


JAN  
2021

**Q4 2020  
MARTECH  
INNOVATION**

Cabinet M

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



# MARTECH INNOVATION

42

NEW PRODUCTS

85

FEATURE  
ANNOUNCEMENTS

41

ACQUISITIONS

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

With a product landscape of more than 15,000 products and 500+ categories, it can be a challenge to keep on top of how our MarTech environment is evolving, so we thought we'd try and help by providing a quarterly summary of new product intros, feature announcements, and acquisitions.

We exist in an industry that is perpetually innovating in response to changing customer behavior and dynamics. New categories emerge, and existing categories evolve.

To receive our weekly new product update and future issues of this report be sure to subscribe to the [CabinetM newsletter](#).

-- Anita (CEO, CabinetM)

# KEEP AN EYE ON....

## TRENDS AND TECHNOLOGY TO WATCH

- Headless CMS
- Buyer Intent
- Identity Management

**Headless CMS** is a new category of CMS that separates CMS functionality from the device the content is delivered on.

Headless CMS imagines a future where we'll be directing content not only to websites, tablets, and phones but also to digital signs, kiosks, and voice-activated devices. Headless CMS systems will become "Central Command" for content management and distribution.

**Buyer Intent platforms** provide purchasers with qualified leads that behaviorally have indicated that they are interested in purchasing a category of product. Traditionally, intent to purchase has been assessed via the type and frequency of media and information consumed around a particular topic. Though not a new concept, it is a popular topic at the moment as media companies look to shift their ad-based business models to new lead-focused models.

**Identity Management** is a popular stack category and area of innovation. If you have a subscriber base or are an online retailer, it is critical that good practices and supporting technology are in place to insure that user information is safe and that **a user identity can be tracked across all of the mediums** a customer uses to engage with your company.

# Q4 2020 NEW PRODUCTS BY CATEGORY



## ABM

**Demandbase** launched [Demandbase One](#), an account-based marketing platform incorporating functionality from Engagio that was acquired earlier in 2020.

## ANALYTICS

**SimMachines** added [personifyAI](#) to its platform, a subscription solution for brands seeking to better harness location-based data.

**TeamSupport** released [TeamInsights](#), a tool to measure customer support performance.

**Ideoclick** introduced [Share of Search](#), an analytics solution for consumer packaged goods brands seeking consumers on Amazon.



## ATTRIBUTION

**Canopy has** launched [CanopyIQ](#), a multi-channel attribution platform initially targeted at Senior Living Providers in need of data-driven business intelligence.

## AUDIENCE SEGMENTATION

**Adjust** launched [Subscription Tracking](#) enabling marketers to segment non-paying users from paid subscribers



## AUDIO

**Techsmith** launched [Audiate](#) a tool for easily editing voice files.

## BUYER INTENT

**Dun and Bradstreet** released [Buyer Intent](#), a new tool that leverages machine learning to identify in-market audiences.

**Intentsify** has launched its [buyer intent activation platform](#) activating intent data across multiple categories and vendors.

## CDP

**Zeta Global** launched [CDP+](#)

**SAP** has launched a [CDP](#) built on Gigya technology, an identity and access management tool acquired by SAP in 2017.

## CMS

**Sitecore** introduced [Sitecore Experience Edge](#), a headless CMS enabling marketers to publish content to any device and channel, from watches, phones, tablets, and voice-controlled devices.





# CONTACT MANAGEMENT

**Sunshine**, the new venture of Google and Yahoo! alums Marissa Mayer and Enrique Munoz Torres, launched [Contacts](#), an IOS-compatible contact enhancement tool.

# CONTENT

**BiQ** released launched [Content Intelligence](#), a tool to help marketers produce highly-optimized content.

# DATA

**Segment** launched [Segment Data Lakes](#) (built on AWS) to enable customers to quickly build and launch a data lake to complement Segment's customer data platform (CDP).

**Phunware** has launched [Datasets](#), a data management tool for processing billions of transactions daily to create ready-to-use, mobile-centric datasets for analytics and data science.

