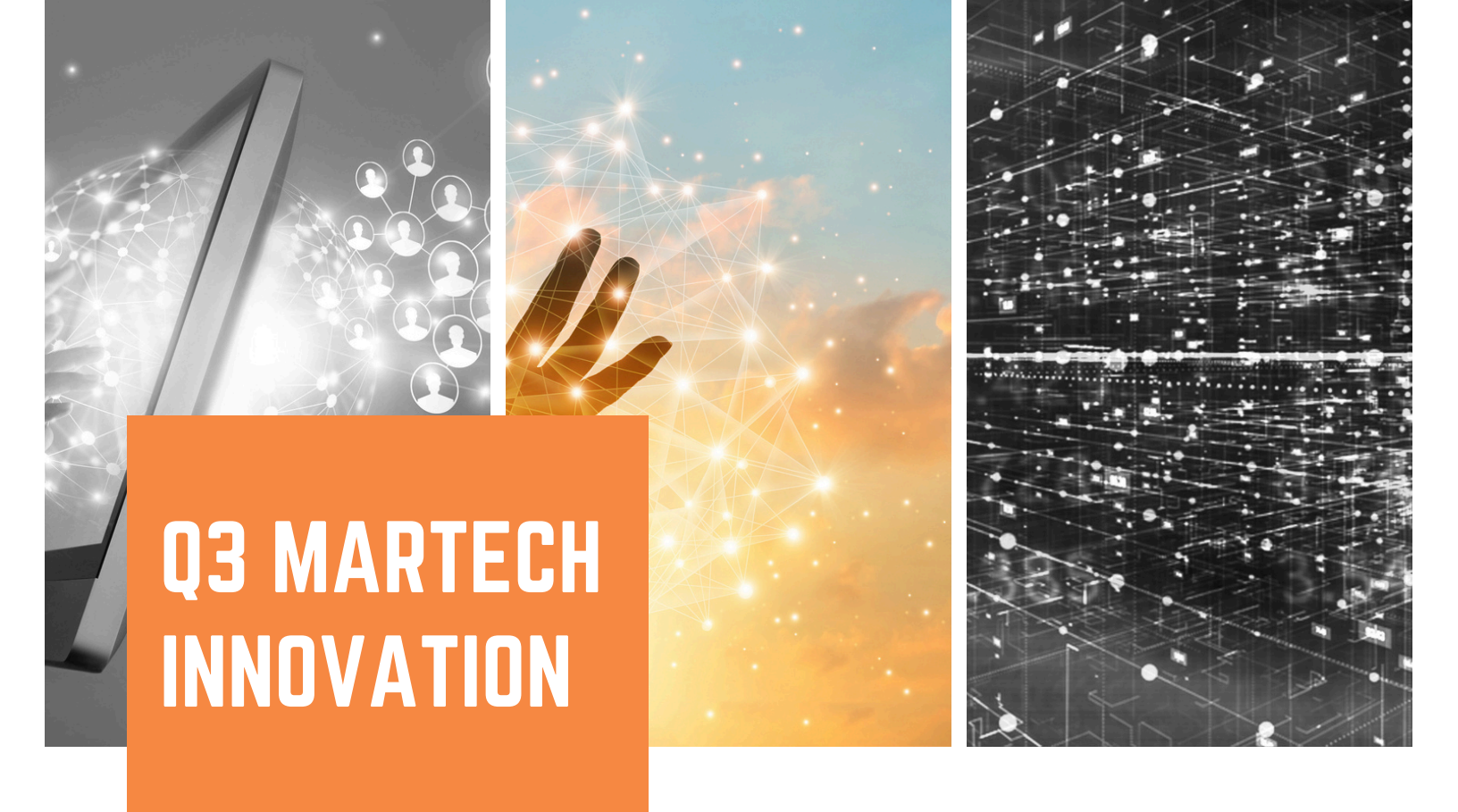


OCTOBER
2024

Q3 2024
MARTECH
INNOVATION

Cabinet M

The latest marketing technology introductions, feature updates, and acquisitions



Q3 MARTECH INNOVATION

72

NEW PRODUCTS

In comparison to last quarter, new product announcements were down 18%, and feature announcements were up 4%.

79

FEATURE
ANNOUNCEMENTS

Acquisitions were up 38% with 33 acquisitions across 29 categories in Q3.

33

ACQUISITIONS

Investment in MarTech companies this quarter was \$1.5B, and overall down 86% over the last quarter. See more details on where investments were made on page 25.

\$1.5B

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.

Allyson DeLemey
CabinetM Marketing

HOW DOES Q3 2024 COMPARE?

	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
NEW PRODUCTS	65	40	82	88	72
FEATURE ANNOUNCEMENTS	66	59	53	76	79
ACQUISITIONS	31	24	33	24	33
FUNDING	\$1.9B	\$699M	\$1.8B	\$10.8B	\$1.5B
	\$500M WENT TO DATABRICKS	\$156M WENT TO AI-BASED COMPANIES	\$209M WENT TO AI-BASED COMPANIES	\$7.07B WENT TO AI-BASED COMPANIES	\$260M WENT TO GLEAN

Q3 2024 NEW PRODUCTS BY CATEGORY



ADVERTISING BY CHANNEL

Noisypeak introduced Noisypeak Prism X, a next-generation server-side ad insertion (SSAI) platform designed for video-on-demand (VOD) and live streams.

ADVERTISING: AD CREATION

EKCS launched Mediaferry AI, an innovative platform to transform digital ad operations and enhance publisher-advertiser relationships.

ADVERTISING: AD SERVING & MANAGEMENT

Boltive launched Ad Monitor, a cutting-edge ad discovery engine that empowers advertisers, marketers, and brand managers with real-time insights into online ads.

Swiftly launched its Audience Optimizer, a new digital solution designed to modernize and personalize retail advertising, effectively replacing traditional print circulars with targeted online ads.

