

**JANUARY  
2022**

**Q4 2021  
MARTECH  
INNOVATION &  
YEAR END  
REVIEW**



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



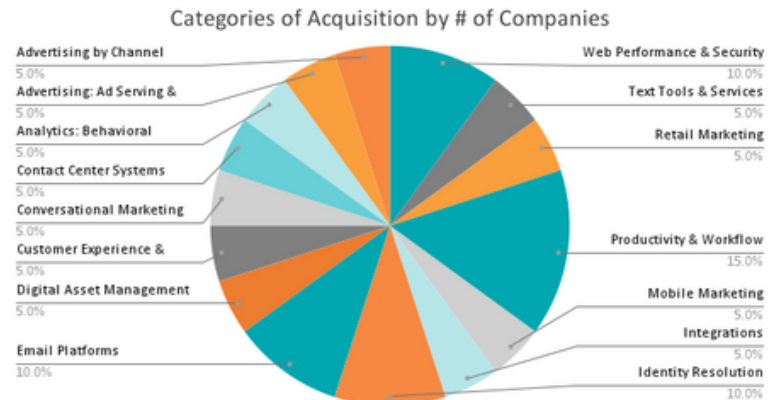
<b>225</b>	NEW PRODUCTS
<b>281</b>	FEATURE ANNOUNCEMENTS
<b>196</b>	ACQUISITIONS
<b>\$39.8B</b>	MARTECH FUNDING

2021 was a robust year for the MarTech industry. Despite the lingering uncertainties of COVID, we saw a steady stream of new product announcements, feature updates, and a significant amount of M&A and investment activity. Given our current environment, it is no surprise that eCommerce, workflow, analytics, web performance & security were key categories for 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*

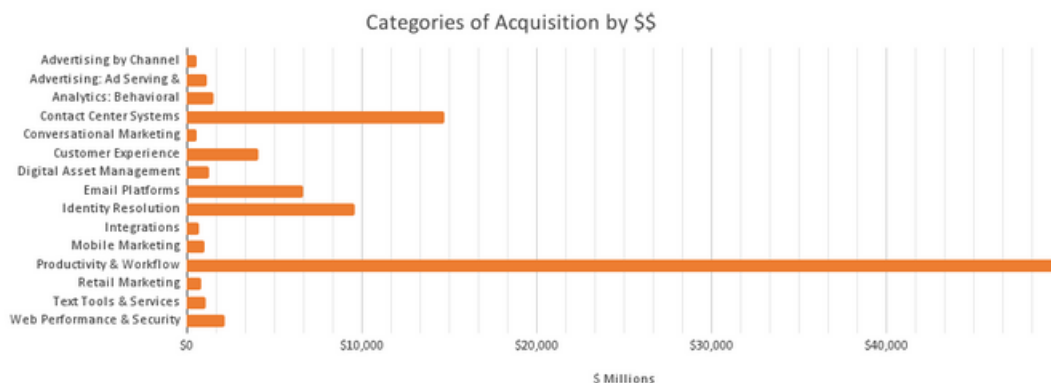
**196** ACQUISITIONS  
**= \$101B**  
 AMOUNT DISCLOSED



## TOP ACQUISITIONS BY \$\$ OF 2021:

Productivity & Workflow  
 Productivity & Workflow  
 Contact Center Systems & Administration  
 Identity Resolution & Registration  
 Email Platforms  
 Customer Experience & Success  
 Identity Resolution & Registration  
 Productivity & Workflow  
 Web Performance & Security  
 Analytics: Behavioral  
 Digital Asset Management (DAM)  
 Advertising: Ad Serving & Management  
 Text Tools & Services  
 Mobile Marketing  
 Email Platforms  
 Retail Marketing  
 Integrations  
 Web Performance & Security  
 Advertising by Channel  
 Conversational Marketing

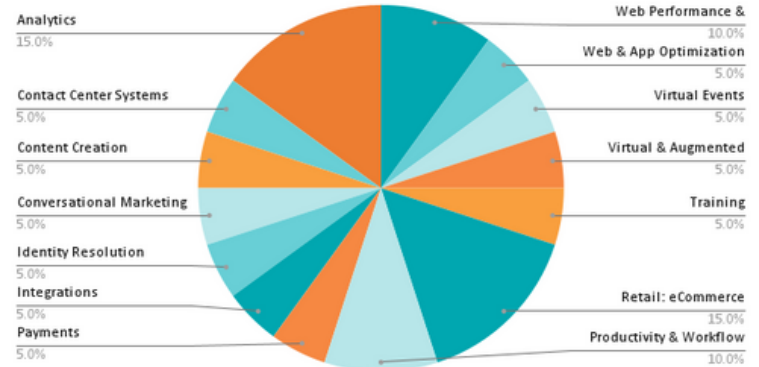
	Millions
Salesforce acquired Slack	\$27,700
Microsoft acquired Nuance	\$19,700
Zoom acquired Five9	\$14,700
Okta acquired Auth0	\$6,500
Intuit acquired Mailchimp	\$5,700
Zendesk acquired Momentive	\$4,100
TransUnion acquired Neustar	\$3,100
Citrix acquired Wrike	\$2,250
IBM acquired Turbonomic	\$1,500
Kantar acquired Numerator	\$1,500
Adobe acquired Frame.io	\$1,300
Magnite acquired SpotX	\$1,170
Qualtrics acquired Clarabridge	\$1,100
AppLovin acquired Adjust	\$1,000
Sinch acquired Pathwire	\$925
Taboola acquired Connexity	\$800
Fivetran acquired HVR	\$700
Equifax acquired Kount	\$640
Digital Turbine acquired Fyber	\$600
ZoomInfo acquired Insent	\$575





