


**APRIL  
2021**

# **Q1 2021 MARTECH INNOVATION**



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



# MARTECH INNOVATION

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

59

## NEW PRODUCTS

In comparison to last quarter, new product and acquisition announcements were up 40% and 26% respectively, and feature announcements were down ~25%. Of note, Advertising and Customer Experience/Engagement/Journey showed the greatest density of new products and M&A activity.

65

## FEATURE ANNOUNCEMENTS

52

## ACQUISITIONS

Investment in MarTech companies this quarter was just over \$3B indicating that MarTech innovation won't be capped anytime soon! See more details on where investments were made on page 16.

\$3B

## 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).



# KEEP AN EYE ON....

## TRENDS AND TECHNOLOGY TO WATCH

- What is MarTech?
- How big is the MarTech universe?
- No code/Low code

**What exactly is MarTech?** We unwittingly set off a firestorm early in the quarter with the publication of our StackInsights report that showed the products that most commonly appear in Marketing Technology Stacks. Kim Davis of MarTech Today realized that some of the most common products cited were in fact productivity tools, not what he would normally consider MarTech. So he posed the question **what is MarTech?**

We define MarTech as anything use to support the creation of the customer experience and/or to acquire, engage, and retain customers. If you buy a productivity tool to help in this endeavor and it's your stack then it's MarTech according to CabinetM's definition. With this definition MarTech serves as an umbrella term for AdTech, SalesTech, CreativeTech etc.

The bottom line though is this: the term MarTech is an artificial construct used by analysts to track trends, innovation, category development etc. Even in the best-case scenario, the boundaries are blurry. Internally within an Enterprise MarTech is used to refer to the technology that marketing buys or uses. The terminology is less important than the components of the technology stack and how they perform independently and as an integrated whole. So go ahead and define MarTech in the way that works best for you.

**How big is the MarTech universe?** We have 15,000 products in the CabinetM directory. Have we cataloged all the available marketing technology? No and we're not even close. First, as companies register on our platform and begin using CabinetM to manage their technology stacks we invariably receive requests to add products to our database; we are currently adding anywhere from 40 - 100 new products monthly to our database from these requests not including the new products we add that are launched each month. Amazing right? Second, different companies and organizations are diving deep into categories and uncovering more and more tools. Pirate NZ for example has dug deep into the **event technology category** and uncovered more than 300 tools.....most of which are not yet in our directory. I'm sure there are many categories that have not been fully surfaced.

# KEEP AN EYE ON....

## TRENDS AND TECHNOLOGY TO WATCH

Finally, most of products in our directory are from US companies. Our good friend, Frans Riemersma from **MarTech Tribe**, has been working with colleagues across Europe to catalog **European MarTech companies**. They are up to 4,000+ and still adding to the list. This past month we exchanged our lists of European companies and he had 2400 companies on his list that were not in our directory and we had 800 in our directory that weren't on his list. We're clearly a long way from fully cataloging this technology sector. As a side note, we typically retire 200 - 300 companies and products a year as products are phased out or companies go out of business.

**The latest shiny object in MarTech: Low-code/No-code.** There's lots of buzz about the introduction of low-code/no-code tech that will presumably make it easy for marketing operations to create custom applications. We all know the drill - once something becomes a shiny new thing it immediately finds its way into every vendor presentation (remember AI?) so expect to see it referenced in virtually every vendor pitch. You'll have to sort out for yourself whether something is actually low-code/no-code. The promise is enticing: just drag and drop application components to create your own unique app. The reality is likely to be much different: 1. Most of these platforms still expect the user to be a developer of some sort, if that's not you, you are out of luck. 2. If you are like most operations professionals you are buried trying to make your out-of-the-box applications perform and you don't have time to begin figuring out how to create your own apps. Like everything, there is a maturity cycle, initially low-code/no-code platforms will most likely sit alongside out-of-the-box tech and may be valuable in negating the need for some internal MarTech development (it's not unusual to a mix of internally developed and acquired tools in a MarTech stack). Over time as these products evolve, they will become easier to configure and be suitable for non-developers. That's will be the point at which they become prevalent in tech stacks.

# Q1 2021 NEW PRODUCTS BY CATEGORY



## ABM

**Hushly** launched a new addition to its suite of personalization tools, ABM Campaign Pages, allowing marketers to use templates to create dynamic landing pages for easy account-focused marketing.