# DIRECT MAIL

**Quad/Graphics** launched [Quad Direct Marketing Exchange](#), a platform making it easier for brands to combine mailings with other brands.

**GiftGoat** has introduced [a new platform](#) for creating, producing, and distributing hand-written cards.





## EVENTS

**TicketIQ** released [FanIQ](#), a platform enabling live event promoters to manage ticket sales and membership acquisition.

## IDENTITY

**Lotame** released [Panorama ID](#), a cookieless identity solution that incorporates a universal opt-out for end-users.

**KarlsGate** launched [Identity Exchange](#), a platform enabling marketers and advertisers to share consumer insights without revealing consumer identities.

**Thales** launched [Gemalto Identity Verification Suite \(IDV\)](#), a tool to verify documents and identity to enable automatic customer onboarding.

## LEAD GENERATION

**Aventri** [Digital Lead Capture](#) enables sponsors and exhibitors to connect with event leads face-to-face and convert them into qualified opportunities.

## MARKETING OPERATIONS

**NewsCred** has rebranded as [Welcome](#), a new platform for marketing operations with features for marketing planning, DAM, and analytics



## MEDIA RELATIONS

**Cision's [Connect](#)** is a new product enabling marketers to discover journalists and influencers who could be most beneficial to a brand.

## MEETINGS

**Vowel** emerged from stealth mode with a [meetings management platform](#) for remote and distributed teams.

## MESSAGING/SMS

**Gupshup** has launched [GIP](#), an IP-based messaging channel for customer communications.

**Broadvoice** has introduced [Bubble](#), a new platform to enable marketers to reach customers by text.

## MOBILE

**MoZeus** launched [Digital Wand](#), a mobile solution that allows consumers to interact with digital displays from their phones without downloading an app.







## PERSONALIZATION

**Cheetah** launched [Cheetah Personalization](#), a tool to manage real-time, highly targeted experiences, and optimize the customer journey.

## SALES

**Xactly** has released [Operational Sales Management](#), a platform for managing agile enterprise sales organizations.

**Reprise** emerged from stealth with a [demo creation platform](#) enabling teams to create customized demos, website-based product tours, and email-based product experiences.

**Gong** [Complete Coaching](#) is a virtual coaching platform for sales teams working remotely.



## SECURITY

**Ping Identity** released [PingOne Risk Management and PingOne Multi-Factor Authentication](#) to protect enterprises from attack without impacting the customer experience.

## SEGMENTATION & TARGETING

**Pega** launched [Value Finder](#), an AI-powered tool to target underserved customers with messages and offers designed to address their specific needs.

**Accudata** launched [NextGen Behavioral Targeting](#), an advertising solution enabling marketers to serve ads based on consumer search behavior.



## SOCIAL

**Microsoft** has made its [Digital Marketing Center](#) a widely available tool for SMBs who want to automate social media management and advertising.

## VIDEO

**MediaKind** launched [MK CE1](#), a video encoder built to support work-from-home creators and ensure delivery of live event coverage.

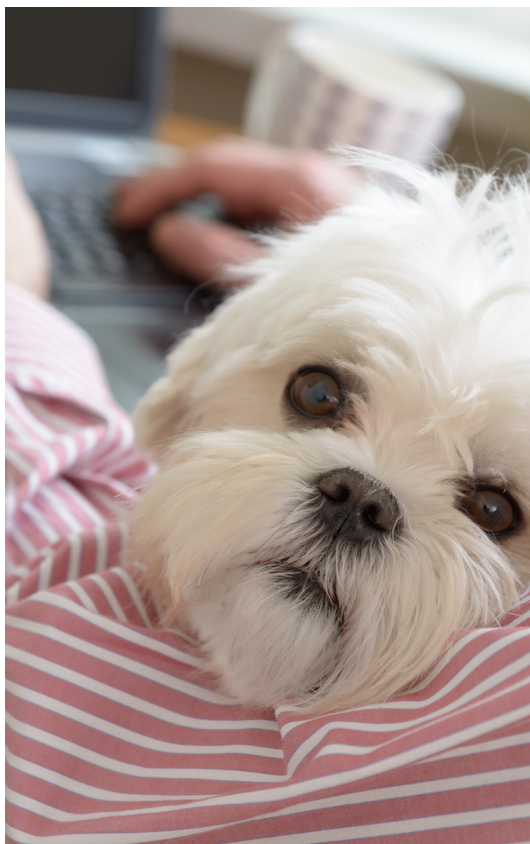
**RingCentral's** new [Glip](#) product provides free video meetings with built-in messaging for internal teams.