# \$39.8B FUNDING

Categories of Investment by # of Companies

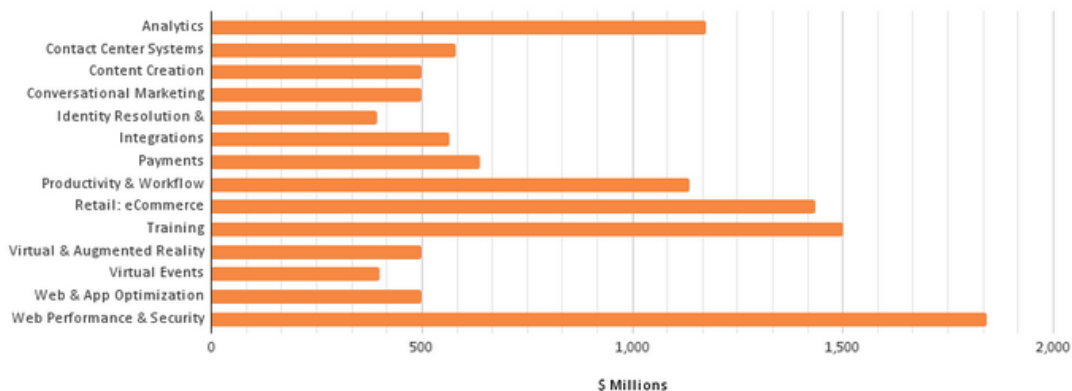


## TOP RAISES OF 2021:

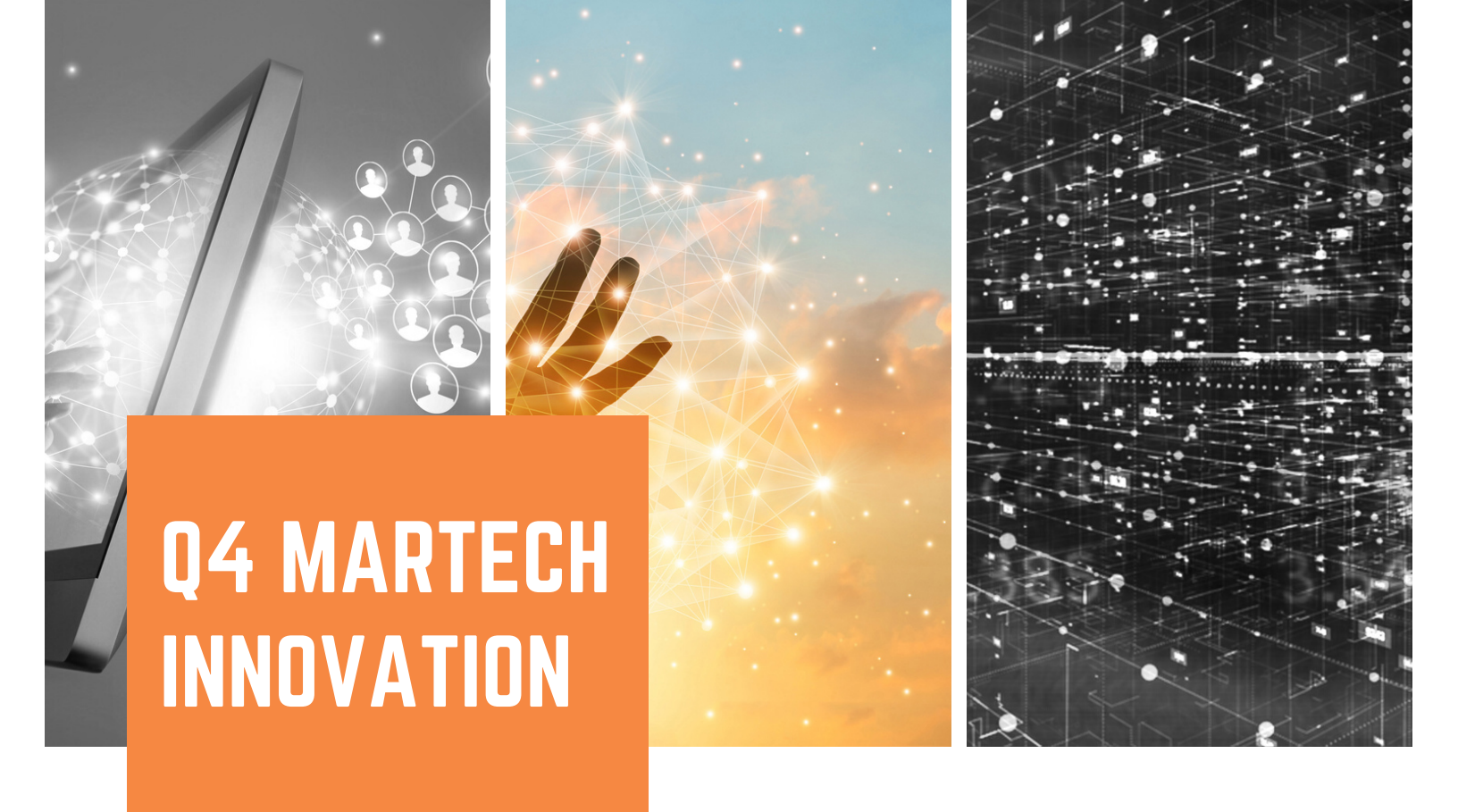
Training  
 Web Performance & Security  
 Productivity & Workflow  
 Payments  
 Contact Center Systems & Administration  
 Integrations  
 Retail: eCommerce  
 Retail: eCommerce  
 Web Performance & Security  
 Conversational Marketing  
 Virtual and Augmented Reality  
 Content Creation: Design & Illustration  
 Web and App Optimization  
 Analytics  
 Virtual Events  
 Analytics: Business Intelligence  
 Productivity & Workflow  
 Identity Resolution & Registration  
 Retail: eCommerce  
 Analytics: Business Intelligence

	Millions
Articulate	\$1,500
Lacework	\$1,300
Airtable	\$735
Klarna	\$639
Genesys	\$580
Fivetran	\$565
Heyday	\$555
Miraki	\$555
Transmit Security	\$543
Discord	\$500
Magic Leap	\$500
Lucid	\$500
Contentsquare	\$500
Dataminr	\$475
Hopin	\$400
Dataiku	\$400
ClickUp	\$400
Trulioo	\$394
Rokt	\$325
DataRobot	\$300

Categories of Investment by \$\$







# Q4 MARTECH INNOVATION

**54**

NEW PRODUCTS

In comparison to last quarter, new product announcements were up 9%, and feature announcements were essentially flat quarter over quarter.

**72**

FEATURE  
ANNOUNCEMENTS

Acquisitions were down roughly 29% with 37 acquisitions across 29 categories in Q4.

**37**

ACQUISITIONS

Investment in MarTech companies this quarter was an incredible \$11.6B indicating that MarTech innovation won't be capped anytime soon! See more details on where investments were made on page 21.

**\$11.6B**

FUNDING



### ADVERTISING: AD SERVING AND MANAGEMENT

**ADvendio** announced the launch of their Salesforce powered self-service advertising platform for managing cross-media ad campaigns.