## ADVERTISING

Branding and marketing agency, **Blue C**, has announced the launch of BrandPWR platform to help brands identify the best value propositions and more effectively connect with key audiences.

**AdAmp** has officially come online with its full suite of capabilities to give local SMBs the opportunity to experience the power of television advertising.

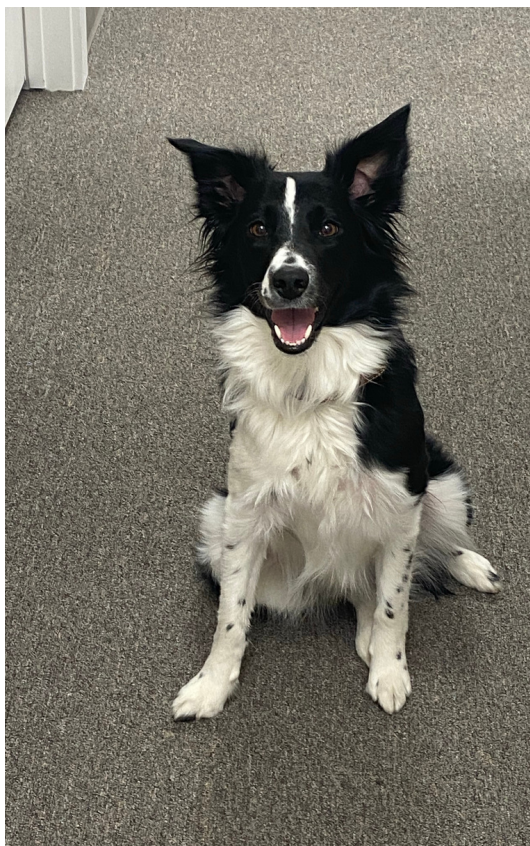
Digital creative company **Craftsman+** announced the launch of its Interactive Ad Builder (IAB), empowering marketers to take control of their ad production and build custom, interactive content in an easy-to-use, no-code environment.

**Adtelligent** announced the launch of DSP Simplified, its demand-side platform that can be used by direct advertisers, agencies, marketers, affiliates, and others as a fully self-serve advertising platform.

**Taboola** announced the launch of Taboola High Impact, a new advertising solution developed for brand marketers and agencies to help drive brand awareness.

**Ideoclick** launched Pulse Advertising, an intelligent media investment tool built for Amazon and other retail media networks to help brands unlock sustainable competitive advantage and a winning e-commerce strategy.





## ANALYTICS

**DataMyth** launched a SaaS-based reporting analysis platform that helps digital marketers track, improve, and optimize campaign performance through comprehensive, automated reports.

## ATTRIBUTION

**PureB2B** announced the launch of PurePredict, which helps teams combine and synthesize three distinct sets of intent data to give insights needed to increase conversion rates, pipeline generation and ROI.

**LeadsRx** announced the availability of LeadsRx Ecosystem Attribution, a platform to help map the customer journey and perform attribution analysis.

**DemandLab** launched Sightline, a SaaS business confidence solution that collects marketing and sales data across multiple platforms and channels, and creates a holistic record of the customer life cycle.

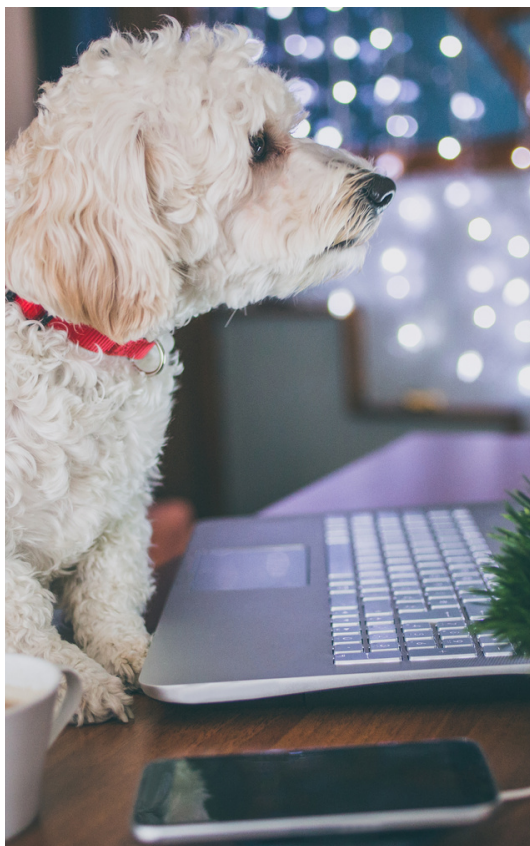


## BUSINESS MANAGEMENT

Business continuity management solutions provider **Castellan** launched its new SaaS solution – offering a fully integrated software suite that uses automation and intelligence to solve operational resilience, business continuity, crisis management, and emergency notification challenges..