## WORKFLOW & PRODUCTIVITY

**Colligo** launched [Content Manager](#), enabling teams to use SharePoint files from inside Microsoft Outlook.

**Salesforce** launched [Service Cloud Workforce Engagement](#), enabling managers to organize an entirely remote workforce.

**Veritone** launched [Automate Studio](#), a low-code, web-based workflow designer aiding organizations embarking on intelligent process automation (IPA).



# VENDOR ACTIVITY

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

Category	Product	Description
Product Information Management	1WorldSync	1WorldSync has updated its Product Information Cloud with tools to accelerate the sourcing, enrichment and distribution of product content.
Experience	Acquia Open Digital Experience Platform	Acquia's Open Digital Experience Platform (DXP) has new tools that decrease the time to build, design, and run sites and applications.
ABM	AdDaptive Intelligence	AdDaptive Intelligence added tools to support objective-based advertising (OBA) to support campaign optimization strategies.
Intelligence	Adverity	Marketing intelligence platform Adverity has added Augmented Analytics, which not only tracks KPIs but helps identify problems with data quality.
Engagement	Agora	Real-time engagement platform Agora has new developer tools to support faster customer engagement.
CX	Alida	Alida, formerly Vision Critical, is adding customer experience management tools to its customer insights platform.
Data	Alluxio	Alluxio updated its data orchestration platform with expanded functionality for connecting data sources across hybrid and multi-cloud systems.
CDP	Amperity	Amperity added new features to automate the process of identifying
Customer Journey	Amplitude	Amplitude added Journeys, a feature helping teams understand their own
Customer Service	Atlassian Jira Service Desk	Atlassian's Jira Service Desk is now Jira Service Management with features for on-call scheduling, alerting and incident swarming.
Identity	Auth0	Auth0's new Adaptive Multi-factor Authentication feature helps reduce the threat of hacks and data breaches.
Advertising	Basis	Basis, the DSP from Centro, has new features to automate workflow related to ad serving, analytics and more for omnichannel campaigns.
Social	Brandwatch	Social Listening platform Brandwatch introduced Affinities, a new features that enables brands to track multiple interests among audience segments,
CRM	Cerillion	Cerillion updated its CRM/billing solution for communications providers with new customer analytics tools.
Conversational Marketing	Chorus AI	Chorus.AI is now able to surface conversational intelligence within the CRM
CRM	CINC	CINC has added artificial intelligence to its platform for realtors, automatically updating CRMs when a lead takes an action on a realtor's
Public Relations	Cision	Cision Impact now reports new metrics enabling public relations teams to determine the ROI of earned media.
Video	Clicktivated	Video marketing platform Clicktivated now enables viewers to click on products to shop directly within the live stream.
Personalization	Clinch	Omnichannel personalization platform Clinch has added real-time shoppable video ad units so marketers can move customers closer to purchase.
Audience	CloudCommerce	CloudCommerce has entered into a an agreement with Pattern89 to add its artificial intelligence technology to SWARM, the CloudCommerce audience
Sales	Cogito	Cogito updated the coaching system within its call analytics platform so it better understands human behavior.
Advertising	DoubleVerify	Ad analytics platform DoubleVerify has new features that allow privacy-friendly targeting by aligning ads to relevant content.
CX	Doxim	The Doxim Customer Communications Management Platform has added new features for accessibility.
Collaboration	Dropbox	Dropbox updated its platform with Spaces, a single easy-to-use place to collaborate on content, and communicate and coordinate projects.
Content	Ex.co	Content creation platform Ex.co has a new decision tree-style format enabling marketers to more easily serve content based on user responses.
Social	Facebook	Facebook has new tools marketers can use to target lookalike shopping audiences, and those who have previously shown an
ECommerce	Fanplayr	Fanplayr an online behavioral personalization platform for the shopping experience, now enables product recommendations.
ABM	Folloze	Folloze has updated its ABX platform with new tools for analytics and a new account targeting dashboard that is based on predictive models.
CRM	Full Circle Insights	Full Circle Insights has added Product Dashboards to its Digital Source Tracker, enabling marketers to match digital offers to buyer actions.