### ADVERTISING: BUY & SELL

**Permission.io** announced the development of Permission Ads, a demand side platform that offers advertisers a new way to run consent-based ad campaigns by offering consumers cryptocurrency rewards in the form of ASK digital currency in exchange for their data.



### ANALYTICS: BEHAVIORAL

**Emotive Technologies** launched Apex, a SaaS platform for measuring key marketing metrics with a Apex (Audience Perceptions and Engagement eXperience) Score.

### ANALYTICS: BUSINESS INTELLIGENCE

**Lucid** announced Lucidscale, a cloud visualization solution where organizations can see, understand and optimize their cloud environment.





### AUDIENCE SEGMENTATION, INTENT & TARGETING

**LatentView** announced the launch of its Growth Accelerator, helping enterprises win and retain customers, and open new revenue streams through data-driven insights.

**Madison Logic** announced ML Insights, a purchase intent solution that leverages an integrated data set to accelerate engagement and sales conversion from in-market accounts.

### BUSINESS MANAGEMENT

**Fiverr** announced Fiverr Workspace, a complete suite of back office tools to support freelancers and small business owners in managing their businesses.



### CONTACT CENTER SYSTEMS & ADMINISTRATION

**Kore.ai** launched SmartAssist, an end-to-end AI-native Contact Center as-a-Service that accurately responds to the most sophisticated conversations across voice or digital channels, and automatically escalates conversations to live agents with seamless contextual continuity to move conversations forward.



## Q4 2021 NEW PRODUCTS BY CATEGORY



**8×8** announced 8×8 Frontdesk, a new eXperience Communications as a Service for high volume call handling that enhances productivity and personalizes engagement for a hybrid work environment.

**RingCentral** announced RingCentral Rise, a communications platform for global service providers that offers unified cloud communications for customers through co-branded team messaging, video meetings, cloud phone systems, and contact center solutions.

**IntelePeer** launched its Reputation Management solution that's designed to protect and improve the delivery of business communications and improve call completion rates to increase overall customer engagement.

## CONTENT CREATION: DESIGN & ILLUSTRATION

**Slideator** launched Slideator Recorders, a presentation tool that helps presenters narrate and annotate PowerPoint slides and synchronize a variety of essential visual media.

**Fable** announced the launch of its web-based motion design platform for creators to tell stories and make motion more intuitive and collaborative.

## CONVERSATIONAL MARKETING

**ZeroShotBot** announced their conversational AI technology that allows businesses to build, deploy and maintain a chatbot rapidly and cost-effectively, without coding.





# CUSTOMER DATA PLATFORM (CDP)

**ActionIQ** introduced their B2B CDP that allows B2B companies to leverage all known and anonymous customer and account data to build a 360-degree customer view that powers highly personalized, impactful customer experiences.

**Treasure Data** announced the launch of CDP for Service, a platform that unifies privacy-protected data across all customer touchpoints, empowering customer service teams with real-time data and insights needed to personalize and optimize every interaction.

# CUSTOMER ENGAGEMENT

**tooodooo** announced the launch of their fully integrated incentive rewards platform that helps drive revenue, build brand awareness, and create lasting customer relationships via customized incentive programs.

**Twilio** announced the launch of Twilio Engage, a growth automation platform that helps marketers deliver omnichannel campaigns with out-of-the-box functionality.

**Medallia** announced the launch of the integrated Medallia Digital Suite, a platform that combines actionable user feedback metrics with complete behavioral data to help organizations understand and optimize digital experiences in real time.

**Qualifio** announced it has launched Qualifio Loyalty, an interaction-based loyalty platform that allows brands to create a rewards based loyalty system for their audience.





# CUSTOMER SERVICE & SUPPORT

**Plivo** announced Contacto, a customer service platform with built-in support for chat, calls, social, and messaging, that allows B2C businesses to boost customer service teams' efficiency and enable personalized, high-touch interactions.

**urLive Software** announced the launch of the urLive Customer Engagement Platform with one-click calling that empowers businesses to connect online customers with their sales and support teams instantly and simply using live video.

**Automation Anywhere** introduced Automation Anywhere for Contact Centers, a cloud-native automation solution that enables agents to become more efficient in finding, retrieving, and updating information.

**Yellow.ai** announced the launch of INBOX, a unified omnichannel customer support helpdesk for agents to seamlessly manage customer queries across 35+ conversational channels.

# DATA PROVIDERS

**Narrative** announced the launch of Buyer Studio, a self-service, no-code data acquisition solution that enables users of any technical skill level to filter through trillions of rows of data easily and quickly.



## Q4 2021 NEW PRODUCTS BY CATEGORY



### EMAIL PLATFORMS

**Jeeng** announced the launch of Jeeng Email, the fully automated, personalized email content delivery platform that helps publishers match the right content to the right subscriber.

### EVENTS: IN-PERSON & VIRTUAL

**Folloze** launched Folloze Live Events, a new solution that leverages Zoom to host live-stream interactive experiences.

**RainFocus** unveiled RainFocus Essential, an events platform that streamlines strategic meetings management with guided setup, reusable templates, and automated processes that allow you to focus resources on strategy and growth.

**Vimeo** introduced Vimeo Events, a platform for producing and promoting any live experience from webinars to product launches and large-scale virtual events.

### IDENTITY RESOLUTION & REGISTRATION

**SkyPoint** announced the launch of SkyPoint Resolve, an identity resolution SaaS product that provides consistent customer profiles, fraud detection and compliance.

## Q4 2021 NEW PRODUCTS BY CATEGORY



### INTELLIGENT AGENTS

**SkyPoint** announced the launch of SkyPoint Predict, a predictive customer insights product that allows users to automatically identify a customer's predicted customer lifetime value (CLV), churn propensity, product preferences, and more.

### LEAD GENERATION

**EverCommerce** announced the launch of EverConnect, a performance marketing platform to acquire quality consumer leads through multiple channels for marketers and service professionals.

**Plezi** launched Plezi One, a free marketing tool that helps companies boost the number of prospects generated through their website and assists in understanding marketing performance.

**Zymplify** has launched Lead Onion, a powerful intent-driven sales enablement platform that allows users to identify, prioritize and connect with leads and prospects in real time.

### MARKET RESEARCH

**Voxco** launched Voxco Audience, a fully automated market research platform that gives researchers the ability to access a wide pool of opinions, field an online sample study quickly and efficiently, and reduce sample costs and time spent managing their projects.