Innovid launched Harmony Frequency, a holistic frequency management solution for CTV and digital advertising.

Setupad launched its Prebid Self-Serve platform, designed to provide publishers with unprecedented control and efficiency in managing their ad revenues.

Q3 2024 NEW PRODUCTS BY CATEGORY



DMi Partners launched Lumina by DMI, a cutting-edge platform designed to revolutionize measurement and reporting for affiliate campaigns.

Roku launched Roku Ads Manager, a direct self-service solution designed for CTV performance.

MarketCast launched MarketCast Ad Effect Express, an innovative new advertising testing solution that brings together the power of human research with AI to better predict how TV, CTV, and digital advertising will perform across different audience segments.

ADVERTISING: BUY & SELL

Evercopy launched EverAds, an advertising network for AI chatbots that enables chatbot developers to integrate advertisements seamlessly into chatbot conversations, offering a novel way to engage users while generating revenue.

WMX unveiled SONAR, a fully managed programmatic advertising solution designed to empower brands with precision and efficiency.



ANALYTICS: BEHAVIORAL

Underscore Marketing launched PINNACLE Planning Suite, a solution for marketers aiming to turn disconnected data assets into customer-centric marketing insights that drive revenue growth.

RSMB launched RSMB Fusion, a cloud-based platform designed to help media agencies, advertisers, media owners, and research suppliers get more value from their data.

Q3 2024 NEW PRODUCTS BY CATEGORY



ANALYTICS: BUSINESS INTELLIGENCE

Forum3 introduced Spok, an AI Marketer designed to deliver upfront insights and strategies to produce the most effective marketing campaigns.

Nylas launched Nylas ExtractAI, a solution designed to automatically extract complete email data from their customers.

FlexRule announced FlexRule O, an Open Decision Intelligence Platform designed to help organizations manage and automate business decisions.

GrowthLoop unveiled The Loop, a solution that allows marketers to understand how specific marketing channels and audiences directly impact business outcomes so they can strategize, pivot, and iterate for maximum return on investment (ROI).

TapClicks announced TapInsights, a comprehensive suite of tools that combines AI-powered insights with advanced features that streamline data analysis, enable marketers to optimize their campaign actions and drive performance across all channels.

ARTIFICIAL INTELLIGENCE

FOMO.ai launched its comprehensive Tools platform, a suite of AI-powered solutions designed to improve marketers' and business owners' approaches to content creation and marketing.

Q3 2024 NEW PRODUCTS BY CATEGORY



WPAI launched WP.Chat, an AI chat tool designed to assist WordPress users with various tasks including learning, troubleshooting, and workflow enhancement.

IdendefAI launched Fluffy Muffins, an AI-powered browser designed to enhance social media interactions.

PR Newswire launched an AI Press Release solution to help customers create and distribute press releases designed to maximize engagement and improve effectiveness.

Cortex Click launched its content generation platform that enables businesses to produce high-quality content for developer audiences, including blog posts, tutorials, landing pages, and technical documentation, at unprecedented speed and scale.

FanHero launched its generative AI content generation platform, FanHero CREATOR Enterprise, helping brands convert user data, text prompts, and media files into compelling and customizable videos, documents, courses, and other digital and print materials.



CONTENT MARKETING: CURATION & DISCOVERY

Lotame launched Lotame Curation, a new solution that offers a more efficient and effective way for media buyers to deliver benchmark-beating campaign results.

Q3 2024 NEW PRODUCTS BY CATEGORY



CONTENT MARKETING: PLANNING & MANAGEMENT

Brightcove announced the Brightcove AI Suite, a new AI suite integrated into Brightcove's video cloud platform to deliver customer ROI through expanded content creation, deeper engagement, increased revenue, and enhanced cost-to-quality efficiency.

CONVERSATIONAL MARKETING

Egnyte announced Egnyte Copilot, its AI-driven assistant designed to accelerate and transform enterprise content collaboration.

Tavus announced Conversational Video Interface, a tool that enables the creation of highly realistic digital twins for real-time video conversations.

Boardable launched Boardable AI, a transformative initiative that brings true AI to Boardable's Board Management platform.

Salesforce launched Agentforce, an AI-powered tool that enables organizations to build, customize, and deploy autonomous AI agents that operate independently to perform tasks such as resolving customer inquiries, managing sales leads, and optimizing marketing campaigns without constant human intervention.



Q3 2024 NEW PRODUCTS BY CATEGORY



CUSTOMER ENGAGEMENT

Impact launched *advocate*, a customizable customer referral marketing solution that empowers brands to engage their customers effectively with tailored offers.

Credera, in collaboration with Areteans, launched their *Connected Marketing Platform*, a solution designed to help organizations scale their decision-making maturity and drive successful customer engagement strategies.

CUSTOMER EXPERIENCE & SUCCESS

Scale Social AI launched its cutting-edge technology platform designed to revolutionize customer-generated content and short-form video marketing.

DIGITAL ASSET MANAGEMENT (DAM)

Zakeke launched the *3D Digital Asset Manager (DAM)*, a new central hub simplifying the creation, storage, management, and sharing of 3D models to help brands embrace the current 3D revolution.

Simpleview launched its digital asset management (DAM) system, *Simpleview DAM*, specifically designed to streamline and optimize digital asset management, organization, and delivery for destination marketing organizations (DMOs).

Q3 2024 NEW PRODUCTS BY CATEGORY



ENTERPRISE DATA MANAGEMENT

Braze launched the Braze Data Platform, a comprehensive, composable set of data capabilities and partner integrations designed to streamline data unification, activation, and distribution, empowering marketers to create memorable, relevant customer engagements with Braze.

TapClicks announced their TapData platform, designed to bring scalable ELT/ ETL technology to agencies and brands of all sizes.

HUMAN RESOURCES

Joveo launched Unified Analytics, a recruitment marketing analytics solution set to redefine talent attraction reporting, decision making, and strategies for organizations worldwide.