# VENDOR ACTIVITY

## ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

Category	Product	Description
Communications	Fuze	Fuze has new features for the distributed workforce, improving scalability and mobility with upgrades to the Fuze Contact Center.
Analytics	Google Analytics	Google Analytics added new machine learning-based consumer behavior tracking capabilities to its platform.
Productivity	Google G Suite	Google has updated its G Suite offering to support remote work, rebranding it as Google Workspace and updating tools for messaging, meetings, Email List development tool Hunter has added new updates to its email
Email Automation	Hunter	Insightly Marketing updated its marketing automation platform with tools for landing pages, A/B testing and analytics.
Social	Instagram	Instagram is adding product tags, so name and price show when a user clicks a dot on a photo, video or carousel ad
Call	Invoca Call Intelligence Suite	Invoca Call Intelligence Suite has new tools to support sales, eCommerce and customer experience teams.
Productivity	Jotform	JotForm has added Tables to its platform, enabling users to collect, organize and manage data for marketing projects in a shared workspace.
Customer Journey	Journaya Activate	Journaya Activate, a tool for monitoring the customer journey, has updated tools for collecting behavioral data.
Identity	Jumio	Jumio's identity platform has added video-based verification for financial institutions and other regulated businesses looking to pivot from in-person onboarding in the wake of the COVID-19 pandemic.
Testing	Katalon	Katalon launched smart troubleshooting features to automate test failure identification during the debugging process.
Identity CX	Kochava	Kochava's data marketplace has an added identity tool for publishers.
Budget	Lola	Liferay updated its experience platform with features for building apps and measuring content performance.
Advertising	MediaOcean	Lola, formerly a corporate travel platform, has pivoted to budget management, offering enterprise-wide tools for spend management, down
Video advertising CX	Mindworks	MediaOcean updated its Scope platform for omnichannel advertising within closed ecosystems. It now includes tools connecting linear TV audience intelligence with CTV and closed ecosystems like Facebook.
Content	MomentFeed	Mindworks' video advertising platform has new features for dynamic MomentFeed has updated its customer experience platform with tools for customer sentiment analysis and responses to customers.
CX	Netline	NetLine now offers insight into in-market behavior at the buyer-level within its lead-generation platform.
Advertising	NUVI	NUVI's customer experience tool has a new Share of Voice feature to calculate total mentions of selected companies and percentage of mentions
Identity	Ogury	Ogury has updated its Advertising Engine with a feature enabling marketers to serve up thumbnail ads on mobile devices that can be moved around by
Podcast CRM	Okta	Okta Identity Cloud has new features so DevOps teams can build infrastructure securely while working remotely.
Speech to Text Sales	Omny Studio	The Omny Studio podcast management platform from Triton Digital now OnePageCRM now has capacity for mobile lead capture, the ability to track multiple pipelines, and new features for managing sales teams.
RPA	OnePage CRM	Otter.ai has new live video captioning features for conference calls and Outreach added Insights to its sales platform, enabling users to leverage new buyer sentiment analysis features.
ERP	Otter.ai	RPA Pegasystems updated its Pega Robot Processing Automation tools with Auto-balancing, a feature that automatically provisions workloads between ERP Plotch, the ERP for small businesses, has a new set of features enabling users to launch a marketplace in India.
	Outreach	
	Pega Robot Process Automation	
	Plotch	