## Q4 2021 NEW PRODUCTS BY CATEGORY



### MOBILE MARKETING

**Jotform** announced Jotform Apps, a no-code app builder designed for anyone to easily build an app for a business, bundle forms, create portals for internal teams and more, with 200+ free app templates to choose from.

### PAYMENTS

**Birdeye** announced Birdeye Payments, which allows businesses to securely request and receive payments via text.

### PODCASTING

**PodcastSOP** launched as project management software designed for podcasters to manage the workflow that goes into releasing upcoming episodes of their shows.

### PRODUCTIVITY & WORKFLOW

**Dropbox** lifted the lid on Dropbox Capture, an all-in-one visual communication tool that helps team members share their work and ideas asynchronously, so you can clearly say what you mean without scheduling anything.

**Ledger** launched an all-in-one team management tool that helps you easily manage your projects, discussions and team in one place, without app switching.



## Q4 2021 NEW PRODUCTS BY CATEGORY



**SimplyBook.me** launched SimplyMeet.me, a free meeting scheduler that allows clients to self-book appointments with you.

**Optevo** launched its new Adaptive Work Management Platform, which creates a space that allows for easy collaborations, adaptable work styles, and time and resource-efficient communication methods.

**Frameable** launched Rehive, a modern virtual workspace that gives hybrid and remote teams the ability to self-organize into project rooms, offices, and conference rooms with collaborative whiteboards and screen shares.

**Headroom** launched as a video communication platform that automatically transcribes a meeting and enabling users to search the transcript for keywords that are relevant to them.

## RETAIL: ECOMMERCE

**Shoppable** launched Instant Shop, a monetization tool and eCommerce platform for content creators, influencers, and celebrities to create custom storefronts with a single page or a single page with multiple shops.

**Adcore** announced the launch of its Effortless Marketing App for WooCommerce, making it easy to promote products on Google, Facebook & Microsoft, targeting shoppers with high intention to purchase.



### REVENUE OPERATIONS

**ArcSpan Media** announced Audience Engine, a revenue platform that structures and automates key monetization decisions to build quality data sets from sources that are currently siloed, and configure audiences for revenue opportunities across channels.

### SMS MARKETING

**Button** announced SMS for PostTap, a mobile messaging and re-engagement platform that brings Button's commerce intelligence to every shopping journey.

### SOCIAL MEDIA MANAGEMENT

**Social Jazz** introduced their social media management tool that helps businesses fill up their social media calendar with posts by picking topics and events from a catalog, and then automatically creating a social media plan for an entire year with ready-to-post content containing images, captions and hashtags.

### SOCIAL MEDIA NETWORKS

**QP** announced the launch of its messenger-first social media platform designed to help creators of all kinds engage, interact, immerse & monetize.



## Q4 2021 NEW PRODUCTS BY CATEGORY



### VIDEO CREATION TOOLS

**Wondershare** launched Wondershare Anireel, animated video editing software with rich elements and scenes to help animated video creators easily edit and produce an impressive video.

**Canva** launched Canva Video Suite, an end-to-end video creation product for designing and publishing that combines intuitive editing, recording, and collaboration features, with customizable video templates and a media library.

### VIDEO MEASUREMENT

**Velocix** announced the launch of a cloud-native video analytics platform, Velocix Analytics, providing deeper insights into streaming efficiency, audience behavior, and quality of experience.

### VIRTUAL AND AUGMENTED REALITY

**Blippar** launched its WebAR SDK technology toolkit that empowers AR creators to build their own immersive WebAR experiences from the ground up using HTML and Java coding.



# VENDOR ACTIVITY

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

Category	Product	Description
Advertising by Channel	Scala Digital Signage	Scala announced the latest release of its flagship digital signage platform, Scala Enterprise version 12.60, with new features such as Player Health Rollup and Enhanced Commissioning.
Advertising: Ad Creation	Adzymic	Adzymic announced the launch of their Smart Survey solution that allows marketers to capture customer insights or take a pulse check on campaigns within a matter of days.
Advertising: Buy & Sell	Xandr Invest	Xandr launched its Premium Video Catalog that provides access to over 1,400 always-on, one-to-one video and connected TV deals across devices, content categories, formats, and app types, and over 2,500 off-the-shelf audience deals spanning demographic, viewership behaviors, and household attributes.
Advertising: Buy & Sell	Clearbit Reveal	Clearbit announced updates that provide teams with a better understanding of who their customers are, and more power to instantly activate data at key customer touchpoints across the entire digital funnel.
Advertising: Buy & Sell	Bidsopt	Bidsopt announced that it has added Connected TV (CTV) functionality to its DSP.
Advertising: Buy & Sell	Xandr Monetize	Xandr announced a new feature that aims to help publishers improve the monetization of their premium video supply through standardized content descriptors.
Analytics: Behavioral	Qualtrics XM/OS platform	Qualtrics announced Experience ID, a new addition to their XM Operating System that uses conversational analytics, machine learning and journey orchestration to help organizations identify and close experience gaps in their business and identify new opportunities for growth.
Analytics: Business Intelligence	MapInfo Pro	Precisely announced the latest version of its Geographic Information System (GIS) product MapInfo Pro, enabling the creation of enhanced data visualizations, and allowing analysts to track how data changes across time and space through time series capabilities.
Analytics: Business Intelligence	Zoho One	Zoho introduced new apps and services in Zoho One to empower businesses to solve disjointed data challenges and close communications gaps across silos, so organizations can become more productive, adapt more quickly to changing business conditions, and become poised for growth.
Analytics: Business Intelligence	Yellowfin	Yellowfin announced the general availability of Guided NLQ (Natural Language Query), enabling anyone to ask data questions in plain language and instantly receive the answer in Yellowfin.
Analytics: Business Intelligence	Tellius Genius AI Engine	Tellius announced Live Insights, a new capability for users to quickly generate powerful data analysis within their cloud data warehouses.
Audience Segmentation, Intent & Targeting	Remarkety	Remarkety announced their new Email Capture Booster feature that strategically interacts with the customer as soon as they add-to-cart.
Audience Segmentation, Intent & Targeting	Cordial Data Platform	Cordial released Architect, a major enhancement to its data platform that allows marketers to create personalized marketing messages by automating data imports, improving data quality by transforming it for marketing activation, and using ML to automate messaging optimization.
Audience Segmentation, Intent & Targeting	Optable	Optable made several enhancements to its platform, enabling clients to protect the privacy of their users when sharing statistical and aggregated data with their partners.
Contact Center Systems & Administration	Talkdesk CX Cloud	Talkdesk introduced Talkdesk Phone, a modern cloud business phone system that brings together business communications and contact center applications onto a single platform for better support in today's hybrid workforce.
Contact Center Systems & Administration	Fuze	Fuze announced enhancements to its contact center and unified communications platform, including new mobile, meetings, and admin features, as well as Microsoft Teams integration updates that empower workers and enterprise organizations with the tools they need to maximize productivity and maintain business continuity.
Content Marketing: Performance & Tracking	PathFactory	PathFactory unveiled a new Content Intelligence Center within its Intelligent Content Platform, empowering marketers to dig deeper into their content inventory than they have ever been able to before.