IDENTITY RESOLUTION & REGISTRATION

LoginRadius launched their latest identity orchestration solution offering granular flexibility in designing and deploying identity flows.

Q3 2024 NEW PRODUCTS BY CATEGORY



LEAD GENERATION

Typeform announced Typeform for Growth, a suite of new capabilities designed to help businesses capture, qualify, and convert leads to boost revenue growth.

TrustRadius launched its Intent-Driven Leads program, a solution that harnesses the power of user reviews and downstream intent data to generate in-market leads at scale for B2B technology sellers.

Mobi.ai announced Mobi Intent Driven Search (IDS) a search and discovery tool that combines simple, natural language search with generative AI, Mobi's proprietary content store of 40M+ fully enriched points of interest around the world.

MARKET RESEARCH

Chatmeter released Surveys 2.0, a solution that provides multi-location businesses with a comprehensive 360° view of customer insights by continuously analyzing survey data, reviews, and social data together in real-time.

Fuel Cycle launched the Fuel Cycle Audience Network, a platform that provides researchers with expanded access to diverse audiences for conducting market research studies.

MARKETING AUTOMATION

Snappy Kraken announced Snappy Kraken Enterprise, a complete marketing technology solution that provides in-depth analytics and advanced marketing tools to attract and retain top-performing advisors, scale growth strategies and execute compliant marketing campaigns efficiently.

Q3 2024 NEW PRODUCTS BY CATEGORY



GoDaddy launched Digital Marketing, an all-in-one product designed to manage marketing efforts and increase the accessibility of tools like SEO, social media and email marketing, with the added benefit of a unified inbox to streamline the management of customer messages.

PERSONALIZATION

Hightouch launched AI Decisioning, an AI marketing product designed to optimize and personalize customer engagement at scale.

Vue Industries launched Cognitive Content, an AI-powered marketing tool that leverages advanced AI and custom neural networks to streamline various aspects of marketing strategy and execution, from keyword optimization to content creation.

Crosshatch announced its public beta launch, allowing users to bring their data and context directly into apps, unlocking hyper-personalized experiences without compromising data control.



PHOTOGRAPHY

Mango AI unveiled its free online background remover tool that effortlessly removes unwanted backgrounds from photos.



PRIVACY, COMPLIANCE & RISK

Sourcepoint launched its Universal Consent and Preferences solution that integrates seamlessly with Sourcepoint's CMP to help enterprises navigate the complex landscape of data privacy regulations while maximizing the value of their first-party data strategies.

LOKKER released a consent management solution that blocks all unauthorized data collection on websites and addresses critical issues with consent managers.

PRODUCTIVITY & WORKFLOW

Miro launched the Intelligent Canvas, an AI-powered platform designed to enhance collaborative work and innovation processes.

Zoom announced Zoom Docs, its AI-first collaborative docs solution to help drive productivity and seamless collaboration throughout Zoom Workplace.

Intermedia Cloud Communications launched Intermedia Unite for Microsoft Teams Advanced, a solution that seamlessly integrates with Microsoft Teams, enabling businesses to access a comprehensive suite of advanced communication features directly within the Teams application without the need for a separate Teams phone license.

Q3 2024 NEW PRODUCTS BY CATEGORY



RETAIL: BRICK & MORTAR

dunnhumby launched its assortment solution, harnessing cutting-edge AI to revolutionize how retailers select products.

REVENUE OPERATIONS

Mile launched its Revenue Analytics solution that empowers publishers with unparalleled insights and real-time revenue intelligence, enabling them to optimize their ad performance and maximize revenue.

SALES OPERATIONS

Attrisys officially launched, poised to transform the Amazon sales landscape for businesses across North America and beyond.

IDC launched IDC Velocity for Sales, a SaaS platform designed to empower sales and revenue operations teams in the technology sector by providing them with a comprehensive solution for strategic sales planning and account management.



Q3 2024 NEW PRODUCTS BY CATEGORY



SEARCH ENGINE MARKETING (SEM)

YourSEOBoard launched offering comprehensive tools and resources tailored for individuals aiming to establish and expand their businesses within the SEO industry.

Rapid URL Indexer released its WordPress plugin, a powerful tool that automates the process of submitting WordPress content for indexing, ensuring new and updated pages are promptly crawled and indexed by Google.

LinkDR launched its new AI-powered link building tool that helps marketing teams dramatically accelerate their SEO and digital PR efforts



SOCIAL MEDIA MANAGEMENT

Yext launched Yext Social, an AI-powered social media management solution that transforms how brands manage local customer engagement at scale globally.

SOCIAL MEDIA MONITORING

Later released its social listening tool, helping to simplify the process of gathering and interpreting social media data.

Q3 2024 NEW PRODUCTS BY CATEGORY



TEXT TOOLS & SERVICES

Vimeo launched its AI-powered video translation solution, which leverages generative AI to translate video, audio and captions into dozens of languages – while replicating the original speakers' voices.

VIDEO CREATION TOOLS

Topaz Labs launched Video AI Pro, a powerful video enhancement software designed for professional video production and editing.

37Takes introduced Shooter, an AI-powered tool designed to enhance human-led video production with voice-controlled filming and automated editing.



WEB & APP OPTIMIZATION

AudioEye announced its Accessibility Testing Software Development Kit, a tool that helps developers address accessibility issues early in the software development life cycle, allowing them to publish web content that is accessible to people with disabilities.

Q3 2024 NEW PRODUCTS BY CATEGORY



WEB DEVELOPMENT & DESIGN

Brizy launched a White Label generative AI Website Builder solution, enabling customers to unlock new revenue streams and allowing users to create stunning websites and establish their online presence in seconds.

DreamHost released DreamHost Liftoff, an AI website builder for WordPress designed to create fully customized WordPress websites in seconds.