# VENDOR ACTIVITY

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

Category	Product	Description
Video	Powtoon	Powtoon has expanded to become a visual communications platform, with tools to create, manage, distribute, and track unlimited pieces of visual content.
Product Management	Productboard	Productboard, a platform for product information management, has added features for roadmaps and dynamic customer segmentation.
CRM	Really Simple Systems	Really Simple Systems updated its CRM with a redesigned email editor and features for analytics and faster data entry.
CRM Engagement	Response CRM Sailthru	ResponseCRM users can now test multiple variations of a campaign before launch. Sailthru has updated its testing infrastructure to make it easier for marketers to test copy and design assets that drive engagement and conversion.
Sales	Salesmsg	Salesmsg+D2:D88 now enables teams to send a text or SMS from inside an integrated CRM, syncing conversation history in both places.
Public Relations Translation	Signal AI Smartling	Signal AI has a new dashboard for real-time, visualized analytics. Smartling has new features for transcreation, the process of re-writing the meaning, intent, style, and tone of source text to be culturally appropriate.
Social	Snapchat	Snapchat's new feature, Spotlight, enables creators to upload original work to be eligible for a share of the revenue generated.
Social Marketing	Socialbakers	Social media marketing platform Socialbakers has added conversational AI chatbot technology into the Socialbakers Suite.
Identity	Secure ID+	Secure ID+ has new tools to fight synthetic ID fraud which involves fictitious, created identities that have been cultivated over months and even years.
Advertising	Sojern	Sojern added metasearch to its multichannel digital marketing platform designed for hotels, attractions and destinations.
Automation	Sprinklr	Sprinklr updated its platform for faster customer support, and to offer better analytics and reporting to advertisers and marketers.
Communications	Statflo	Statflo relaunched its customer communications platform as TextKit, with new software developer kits to build out functions for the enterprise.
CMS	Strapi	Headless CMS Strapi added features to streamline workflow, and templates to make getting started faster for non-technical creators.
Video	StreamGear	StreamGear launched its VidiMo Show live streaming production app, designed to let any smartphone user stream video.
Video	SundaySky	SundaySky's video marketing platform now has industry-specific templates so marketers may create, configure and launch messages quickly.
Analytics Advertising	Tableau Tead	Tableau has new features to simplify enterprise-wide data preparation and Tead has new features in its multi-channel ad platform inRead for extending the reach of social ads into high quality publisher content.
Integrations	Tray.io	Tray.io added a snippets feature to its integration platform that makes saving and reusing preconfigured steps in workflows easier.
Video	Triller	Triller, the music video creation tool, has added features enabling artists to create augmented reality experiences.
Video	Twilio	Twilio updated its product for real-time video apps with Web RTC Go, a free toolkit enabling developers to create and launch one-to-one video calls.
Workforce	Tymeshift	Tymeshift, the workforce management tool, has a new feature to give support teams accurate predictions of future staffing needs.
Translation	Unbabel	Unbabel has added Crosslingual Optimized Metric for Evaluation of Translation (COMET) to its platform, enabling better machine translation.
Influencer	Upfluence	Upfluence Software's new Brand Influence Reports enable teams to monitor competitive social media strategies.
Customer Service	Upstream	Upstream's platform for omnichannel customer communication has a new knowledge center to support agent success.
CX	Verint Systems	Verint Systems updated its Experience Cloud, a customer experience platform, with new digital behavior analytics.
Ecommerce	Verishop	Verishop has new features so retailers can host hang-outs for consumers as they shop with their friends online.
Video	Vimeo Recorder	Vimeo Recorder is a new, free tool enabling faster communication — via screen-recorded video — for remote teams.
Video Messaging	WeVideo WhatsApp	WeVideo's editing platform now allows multiple users to edit the same video. WhatsApp enabled settings so individuals can make messages ephemeral in one-on-one chats. Admins have the same function within group chats.