# VENDOR ACTIVITY

## ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

Category	Product	Description
Content Marketing: Planning & Management	Uberflip	Uberflip announced Enrichment, an enhanced offering within Uberflip Analytics that provides deeper insights into the buyers that are consuming your content.
Content Marketing: Production and Distribution	Cloudinary Media Optimizer	Cloudinary announced several product updates to enhance the customer experience and make it easier for brands to optimize their assets, including Media Optimizer Self-Service, Apps for DAM, and enhancements to their WordPress Plugin.
Conversational Marketing	Bavard	Bavard announced its new, no-code chatbot app that integrates with Zendesk and allows users to create Zendesk support tickets directly in the chatbot widget on behalf of end-users.
Conversational Marketing	Replicant Voice	Replicant announced expanded capabilities that now offers contact center leaders hands-on management of all conversations between customers and Replicant's Thinking Machine™, resulting in complete control and continuous improvement of the customer experience.
Conversational Marketing	Ada	Ada announced the launch of a suite of new product features that will give brands the ability to scale their digital operations and connect with their customers wherever they are and whenever they need, in a cost-effective way.
Conversational Marketing	Bavard	Bavard announced its new Dialogue Service, a ML model that utilizes contextual AI and empowers companies to train their smart chatbot using a few different conversation examples and enables the bot to contextualize various interactions to provide even more human-like responses.
Customer Data Platform (CDP)	Intelligent Customer Data Platform	Amperity announced new features to its CDP platform that help brands deliver personalization at scale, with the ability to accurately identify, predict, and connect with customers in an ever-evolving consumer landscape.
Customer Data Platform (CDP)	Blueshift SmartHub Customer Data Platform	Blueshift announced the next evolution of its AI-Powered SmartHub CDP with the launch of its new App Hub and next-generation Omnichannel Journey Builder, both of which enable brands to seamlessly orchestrate marketing and CX touchpoints together.
Customer Data Platform (CDP)	mParticle	mParticle announced new Data Planning tools and best practices that simplify data plan implementation and help mitigate dirty data.
Customer Data Platform (CDP)	ActionIQ	ActionIQ announced the addition of Real-Time Customer Experience (RTCX) to their proprietary CDP, to orchestrate more intelligent experiences in real time leveraging the entire customer profile — increasing customer loyalty, retention and lifetime value.
Customer Data Platform (CDP)	Celebrus	D4t4 Solutions announced the latest version of its Celebrus CDP, which includes a no-code interface for connecting Celebrus to any external application, and enhanced content detection for measurement and modeling.
Customer Data Platform (CDP)	mParticle	mParticle announced a Data Subject Rights (DSR) Forwarding feature that offers the capability to automatically forward erasure requests to supported outputs, greatly reducing compliance risks from human error.
Customer Experience and Success	Emplifi CX Cloud	Emplifi announced new features to its Voice of Customer solution, including Decision AI which elevates the customer experience and improves VoC use cases across marketing, product, sales, and customer service teams.
Customer Experience and Success	Kustomer	Kustomer unveiled a wide range of new platform enhancements for chat, social and SMS customer service that will help brands meet the increased volume of customer service needs for this year's holiday shopping season.
Customer Relationship Management (CRM)	HubSpot Sales Hub CRM	HubSpot announced new features and updates to their CRM platform, including a new enterprise tier of its Operations Hub product, and all-new customer experience-enhancing features to their Sales and Service Hub, like HubSpot Payments, custom surveys, and customer portals.
Customer Service & Support	Modern Care	Sprinklr announced the next generation of Sprinklr Modern Care with new features including, Conversational AI and Bots, Contact Center Automation & Intelligence, Live Chat Video Calling and an enhanced Self-Service Community.
Digital Experience	Open Digital Experience Platform (DXP)	Acquia announced major updates to their Open Digital Experience Platform (DXP) that are aimed at accelerating the development and optimization of composable digital experiences by bringing together the workflows of once-siloed digital marketing and development teams within a single platform.
Email Creation	Litmus	Litmus announced new capabilities to help boost efficiency and collaboration across the entire email workflow, and includes enhancements to both Litmus Builder and Litmus Proof.