WEB PERFORMANCE & SECURITY

Wristband announced the public beta launch of its platform which empowers startups to implement secure and customizable authentication solutions.

NotCommon launched its free browser extension designed to protect users from online impersonation and fraud.



AI SPOTLIGHT



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

6 NEW TOOLS

Subcategory	Company	Product	Description
AI Enablement	IdendefAI	Fluffy Muffins	IdendefAI launched Fluffy Muffins, an AI-powered browser designed to enhance social media interactions.
Generative AI: Audio / Generative AI: Video / Generative AI: Text	FanHero	FanHero CREATOR Enterprise	FanHero launched CREATOR Enterprise, a generative AI content generation platform that helps brands convert user data, text prompts, and media files into compelling and customizable videos, documents, courses, and other materials.
Generative AI: Text	FOMO.ai	FOMO Tools	FOMO.ai launched its comprehensive Tools platform, a suite of AI-powered solutions designed to improve marketers' and business owners' approaches to content creation and marketing.
Generative AI: Text	WPAl	WPChat	WPAl launched WPChat, an AI chat tool designed to assist WordPress users with various tasks including learning, troubleshooting, and workflow enhancement.
Generative AI: Text	PR Newswire	AI Press Release	PR Newswire launched an AI Press Release solution to help customers create and distribute press releases designed to maximize engagement and improve effectiveness.
Generative AI: Text	Cortex Click	Cortex Click	Cortex Click launched its content generation platform that enables businesses to produce high-quality content for developer audiences, including blog posts, tutorials, landing pages, and technical documentation.

8 VENDOR WITH NEW AI CAPABILITIES

Subcategory	Company	Product	Description
AI Content Detection Tools	Originality.AI	Originality.AI	Originality.ai released two new AI detection models, positioning themselves as the most accurate solution for identifying AI-generated content.
AI Enablement	Klaviyo	Klaviyo AI	Klaviyo introduced three additional features to Klaviyo AI: Flows AI, personalized campaigns and review sentiment AI.
Generative AI: Audio / Generative AI: Video / Generative AI: Text / Generative AI: Images	Appy Pie	Appy Pie Design	Appy Pie announced significant enhancements to its AI Playground, including an expanded library of voice options for engaging audio outputs.
Generative AI: Images	Getty Images	Generative AI by iStock	Getty Images launched an updated model for its generative AI services and tools, allowing customers to experience significantly enhanced creative potential and efficiency, allowing for the production of high-quality, detailed images.
Generative AI: Audio	Wellsaid Labs	Wellsaid	Wellsaid introduced new features delivering advanced, more in-depth customization and automation of generative voice.
AI Enablement	Walkme	WalkMe X	WalkMe announced new WalkMeX innovations including tools for building powerful copilot experiences that deliver always-on AI assistance to users directly in their flow of work and on-demand AI chat for conversational search and task automation.
Generative AI: Video	Vyond	Vyond Go	Vyond unveiled Vyond Go updates including document-to-video and script-to-video capabilities.
Generative AI: Text	CoSchedule	Hire Mia	Hire Mia launched three new AI tools built for Instagram content creators and marketers: the Instagram Handle Generator, Instagram Text Generator, and Instagram Bio Generator.

\$60M

FUNDING TOWARDS AI

Subcategory
Generative AI: Video

Company
Captions

\$ Millions
\$60



VENDOR ACTIVITY

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

Category	Product	Description
Advertising by Channel	Nativo	Nativo launched Brand Rank, a unique new integrated platform feature that eliminates the need for expensive brand health studies with a single, easy-to-understand metric.
Advertising: Ad Serving & Management	Flashtalking by Mediaocean	Flashtalking by Mediaocean released its enhanced Social Ads Manager, to streamline and optimize workflow across multiple social platforms.
Advertising: Ad Serving & Management	TapOrders	TapClicks unveiled its latest integration for the TapOrders OMS, the LinkedIn Ads Push Connector, designed to streamline and enhance B2B marketing on LinkedIn.
Advertising: Ad Serving & Management	Zappi	Zappi launched AI Quick Reports, a new feature that instantly turns raw survey data into actionable reports ready to share with stakeholders.
Advertising: Ad Serving & Management	Operative.One	Operative announced a new collaboration with Salesforce to deliver a deeply integrated offering for Salesforce Media Cloud customers and their advertising sales businesses.
Advertising: Ad Serving & Management	Flight Control	Clinch launched Flight Control's Copilot, an AI-powered virtual team member that acts as a fleet of experts, guiding users through every step of the campaign workflow, automating much of the process, and providing insights and recommendations to reach the most optimal campaign outcomes.
Advertising: Buy & Sell	Sovrn Publisher Platform	Sovrn launched Unified Optimization, a new feature that generates more revenue by routing affiliate clicks to the highest available earnings per click.
Advertising: Buy & Sell	Magnite	Magnite introduced automated wrapper management within Demand Manager to help publishers grow revenue and increase efficiency.
Analytics: Business Intelligence	Cornscore Everywhere	Cornscore announced comprehensive measurement of YouTube audiences across all digital devices in the US.
Analytics: Business Intelligence	AUDIENEX Intelligence	AUDIENEX released new Predictive Lite segments in the AXI suite that utilize an ideal client profile modeled from the largest consented US behavioral graph and allows advertisers to create effective segments without initial data, simplifying and accelerating campaign setup.
Analytics: Business Intelligence	Coveo Intelligent Search Platform	Coveo announced a new integration with Salesforce Data Cloud to provide enterprises with enhanced access to all relevant data across the Salesforce ecosystem.
Artificial Intelligence	Originality.AI	Originality.ai released two new AI detection models, positioning themselves as the most accurate solution for identifying AI-generated content.
Artificial Intelligence	Klaviyo AI	Klaviyo introduced three additional features to Klaviyo AI: Flows AI, personalized campaigns and review sentiment AI.
Artificial Intelligence	Appy Pie Design	Appy Pie announced significant enhancements to its AI Playground, including an expanded library of voice options for engaging audio outputs, allowing users to now create high-resolution, customizable images and high-quality videos with ease.
Artificial Intelligence	Generative AI by iStock	Getty Images launched an updated model for its generative AI services and tools, allowing customers to experience significantly enhanced creative potential and efficiency, allowing for the production of high-quality, detailed images.
Artificial Intelligence	Wellsaid	WellSaid introduced new features delivering advanced, more in-depth customization and automation of generative voice.
Artificial Intelligence	WalkMe X	WalkMe announced new WalkMeX innovations including tools for building powerful copilot experiences that deliver always-on AI assistance to users directly in their flow of work and on-demand AI chat for conversational search and task automation.
Artificial Intelligence	Vyond Go	Vyond unveiled Vyond Go updates including document-to-video and script-to-video capabilities.
Artificial Intelligence	Hire Mia	Hire Mia launched three new AI tools built for Instagram content creators and marketers: the Instagram Handle Generator, Instagram Text Generator, and Instagram Bio Generator.
Audience Segmentation, Intent & Targeting	Cordial Data Platform	Cordial reveals an enhanced server-to-server integration with Radar, streamlining the process of sending precise geo-location data from Radar to Cordial, enabling retailers to enrich user profiles and trigger timely, relevant offers and notifications.
Business Management	Oracle Fusion Cloud Applications Suite	Oracle announced new AI capabilities within the Oracle Fusion Cloud Applications Suite that will help customers successfully execute complex tasks, automate workflows, and drive efficiency.
Channel & Partner Marketing	Awin	Awin announced nine new innovative feature updates that give advertisers and publishers advanced technology, improved flexibility, and customized partner matching, enhancing customer engagement and optimizing campaign effectiveness on the Awin platform.