# M&A ACTIVITY

## DOES 1 + 1 = 3?

### Category

Advertising  
Analytics  
Analytics  
Audio  
Business Automation  
Campaign Management  
Collaboration  
Content  
Content  
Conversational Marketing  
Conversational Marketing  
Conversion Rate Optimization  
Customer Service  
Data  
Data & Analytics  
Database  
ECommerce  
ECommerce  
ECommerce  
ECommerce  
Ecommerce  
Email  
Engagement  
Identity  
Location-based Marketing  
Loyalty  
Marketing Automation  
Messaging  
Messaging  
Messaging  
Mobile  
Payments  
PIM  
PLM  
Podcasting  
Sales  
Security  
Segmentation  
Training  
Video  
Web Optimization  
Workflow

### Company

AlgoLift  
Jornaya  
Refract  
Megaphone  
Element AI  
Selligent Marketing Cloud  
Slack  
Amper Music  
Pinnacle Data Systems  
DeepAffects  
Purechat  
Air360  
Inference Solutions  
Everstring  
Bisnode AB  
Thalamus  
Poynt  
ShopRunner  
Springbot  
Fillr  
3dcart  
Autoklose  
Emarsys  
Tapad  
Zibumi  
Key Ring (Product)  
Signal Analytics  
Kustomer  
OpenMarket (Product)  
SmarterHQ  
AlgoLift  
Shopkeep  
Attribytes  
Arena Solutions  
Voxnest  
Grapevine6  
Chef  
Fixel  
Lionbridge AI  
TubeBuddy  
Adapt My Web  
Workfront

### Description

User acquisition  
Consumer behavioral data  
Sales analytics  
Podcast Platform  
AI development firm  
Multichannel campaign management  
Team collaboration  
Audio effects  
Print and electronic document delivery  
Conversational Marketing  
Livechat  
Conversion rate optimization  
Virtual customer agent  
B2B data  
Business directory  
Mobile ad vendor database  
eCommerce & payment solutions  
eCommerce platform  
Blogging platform  
Intelligent auto-fill  
Ecommerce software  
Email marketing  
Customer engagement  
Digital identity resolution  
3D visualization  
Loyalty App  
Marketing Automation Platform  
Messaging automation platform  
Mobile messaging  
Personalized cross channel messaging  
Mobile ad marketing intelligence  
POS system  
PIM for the food industry  
Product Lifecycle Management  
Connecting podcasters to advertisers  
Social sales engagement  
Security  
Engagement based segmentation  
Crowd-based training data  
Platform for YouTube creators  
Web accessibility  
Marketing workflow management

### Acquired by

Vungle  
Verisk  
Allego  
Spotify  
ServiceNow  
CM Group  
Salesforce  
Shutterstock  
Doxim  
RingCentral  
Ruby  
Scalefast  
Five9  
Zoom Info  
Dun & Bradstreet  
Kochava  
GoDaddy  
FedEx  
Matcha  
Rakuten  
Shift4 Payments  
VanillaSoft  
SAP  
Experian  
Esri  
InMarket  
Kenshoo  
Salesforce  
Infobip  
Wunderkind  
Vungle  
Lightspeed  
Syndigo  
PTC  
iHeartmedia  
Seismic  
Progress Software  
Logiq  
Telus Corporation  
BEN  
ContentSquare  
Adobe

# LOOKING AHEAD

## WHERE INVESTMENT IS HAPPENING (Q4 2020)

Two reasons to watch technology investments:

1. It provides insight into what is coming next in MarTech
2. If you are interested in innovating within your stack you can frequently obtain some great deals by volunteering as a beta user for emerging platforms.

Category	Company	Description	Raised
Mobile	Liftoff	Mobile App Marketing Optimization	400M
Content Creation	RunwayNL	Media Creation Tools	8.5M
Analytics	PostHog	Product Analytics	9M
Process Automation	Indico	Enterprise Process Automation	22M
Email	Exclaimer	Email Signatures	133M
Events	Bizzabo	Hybrid events: online/offline	138M
Events	Hopin	Virtual Events	125M
Email Marketing	Sendin Blue	Email Marketing & Marketing Automation	160M

Source: [VentureBeat](#)

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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.

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