# VENDOR ACTIVITY

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

Category	Product	Description
Email Platforms	Klaviyo	Klaviyo announced new platform features to help brands craft more effective marketing campaigns including SMS enhancements, a 'showcase' of templates, template editor improvements, forms library improvements, and scheduled reports.
Email Platforms	Constant Contact Email Marketing	Constant Contact announced significant upgrades to its platform, including campaign builder updates, marketing automation enhancements, and privacy controls.
Enterprise Data Management	Splunk Enterprise	Splunk announced a series of new product innovations designed to help organizations securely embrace digital transformation by providing the security visibility needed to accelerate time to detection, investigation and response.
Enterprise Data Management	Monte Carlo	Monte Carlo announced Insights, a new capability built on top of their Data Observability Platform that helps customers measure and optimize the reliability, performance, cost and effectiveness of their data initiatives.
Enterprise Data Management	Pega Customer Decision Hub	Pegasystems announced Next-Best-Action Customer Journeys, a new AI-powered capability modernizing traditional customer journeys with intelligent decisioning and propensity modeling for optimal customer interactions.
Enterprise Data Management	Bigeye	Bigeye released Dashboard and Issues — a pair of integrated features that create a complete data quality workflow from a holistic understanding of the state of data quality to a smarter way to resolve issues.
Human Resources	Talkdesk Workforce Engagement Management (WEM) suite	Talkdesk announced the addition of Talkdesk Feedback and Talkdesk Performance Management to its workforce engagement and analytics solutions suites, enabling organizations to develop and retain agents and empower them to provide even better customer experiences.
Integrations	Tray.io	Tray.io announced several new product innovations including a new visual workflow builder, automation templates, and low-code development tutorials designed to quickly upskill new citizen automators and democratize automation initiatives.
Market Research	SoGoSurvey	SoGoSurvey rolled out its latest release that features enhancements that allow users more flexibility in collecting critical feedback to inform customer experience, employee experience, and research needs.
Marketing Automation	ActiveCampaign	ActiveCampaign announced a new feature that enables businesses to build automations leveraging custom objects, so that businesses of all sizes can trigger automations from unique data specific to their business model.
Marketing Automation	Snappy Kraken	Snappy Kraken announced its new Marketing Opportunity Score Assessment, a personalized and free tool firms can use to determine their marketing weaknesses and opportunities coupled with suggestions of how to remedy those areas.
Marketing Automation	ActiveCampaign	ActiveCampaign released an array of new and updated features and functionality including a new email designer, Sales Engagement Automation, Custom objects, and Page templates.
Marketing Operations	Plannuh	Plannuh announced new functionality that helps marketers forecast, demonstrate, compare, and report on the true business value of their marketing campaigns.
Omnichannel Marketing	Doxim Customer Communications Management Platform	Doxim announced the addition of Interactive Video to its CCM platform, giving clients the ability to provide personalized digital customer experiences, such as interactive statements, bills, policies, or reports, that offer visual engagement and real-time interactivity.
Personalization	Sailthru	Sailthru announced improvements to Personalization Send Time, enabling customers to optimize customer engagement by using a blend of metrics to calculate the best time to send emails to individuals.
Podcasting	Casted	Casted announced the addition of Casted Video to their podcasting platform which offers robust video functionality to enhance customer experience and engagement, and allows customers to manage audio and video assets together.
Productivity & Workflow	Nintex Workflow Cloud	Nintex announced the latest enhancements to Nintex Workflow Cloud, including new security and authorization milestones, enhanced governance features, workflow tracking for business owners, and intelligent forms integration.
Productivity & Workflow	Google Workspace	Google announced the integration of AppSheet into Gmail through dynamic email support, allowing anyone to build dynamic emails using AppSheet.
Productivity & Workflow	Presenter	Personify announced updates to Presenter, now allowing users to present over video and appear alongside any application or website.

# VENDOR ACTIVITY

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

Category	Product	Description
Productivity & Workflow	Wrike	Wrike announced new capabilities that allow employees to build workflows, processes, and metrics that best suit their needs.
Productivity & Workflow	ClickUp	ClickUp announced the launch of Whiteboards, giving users the ability to collaborate in real-time, and turn ideas into actions, along with major updates to Docs that include new organizational and customizable features.
Productivity & Workflow	FormAssembly	FormAssembly added a new Workflow solution that offers a no-code visual interface that allows users to combine forms, emails, integrations, and more into sequential data collection roadmaps.
Productivity & Workflow	ZenHub	ZenHub introduced Productivity Insights, a new feature that goes beyond reporting to give product teams actionable insights on sprint progress and total productivity in real time.
Productivity & Workflow	Dialpad Meetings	Dialpad announced new enhancements to Dialpad Meetings, including virtual backgrounds, improved screen sharing capabilities, unique meeting links, and simple "click-to-join" meeting access.
Productivity & Workflow	Fuze	Fuze announced the newest version of their desktop application, giving users access to faster loading, improved responsiveness, and includes enhanced capabilities that maximize user productivity and maintain business continuity within increasingly hybrid work models.
Public Relations	Keynote	Apple introduced new engaging and collaborative features to its Keynote app, including the ability to show a live camera view of the presenter directly in slides, and a multi-presenter control option.
Search Engine Marketing (SEM)	Optmyzr	Optmyzr unveiled significant enhancements to its Amazon Ads management capabilities as part of the Optmyzr PPC Management Suite, putting greater automation and visibility into the hands of today's PPC pro.
SMS Marketing	OneSignal	OneSignal announced new robust SMS capabilities as part of its multichannel customer engagement platform, enabling users to easily combine push and SMS, and optimize follow-up messages based on how users engage with your messaging.
Social Media Monitoring	ListenFirst	ListenFirst announced the launch of ListenFirst Influencer & Partner Analytics™, a comprehensive solution that provides marketers with the analytics needed to identify and properly measure the performance of influencers on social media.
Social Media Monitoring	Modern Research	Sprinklr introduced Sprinklr AI Studio, a new capability in Sprinklr Modern Research that empowers users to easily create and customize AI models without writing code.
Video Creation Tools	Socialive	Socialive announced an update that allows businesses to produce high-end video for live broadcasts, while simultaneously generating isolated recordings that are automatically uploaded to the cloud-based Socialive Recordings Library, where they can later be repurposed for on-demand video content.
Video Creation Tools	mysimpleshow	simpleshow announced a new update to its video creation tool that supports corporate identity requirements, and now allows users to utilize a background feature to enhance the branding component of their videos.
Web and App Optimization	UserTesting	UserTesting announced new features that help organizations gain a deeper understanding of diverse customer perspectives, including instant insight, path filter, and an expansion of intent path.
Web Development & Design	AudioEye Free	AudioEye unveiled 'Issue Reporting' to help companies continuously detect, track, and monitor accessibility issues on their websites.
Web Performance & Security	PingOne Cloud	Ping Identity added new API Intelligence tools to its PingOne Cloud Platform that provides a unified view of API activity across all gateways, clouds and data centers for centralized monitoring and reporting.
Web Performance & Security	Celebrus Fraud Data Platform (FDP)	D4t4 Solutions announced it has launched the latest version of its behavioral biometrics Celebrus Fraud Data Platform with tamper-proof geolocation, enhanced scam prevention, and time series anomaly detection technology.
Web Performance & Security	PagerDuty	PagerDuty announced new capabilities that deliver flexible capabilities to map and control services in real time, orchestrate events based on organization-wide data, and move more automation to the cloud.