VENDOR ACTIVITY

ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

Category	Product	Description
Contact Center Systems & Administration	RingCX	RingCentral announced new innovations for RingCX, including a native, real-time AI-powered assistant for both agents and supervisors, advanced AI-based coaching insights for managers and supervisors, and a new bring-your-own IVA framework for customers and partners to quickly integrate their Intelligent Virtual Agent of choice with RingCX.
Content Creation: Audio	Storyblocks	Storyblocks expanded its Storyblocks Label music tracks to over 150 platforms, including TikTok, YouTube, Facebook and Instagram.
Content Creation: Design & Illustration	Adobe Illustrator	Adobe announced updates to Adobe Illustrator and Adobe Photoshop that accelerate everyday creative workflows and give creators more control.
Content Management System (CMS)	ButterCMS	ButterCMS announced Butter AI Assistant, a new feature that brings generative AI directly into content management systems, enabling users to enhance their content with pre-built or fully customized prompts, all without leaving the platform.
Content Management System (CMS)	Contentstack	Contentstack announced new native visual building capabilities to its platform, allowing marketers to see their work – present and future – in a headless environment.
Content Marketing: Curation & Discovery	Scribd	Scribd announced a beta version of Ask AI, a new AI-powered tool designed to enhance the customer experience, allowing users to quickly pull key information from documents on Scribd.
Content Marketing: Performance & Tracking	Metricool	Metricool announced new features including LinkedIn Personal Page Analytics, AI Social Media Assistant update, and integrations with Google Drive and Canva to help users improve their social media strategies and stay ahead of trends.
Content Marketing: Planning & Management	HubSpot Content Hub	HubSpot introduced updates to Marketing Hub and Content Hub including tools to capture attention like Content Remix for video, tools to generate leads and convert prospects like Lead Scoring, and tools to measure impact like the new Marketing Analytics Suite.
Content Marketing: Planning & Management	Zuora	Zuora announced new AI enhancements that allow customers to instantly activate its AI paywall in minutes for a deeper understanding of subscriber behavior to drive conversion and revenue growth.
Customer Data Platform (CDP)	Blueshift SmartHub Customer Data Platform	Blueshift launched several capabilities for intelligent activation of first-party data on paid media destinations, addressing the needs of a post-cookie world.
Customer Data Platform (CDP)	Adobe Experience Cloud	Adobe announced innovations across Adobe Experience Cloud that will empower brands to unlock greater value with AI-generated content and demonstrate business impact, including Adobe Content Analytics, AI Assistant Content Accelerator in Adobe Journey Optimizer, and Adobe Experience Manager (AEM) Edge Delivery Services, Self-Learning Experimentation.
Customer Experience and Success	Sandsiv+	SANDSIV launched Insight Narrator, an enhancement to the sandsiv+ platform that offers instant feedback summaries and personalized recommendations, empowering managers with actionable insights to make informed decisions quickly and effectively.
Customer Journey/Lifecycle Management	Braze Canvas Flow	Braze unveiled Canvas Templates in Braze Canvas, a new feature that provides customers with a new library of pre-built use cases that help customers get inspired and quickly get started.
Digital Asset Management (DAM)	PDFelement	Wondershare introduced PDFelement 11, the latest version of their PDF editing software with groundbreaking advancements in AI functionality and seamless cloud-based collaboration across devices.
Email Platforms	Phonexa E-Delivery	Phonexa has launched a new product feature in its email and SMS solution, E-Delivery, giving businesses new texting capabilities.
Email Platforms	MessageGears	MessageGears announced new enhancements to its analytics suite to provide comprehensive insights into customer behavior and campaign performance directly from an enterprise's data warehouse.
Email Platforms	MessageGears	MessageGears announced campaign prioritization powered by real-time, unified customer profiles, enabling marketers to leverage real-time insights from dynamic customer profiles within their data warehouse, enhancing segmentation and personalization across channels.
Events: In-Person & Virtual	Banzai Demio	Banzai announced a major improvement to the Demio HubSpot integration, offering unparalleled flexibility and efficiency in managing webinar data, empowering marketers to streamline their webinar management and marketing efforts.
Events: In-Person & Virtual	AnyRoad	AnyRoad announced Purchase Conversions, a new feature that will allow brands to finally have the insights they need to directly tie events to revenue.
Market Research	SurveyMonkey	SurveyMonkey announced a new integration with PayPal, allowing users to collect payments through PayPal for anything from freelance services to event registration fees to charity donations and beyond.