## CALL CENTER OPS

**Neustar** has launched SmartDial, a decisioning solution, as part of Neustar TRUSTID Decisions suite. SmartDial allows outbound dialers to reach out to consumers at the right day and time.



## CMS

**Payload** is a new headless CMS that makes complex and globally distributed software more cost-effective and significantly easier to build.

**Contentful**, the content platform for digital business announced the release of Contentful Compose + Launch — two apps that make content teams more independent and efficient.

Mobile advertising platform **Kargo** announced the launch of Fabrik, a proprietary CMS to increase monetization opportunities for publishers and provide exclusive ad experiences for advertisers.

## COMMUNITY

Content Intelligence Platform, Knotch, announced the **Pros & Content Community**, becoming the world's first community built by and for content leaders.

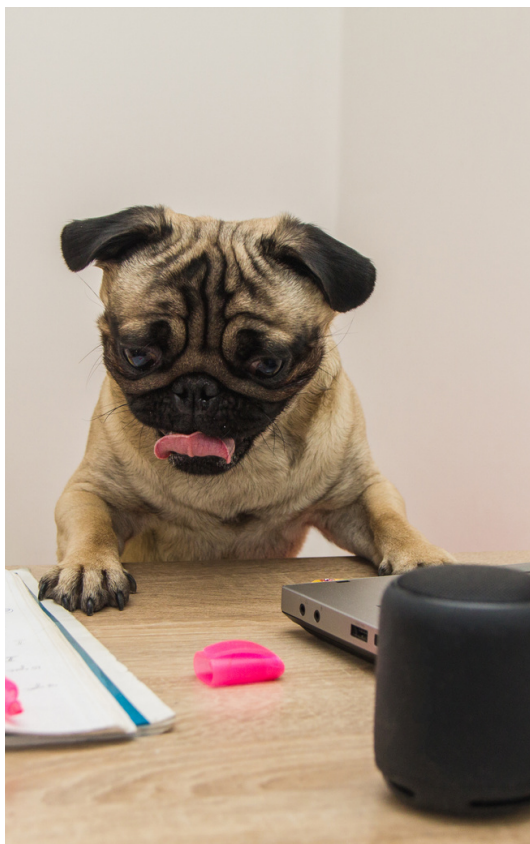
## CONTENT MANAGEMENT

**Box** announced Box Shuttle, making it easier, faster, and less costly to migrate large amounts of content, including permissions and metadata, to the Box Content Cloud.

## CONTENT MARKETING

**Cloudinary** launches Cloudinary Media Optimizer, a new product that automates image and video optimization and delivery, and empowers companies with improved SEO, better engagement and higher conversions.

**Anyword** introduced a language optimization platform that helps marketers predict marketing language performance prior to campaign launch.



## CUSTOMER ACQUISITION

**CustomMade Data** is a new one-stop market database solution for all of your B2B business that allows you to reach every company and individual who matters in your sales cycle.

## CUSTOMER ENGAGEMENT

**Concentrix** launched VOC Essentials to help companies to learn from customers and employees, predict behavior and power actions that generate unwavering loyalty and financial growth.

Rewards Management Platform Giiift announced the launch of **Giiift Engage**, a unique marketing tool that helps drive customer engagement through rewards-based offers.

## CUSTOMER EXPERIENCE

**Salesforce** announced Loyalty Management, a new product that will allow companies to provide a more personalized consumer experience, grow their loyalty programs, and help increase business value by creating lifelong loyal customers.