# M&A ACTIVITY

## DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Advertising by Channel	Remixd	Global announced that it has acquired digital audio content and technology start-up Remixd, and together will offer monetization tools that enable digital publishers to generate incremental revenues on their articles.	Global
Advertising by Channel	Tapjoy	ironSource announced that it entered into an agreement to acquire the mobile advertising and app monetization company Tapjoy, so that ironSource customers will be able to generate more revenue with greater access to diversified advertiser demand.	ironSource
Advertising by Channel	StitcherAds	Kargo announced the acquisition of social advertising platform StitcherAds, which will expand Kargo's robust integrated omnichannel product suite, providing a comprehensive set of solutions for advertisers looking to execute digital campaigns across multiple screens to drive Return on Ad Spend.	Kargo
Advertising by Channel	Sidecar	Quartile announced it has acquired Sidecar, a performance marketing technology provider for e-commerce retailers and brands that works across all major advertising platforms, and together will create a comprehensive and powerful eCommerce suite.	Quartile
Advertising: Ad Creation	Bidalgo	ironSource announced that it entered into an agreement to acquire marketing software company Bidalgo, allowing ironSource to offer a wider spectrum of marketing-focused products, increasing the power and value of its platform for app marketers.	ironSource
Advertising: Buy & Sell	Match2One	Verve Group announced the acquisition of customer acquisition platform Match2One, providing Verve Group with new solutions for user acquisition and e-commerce marketers.	Verve Group
Analytics: Behavioral	True Influence	MeritB2B announced the acquisition of data-driven MarTech company, True Influence, and together will create a solution that brings together the data, analytics, and performance marketing capabilities of MeritB2B with the intent-based, AI-driven ABM and demand generation capabilities of True Influence.	MeritB2B
Analytics: Business Intelligence	Exago	insightsoftware announced it has acquired BI solution Exago, and will further establish Logi Analytics, a division of insightsoftware, and Exago's common vision of simplifying the process for business professionals to access and manipulate their data.	insightsoftware
Audience Segmentation, Intent & Targeting	Helixa	Telmar announced the acquisition of data-driven audience intelligence platform provider Helixa, expanding Telmar's media planning and audience analysis capabilities through the addition of Helixa's platform, IP and AI capabilities.	Telmar
Business Management	Ally.io	Microsoft has acquired OKR (objectives and key results) company Ally.io to help revolutionize how organizations use technology to bring deeper connections to work, purpose and results in the hybrid world.	Microsoft
Contact Center Systems & Administration	Fuze	8x8 announced that it has entered into a definitive agreement to acquire cloud-based communications company Fuze, helping to accelerate 8x8 XCaas™ (eXperience Communications as a Service™) innovation.	8x8
Content Management System (CMS)	Pagely	GoDaddy announced it entered into a definitive agreement to acquire Pagely, the company that invented Managed WordPress in 2009, and plans to build a world-class WooCommerce SaaS platform providing the highest levels of reliability, scalability, flexibility, security and performance.	GoDaddy

# M&A ACTIVITY

## DOES 1 + 1 = 3?

Category	Company	Description	Acquired by
Conversational Marketing	Exceed.ai	Genesys announced that it has entered into agreements to acquire both customer journey orchestration and analytics solution provider Pointillist, and conversational AI platform Exceed.ai, that all together will help to deliver a solution that puts the customer perspective first.	Genesys
Conversational Marketing	Exceed.ai	Genesys announced the completion of its acquisitions of Pointillist and Exceed.ai, that together will accelerate how businesses connect with customers across the marketing, sales and service lifecycle.	Genesys
Customer Data Platform (CDP)	Zylotech	Terminus announced its acquisition of B2B CDP platform provider Zylotech and launched the Terminus Customer Data Platform to improve the accuracy of B2B go-to-market data.	Terminus
Customer Engagement	MessengerPeople	Sinch announced that the acquisition of customer communication company MessengerPeople has been completed, making MessengerPeople a part of Sinch's Messaging segment.	Sinch
Customer Experience and Success	Momentive	Zendesk entered into a definitive agreement to acquire agile experience management company Momentive, including its SurveyMonkey platform, and together will be able to create a customer intelligence company that connects what customers say and do, with how they think and feel.	Zendesk
Customer Journey/Lifecycle Management	Pointillist	Genesys announced that it has entered into agreements to acquire both customer journey orchestration and analytics solution provider Pointillist, and conversational AI platform Exceed.ai, that all together will help to deliver a solution that puts the customer perspective first.	Genesys
Customer Journey/Lifecycle Management	Pointillist	Genesys announced the completion of its acquisitions of Pointillist and Exceed.ai, that together will accelerate how businesses connect with customers across the marketing, sales and service lifecycle.	Genesys
Email Creation	Crossware	eKomi announced that it has acquired email signature software company Crossware, helping to leverage the digital real estate of email signatures for corporate and marketing communications.	eKomi
Email Personalization & Targeting	Kickdynamic	Litmus announced the acquisition of Kickdynamic, an AI-driven content automation solution that will help expand Litmus' portfolio of email marketing solutions to include Kickdynamic's dynamic content automation and AI-driven product recommendations.	Litmus
Email Platforms	Pathwire	Sinch announced that it has entered into a definitive agreement to acquire Pathwire, the cloud-based email delivery platform, and together will offer a product set across messaging, voice and email, that empowers businesses and developers to craft an unmatched, digital, customer experience.	Sinch
Email Platforms	Mailchimp	Intuit announced that it has completed its acquisition of Mailchimp, and together will work to deliver on the vision of an innovative, end-to-end customer growth platform for small and mid-market businesses.	Intuit
Events: In-Person & Virtual	TeeVid	Bizzabo has acquired TeeVid, a solution for creating, producing, and broadcasting virtual, in-person and hybrid events, resulting in the introduction of Bizzabo's Ultimate Video Production Suite to help Event Experience Leaders create an immersive experience for attendees and presenters that blends content and video in a seamless TV-like experience.	Bizzabo
Influencer & Advocacy	PostBeyond	Influitive announced the acquisition of employee advocacy and social selling SaaS company PostBeyond, which will together make it easier and more streamlined for marketing leaders to build relationships and brand awareness in social channels.	Influitive