VENDOR ACTIVITY

DO YOU KNOW WHAT YOUR VENDORS ARE UP TO?

Category	Product	Description
Market Research	SOCI Genius Reviews	SOCI announced an enhancement to Genius Reviews with review solicitation capabilities through a new feature, Get Reviews.
Marketing Automation	TapClicks	TapClicks announced a new AI-driven Benchmark Widgets feature, designed to give businesses of all kinds the ability to view their marketing campaign performance directly against industry benchmarks, and TapMap, an advanced geo-visualization feature that significantly enhances the platform's current geographical charting capabilities.
Marketing Automation	HubSpot Marketing Hub	HubSpot introduced updates to Marketing Hub and Content Hub including tools to capture attention like Content Remix for video, tools to generate leads and convert prospects like Lead Scoring, and tools to measure impact like the new Marketing Analytics Suite.
Marketing Automation	Bloom Intelligence Restaurant Marketing Platform	Bloom Intelligence released additional features including automated marketing campaigns triggered by guest behavior at your location, online orders, reservations, websites, or reviews.
Photography	Photoshop	Adobe announced updates to Adobe Illustrator and Adobe Photoshop that accelerate everyday creative workflows and give creators more control.
Privacy, Compliance & Risk	Sourcepoint Compliance Monitoring	Sourcepoint announced significant enhancements to its compliance monitoring suite, designed to help companies navigate the increasingly complex landscape of digital privacy laws and mitigate risks associated with the growing trend of tracker-based litigation.
Product Lifecycle Management (PLM)	1WorldSync Product Information Cloud	1WorldSync announced significant enhancements to its Product Information Management Solution, providing a high-performance, elevated user experience complete with new features to streamline workflows, automate key functions with audit trails, and optimize performance via actionable metrics.
Productivity & Workflow	PageProof	PageProof released a suite of workflow enhancements that expedite approvals by matching how organizations' creative approval flows work.
Productivity & Workflow	GoToConnect	GoTo announced more than 40 product enhancements to the GoTo Connect portfolio, which will further enhance the customer experience for businesses and enable effortless business communications through unified technology tools, data analytics, and simplified workflows.
Productivity & Workflow	Cognito Forms	Cognito introduced Workflow Tasks, a new feature in Forms that automates task management directly within the platform.
Productivity & Workflow	Zoom	Zoom announced several new add-on products and functionalities to further strengthen its advanced enterprise offerings portfolio, helping organizations meet their compliance, security, privacy, survivability, and manageability requirements.
Retail: eCommerce	FastSpring	FastSpring announced its integration with Hubspot, simplifying the operational management of products, pricing, user accounts through automatic data transfer from the FastSpring system to and from Hubspot which allows you to trigger email marketing automation and enable your sales, support, and billing teams who use Hubspot to manage relationships with customers and prospects.
Retail: eCommerce	Google Merchant Center	Google introduced four updates to the Google Merchant Center to help retailers ahead of the holiday shopping season, including shopping trends insights, AI-powered insights, automated in-store availability, and new campaign goals.
Retail: eCommerce	DataFeedWatch	DataFeedWatch announced it has added full integration of AI to its feed marketing engine.
Sales Enablement	D&B Hoovers	Dun & Bradstreet announced SmartMail AI and SmartSearch AI, two new Gen AI capabilities integrated into D&B Hoovers that help boost sales prospecting and lead generation across channels, improve targeting and personalization to deliver more intelligent customer experiences, and provide a productive and effortless experience for sales and marketing teams.
Search Engine Marketing (SEM)	Microsoft Advertising	Microsoft Advertising announced new AI-powered asset recommendations for video ads.
Search Engine Marketing (SEM)	Hawksearch by Bridgeline	Bridgeline Digital unveiled Multi-Site Management (MSM), a new feature within HawkSearch that allows organizations to centrally manage multiple websites, while still providing local sites the flexibility to tailor content for their markets.
Search Engine Marketing (SEM)	yoast	Yoast introduced Yoast AI Optimize, its latest AI feature that harnesses the power of AI to enhance a user's content and ensure it is search engine friendly, all to improve rankings to boost site visibility.
Search Engine Marketing (SEM)	AgencyAnalytics	AgencyAnalytics launched two new AI-powered features, Ask AI acts as a co-pilot, steering you toward insightful discoveries and real-time actions that elevate your client campaigns, and a new AI Summary tool that auto-generates comprehensive report summaries.