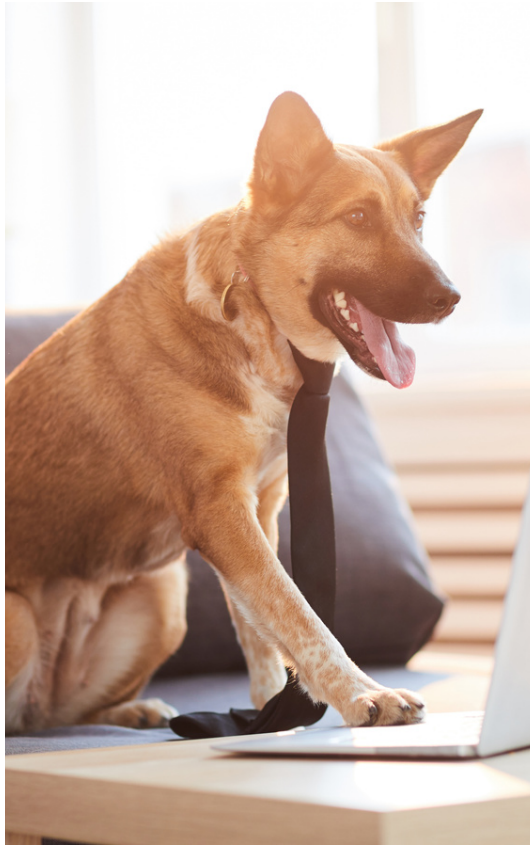
**Mitto** announced Mitto Conversations, a new solution that eases and streamlines omnichannel customer communications without the need to integrate APIs.

**TeamSupport** launched TeamSuccess, enabling teams to easily monitor, automate, and streamline customer lifecycles, create more up-sell opportunities, reduce the risk of churn, and ensure that as customer relationships grow, profits do too.

**Applause** launched their Product Excellence Platform (PEP) – providing the comprehensive approach to quality that brands need to deliver exceptional digital experiences to their end users.

## CUSTOMER JOURNEY

**Acquia** announced Acquia Digital Commerce, unifying data, content, commerce and digital merchandising into a single data layer to provide a seamless omnichannel experience across the entire customer journey.



## CUSTOMER SUPPORT

SX platform [SupportLogic](#) announced the launch of Agent SX, delivering real-time coaching and feedback to enable agents with NLP-driven recommendations to prioritize cases, collaborate more efficiently and improve their performance across multiple dimensions of service delivery.

## DATA MANAGEMENT

[MongoDB](#) announces the availability of MongoDB Realm Sync, a fully managed service that syncs cloud data between the popular Realm Mobile Database and MongoDB Atlas.

Technology company [Diyotta](#) launched its new cloud-based solution Datom, allowing businesses to harness data to easily and securely move to the world's most popular data warehouses, and access insights immediately.

## ECOMMERCE

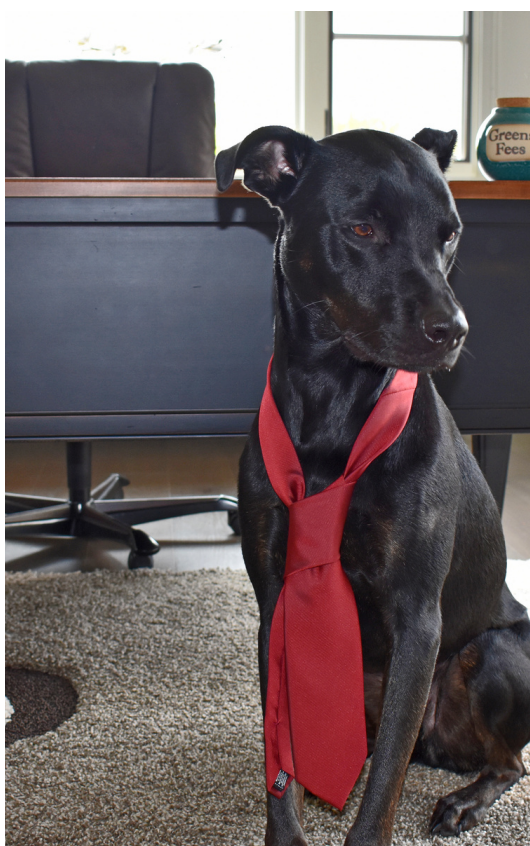
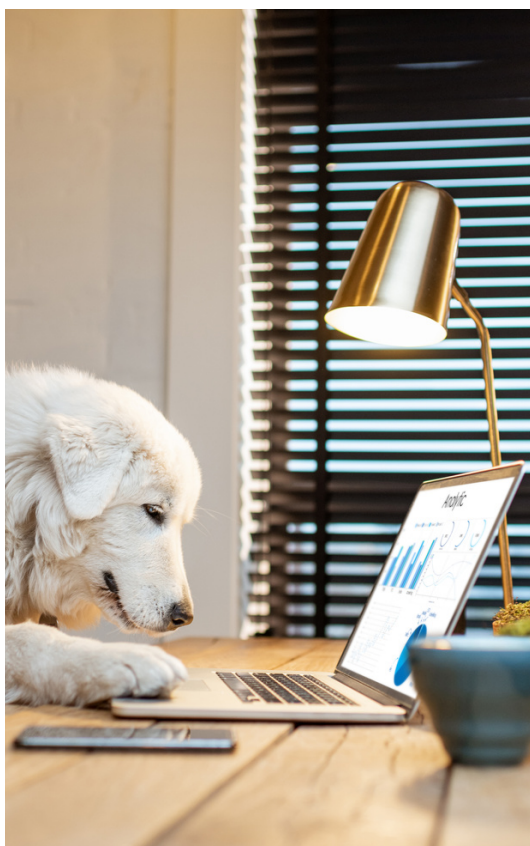
[Lightspeed](#) announced the launch of the Lightspeed Supplier Network so SMBs can easily adopt a demand-focused inventory model in order to remain flexible.