# M&A ACTIVITY

## DOES 1 + 1 = 3?

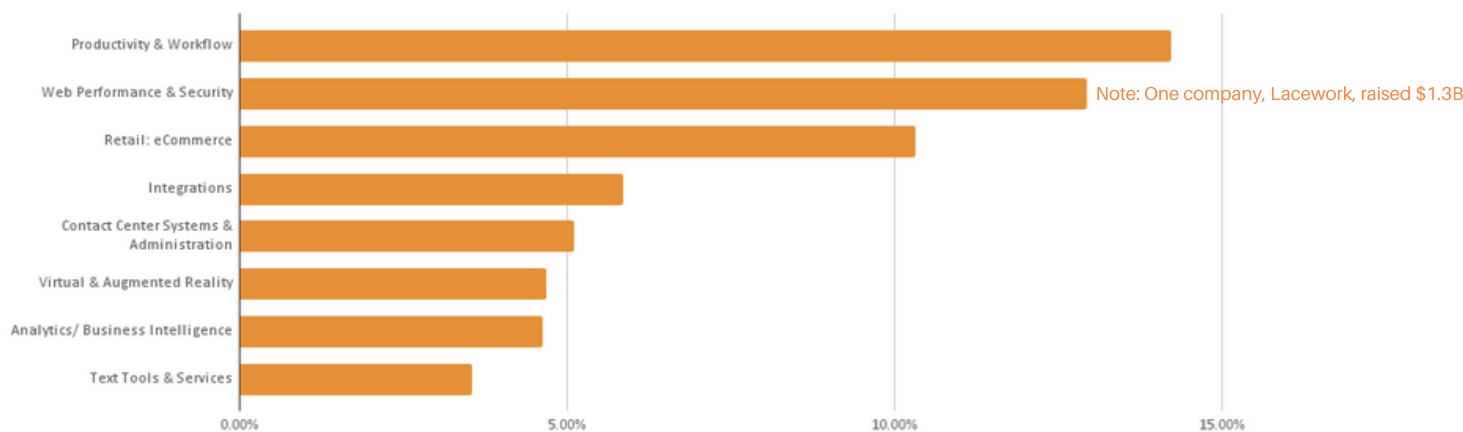
Category	Company	Description	Acquired by
Integrations	Stambia	Semarchy announced its acquisition of flexible data integration technology company Stambia, and will extend the Semarchy xDM Data Hub platform with comprehensive data integration capabilities through Stambia's Data Integration Platform, which will now be sold under the name xDM Data Integration (xDI).	Semarchy
Integrations	Panoply	SQream announced that it has acquired no-code data platform Panoply in an effort to expand its cloud services.	SQream
Marketing Operations	Welcome	Optimizely announced it has entered into a definitive agreement to acquire Welcome, which will help marketers plan, create, deliver and optimize campaigns and content through a single, end-to-end solution.	Optimizely
Personalization	Qubit	Coveo announced the acquisition of the personalization platform Qubit, and together will help drive customer lifetime value, from acquisition, through conversion, and retention with the addition of tools for merchandisers to easily and quickly deploy their promotions, test what's working, and rapidly iterate.	Coveo
Photography	Depositphotos	Vistaprint announced that it is acquiring online graphic design editor Crello and its parent company, stock photo repository Depositphotos.	Vistaprint
Public Relations	Krizo	Dataminr announced it is acquiring real-time crisis response platform Krizo, and will be fully integrated into Dataminr Pulse, the product for discovering the earliest indications of emerging events and critical information that affect a corporation's people, assets, and operations.	Dataminr
Sales Operations	Tenfold	LivePerson announced the acquisition of Tenfold, the customer engagement platform for integrating communication systems with CRM and support services.	LivePerson
Search Engine Marketing (SEM)	Loop54	FACT-Finder announced that it is acquiring eCommerce search and navigation company Loop54, and the merging of their proprietary algorithms will enable FACT-Finder customers to provide digital experiences that are unlike any other.	FACT-Finder
Video Creation Tools	WIREWAX	Vimeo announced agreements to acquire interactive and shoppable video platform WIREWAX, and enterprise video creation suite Wibbitz, that together will bring proprietary technology and products to Vimeo's all-in-one video solution.	Vimeo
Video Creation Tools	Wibbitz	Vimeo announced agreements to acquire interactive and shoppable video platform WIREWAX, and enterprise video creation suite Wibbitz, that together will bring proprietary technology and products to Vimeo's all-in-one video solution.	Vimeo
Video Management	Vidazoo	Perion announced the acquisition of video solution company Vidazoo, and together will offer an end-to-end video solution that eliminates all existing intermediate functions, and creates a transparent relationship between advertisers and publishers.	Perion
Web Performance & Security	OneLogin	One Identity has acquired Identity Access Management solutions provider OneLogin, expanding One Identity's Unified Identity Security Platform, and enabling customers to take a more holistic approach to identity security.	One Identity

# LOOKING AHEAD

## WHERE INVESTMENT IS HAPPENING (Q4 2021)

Q4 brought in roughly the same as Q3 and Q2 for MarTech and MarTech-related companies. We identified a total of **\$11.6B** in investment this quarter.

Funding was spread across **55 categories** with no category representing more than 14.2% of the total.



**83%** of funding went to **37 companies** whom each raised **\$100M** or more.

Top raises:

		Millions
Web Performance & Security	Lacework	\$1,300
Productivity & Workflow	Airtable	\$735
Contact Center Systems & Administration	Genesys	\$580
Retail: eCommerce	Heyday	\$555
Virtual and Augmented Reality	Magic Leap	\$500
Productivity & Workflow	ClickUp	\$400
Retail: eCommerce	Rokt	\$325
Analytics: Business Intelligence	Sigma Computing	\$300
Audience Segmentation, Intent & Targeting	VideoAmp	\$275
Productivity & Workflow	HoneyBook	\$250



# LOOKING AHEAD

## WHERE INVESTMENT IS HAPPENING (Q4 2021)

Text Tools and Services  
Retail: eCommerce  
Identity Resolution & Registration  
Lead Generation  
Market Research  
Blockchain Technology  
Content Creation: Written Content  
Integrations  
Integrations  
Training  
Web Analytics  
Productivity & Workflow  
Integrations  
Text Tools and Services  
Customer Data Platform (CDP)  
Search Engine Marketing (SEM)  
Social Media Networks  
Web Development & Design  
Office Management  
Social Media Marketing  
Influencer & Advocacy  
Web Analytics  
Web Development & Design  
Web Development & Design  
Analytics: Business Intelligence  
Analytics: Business Intelligence  
Integrations

	Millions
Verbit	\$250
Pattern	\$225
Incode	\$220
Lusha	\$205
Podium	\$201
ConsenSys	\$200
Grammarly	\$200
Workato	\$200
Workato	\$200
360Learning	\$200
Mixpanel	\$200
Dialpad	\$170
SnapLogic	\$165
Smartling	\$160
mParticle	\$150
Conductor	\$150
OpenWeb	\$150
Vercel	\$150
Density	\$125
Mavrick	\$120
GRIN	\$110
Heap	\$110
Pendo	\$110
Netlify	\$105
Domino Data Lab	\$100
H2O.ai	\$100
ThoughtSpot	\$100

**DECEMBER  
2021**



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

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

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

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