VENDOR ACTIVITY

STAY UP TO DATE WITH WHAT'S NEW

Category	Product	Description
SMS Marketing	Sinch	Sinch announced the debut of Sinch AI, a new capability that equips forward-thinking businesses with advanced tools to craft smarter, safer, and more efficient conversational experiences.
SMS Marketing	Wunderkind	Wunderkind announced a series of enhancements to its Autonomous Marketing Platform, including an identity enrichment ecosystem, cross-device graph, server-side tracking, and renewed privacy compliance.
Social Media Management	SproutSocial	Sprout Social announced a series of updates and AI-powered innovations that further enhance Sprout's intuitive platform and strengthen the company's partnerships and integrations with Salesforce and major social media networks.
Social Media Management	SproutSocial	Sprout Social announced a new integration with Salesforce's Agentforce assistant for Service Cloud, enabling customers to gather customer insights from social and take accelerated action to enhance customer experiences.
Social Media Marketing	LTK Creator app	LTK introduced two new features, Full-Screen Continuous Video and Daily Drops, opening up earning opportunities for creators and creating a more engaging experience for shoppers.
Social Media Marketing	IZEA Flex	IZEA announced that IZZY, its AI assistant with capabilities fine-tuned for influencer marketing professionals, is now available to users of IZEA Flex, its comprehensive influencer marketing platform.
Text Tools & Services	BlipCut	BlipCut announced its latest version, introducing a "Subtitle Generator" feature, empowering users to effortlessly generate accurate subtitles and translate them across 95 languages.
Video Creation Tools	Vyond	Vyond unveiled platform updates including AI avatars, a mobile app, and enhanced brand management features.
Video Creation Tools	Beamr Cloud	Beamr announced its first AI capability integrated into Beamr Cloud, allowing for automatic caption and transcription generation for videos in multiple languages.
Video Creation Tools	Storykit	Storykit released their new workflow and UX, enabling users to go from text to video in seconds.
Video Marketing Platforms	Wistia	Wistia announced a partnership with Adobe Podcast to integrate its AI-powered Enhance Speech into the Wistia video editor.
Video Players & Distribution	Cloudinary's Video API	Cloudinary added several new AI capabilities to its Cloudinary Video API platform, including Dynamic Video Overlays, AI Auto Transcription and AI Auto Chaptering.
Web & App Optimization	UserTesting	UserTesting announced significant updates to the UserTesting Human Insight Platform designed to provide greater flexibility in gathering insights, deliver more accurate audience targeting, drive efficiencies, and streamline the sharing of insights at every stage of product development.
Web Development & Design	Acquia Cloud Platform	Acquia announced Multi-Experience Operations, an enhancement to Acquia Cloud Platform that combines the time, cost, and maintenance advantages of the Drupal CMS platform's multi-site architecture with the performance, scalability, and resiliency features of Acquia Cloud Next.
Web Development & Design	Acquia Cloud Platform	Acquia announced that Acquia Cloud Platform is ready for customers to make the move and begin using Drupal 11, the latest version of the world's most powerful open source content management system.
Web Development & Design	Duda	Duda announced the integration of its platform with ActiveCampaign, to allow Duda customers to leverage ActiveCampaign's marketing platform through a custom-built Duda Connector integrated directly into the website-building editor.
Web Development & Design	Editor X	Wix launched its AI theme assistant, a tool designed to streamline and enhance the website design process.
Web Development & Design	Limey	Limey announced a series of updates including the ability to edit links, an enhanced media gallery supporting images and videos, UTM tags, and a site duplication feature.

M&A ACTIVITY

DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Accounting	Invoiced	Flywire has acquired Invoiced, a cash flow management SaaS platform, to boost its B2B payments services and software capabilities.	Flywire
Advertising by Channel	Frequence	Madhivie announced that it has completed the acquisition of Frequence Inc, the omnichannel ad sales enablement and workflow software for local media companies and agencies.	Madhivie
Affiliate & Network Marketing	MaxBounty	mrge announced the acquisition of MaxBounty, a performance marketing network.	mrge
Analytics: Behavioral	42matters	Similarweb announced its acquisition of 42matters, a prominent app intelligence provider.	Similarweb
Analytics: Business Intelligence	ChannelMix	InMarket announced the acquisition of ChannelMix, a pioneering media mix modeling and marketing revenue optimization platform, bolstering InMarket's data analytics and measurement capabilities.	InMarket
Artificial Intelligence	Leonardo.AI	Canva acquired generative AI content and research startup Leonardo.AI, boosting Canva's profile as an all-in-one creative hub for businesses and individuals.	Canva
Artificial Intelligence	Safe Sign Technologies	Thomson Reuters announced it has acquired Safe Sign Technologies, a UK-based startup that is developing legal-specific large language models (LLMs).	Thomson Reuters
Channel & Partner Marketing	BrandMuscle	Ansira announced the acquisition of BrandMuscle and SproutLoud, two channel partner marketing companies that, like Ansira, bring together work with clients in distributed ecosystems.	Ansira
Channel & Partner Marketing	SproutLoud	Ansira announced the acquisition of BrandMuscle and SproutLoud, two channel partner marketing companies that, like Ansira, bring together work with clients in distributed ecosystems.	Ansira
Content Creation: Audio	Vault Music	DRiP announced the acquisition of Vault Music, the limited-edition music platform on the Solana blockchain.	DRiP
Content Creation: Design & Illustration	Envato	Shutterstock completed its acquisition of Envato, a digital creative assets and templates company.	Shutterstock
Content Management System (CMS)	Simpleview	Granicus announced the acquisition of Simpleview, a global, integrated destination marketing solutions provider.	Granicus
Content Marketing: Curation & Discovery	Issuu	Bending Spoons announced that it has closed the acquisition of Issuu, the renowned digital publishing platform.	Bending Spoons
Content Marketing: Performance & Tracking	Aletheia Marketing & Media	Aletheia Marketing & Media has acquired AI content intelligence platform Pluralytics, and together will be able to understand values-driven communication and craft personalized content, campaigns, and applications.	Aletheia Marketing & Media
Content Marketing: Planning & Management	Uberflip	PathFactory announced its acquisition of Uberflip, a content experience platform, that together creates a global leader in B2B Content Intelligence & Personalization.	PathFactory
Customer Engagement	Hearsay Systems	Yext has completed its acquisition of Hearsay Systems, a specialist in digital client engagement for financial services, together combining Yext's cutting-edge digital presence management capabilities with Hearsay Systems' compliant engagement solutions across social media, websites, text, and voice.	Yext
Customer Experience and Success	Cmiles CX	QuestionPro has acquired Cmiles CX, a developer of 360° customer experience and feedback tracking technology, and will integrate their technology to create a truly omni-channel approach to help brands more fully measure customer satisfaction and loyalty.	QuestionPro

M&A ACTIVITY

DOES 1 + 1 = 3?

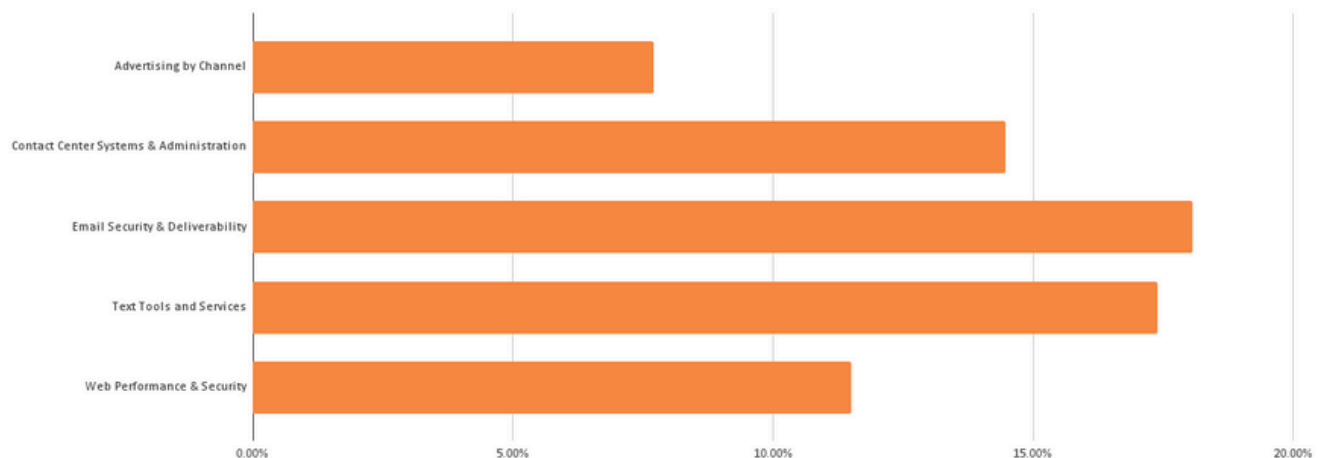
Category	Company	Description	Acquired by
Document & Content Management	Alphamoon	Box announced its acquisition of the AI-powered, intelligent document processing (IDP) technology of Alphamoon, further enhancing the power of Box AI to automate document-related tasks and extract valuable metadata from critical business content across a variety of industries.	Box
Enterprise Data Management	Own	Salesforce has acquired Own, a provider of data management and protection solutions.	Salesforce
Events: In-Person & Virtual	Splash	Cvent announced that it has acquired Splash, an event marketing technology company that empowers marketers to create on-brand, measurable, and repeatable event programs that drive pipeline and sales.	Cvent
Events: In-Person & Virtual	WebEvents Global	RainFocus announced the acquisition of WebEvents Global, an event technology and data analytics firm, that together will reinforce their strategy of simplifying and optimizing their clients' events channels and unifying their customer journeys.	RainFocus
Human Resources	WizeHive	Submittable announced its acquisition of WizeHive, bringing together four social impact brands to establish market-leading grants management software, accelerate corporate social responsibility (CSR) solutions, and ultimately empower customers to be greater catalysts for social good.	Submittable
Market Research	Tegus	AlphaSense announced its acquisition of Tegus, a provider of expert research, private company content, financial data, and workflow tools.	AlphaSense
Market Research	Zelta AI	Pendo announced it has acquired Zelta AI, a startup that automates collection of customer feedback and leverages AI to uncover actionable insights from the data.	Pendo
Marketing Automation	LeapPoint	Omnicom acquired LeapPoint, a digital advisory firm focused on helping organizations improve the orchestration and performance of their entire marketing lifecycle.	Omnicom
Mobile Marketing	Jebbit	BlueConic announced the acquisition of Jebbit, a first-party data-capture and experience-creation software for marketers.	BlueConic
Productivity & Workflow	Vyopta	HP announced it has acquired Vyopta, a provider of collaboration management solutions, which will turbocharge the development of HP's Workforce Experience Platform and provide customers with more insights and capabilities.	HP
Sales Enablement	ReachSuite	Consensus announced that they have acquired ReachSuite, a full-funnel live Product Demo company, that together creates a powerful offering for all revenue teams, enabling them to engage buyers throughout the entire deal lifecycle—from sales and marketing's first touch to CS expansions and beyond.	Consensus
Social Media Management	Keyhole	Muck Rack announced that it has acquired Keyhole, the social listening and analytics platform that provides real-time insights on social media data.	Muck Rack
Social Media Marketing	Plann	Linktree announced it has acquired social media scheduling tool Plann, giving users access to features like social media planning and auto-posting for platforms like TikTok, Facebook, LinkedIn and Instagram.	Linktree
Web and App Optimization	ADA Site Compliance	AudioEye announced it has acquired ADA Site Compliance, an ADA website accessibility compliance solution that provides audits and best practices to help organizations create websites that are accessible and compliant to WCAG standards.	AudioEye
Web Infrastructure	NitroPack	WP Engine announced its acquisition of NitroPack, an all-in-one SaaS solution for improving site speed and performance metrics.	WP Engine
Web Performance & Security	PureID	ColorTokens announced that it has acquired PureID, an innovative startup providing secure identity and access management.	ColorTokens

LOOKING AHEAD

WHERE INVESTMENT IS HAPPENING (Q3 2024)

Q3 brought in 86% less than the amount Q2 brought in for MarTech and MarTech-related companies. We identified a total of **\$1.5B** in investment this quarter.

Funding was spread across **25 categories** with one category representing 18% of the total.



57% of funding went to **5 companies** whom each raised **\$100M** or more.

Top raises:

		Millions
Text Tools and Services	Glean	\$260
Email Security & Deliverability	Abnormal Security	\$250
Contact Center Systems & Administration	IntelePeer	\$140
Advertising by Channel	InMobi	\$100
Nonprofit Fundraising	Virtuous	\$100

**OCTOBER
2024**



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

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

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

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