[Google Cloud](#) announced the launch of Product Discovery Solutions for Retail, a suite of solutions created to help boost personalized online shopping experiences globally.

Online business platform [Dynamicweb](#) launched the Dynamicweb Marketplace giving customers a more effective digital experience.

## EVENTS

[Eventgroove](#) announced the launch of their one-stop platform that seamlessly integrates their services for event management, fundraising, and e-commerce.



**Postal** announced the launch of Postal Virtual Events platform, where customers can now book talent from hundreds of options, manage the invite and registration process, and trigger the automatic sending of attendee event kits.

## IDENTITY MANAGEMENT

Digital identity management and web security solutions, **Sectigo** announced the launch of Secure Partner Program, expanding their partner capabilities with more flexibility, greater support, extensive training programs and higher financial incentives.

**Cozera** launched identity service id-go to help companies that require digital identity verification balance providing consumers with fraud protection as well as a frictionless consumer experience.

**Entrust** announced its Instant ID as a Service (IIDaaS) solution, offering a simple, secure, adaptable and efficient way to issue physical and digital IDs using a single, easy-to-use platform.

## INFLUENCER MARKETING

**RockitBoost** announced the launch of their influencer marketing platform, enabling brands and online sellers to share their product campaigns with influencers of all types and sizes.

## LEAD GENERATION

**NetLine** introduces an open B2B lead gen marketplace that gives B2B marketers superior control over their overall demand gen success.

## MARKETING AUTOMATION

**WebFindYou** announced their All-In-One Digital Marketing Technology that provides users with the ability to grow their brands online with less hassle, reduced costs and increased revenues



[WorkWave](#) announced the launch of WorkWave Marketing Sales Center, a new sales and marketing platform that enables Pest Control industry users to grow their businesses and transform their sales processes.

## MARKET INTELLIGENCE

Technology intelligence company [HG Insights](#) launched a new market intelligence product that will help B2B companies improve their go-to-market performance.

## MEDIA PLANNING

[Wavemaker](#) rolled out a new AI-powered media planning platform, Maximize, allowing planners to create media plans that reach multiple audiences and quickly optimize media investments.

## MESSAGING/SMS

[Podium](#) announced Podium Campaigns, allowing local businesses to launch robust SMS text message marketing campaigns.

## PRIVACY

[OneTrust](#) launched Vendorpedia Questionnaire Response Automation to help organizations automatically answer security, privacy, and due diligence questionnaires from customers.

[eyeo](#) launches Crumbs, a new approach to managing user data that bridges the gap between privacy and identity. IData privacy software company [Sourcepoint](#) announced the launch of Privacy Lens, providing advertisers with a privacy measurement and analytics platform.

## PRODUCT DISCOVERY

[Riversand](#), a cloud-native SaaS Master Data Management and Product Information Management solution provider, announced the launch of its App Marketplace.



## SECURITY

**OpenText** introduced BrightCloud Cloud Service Intelligence, a cloud service intelligence platform, harnesses the power of BrightCloud Threat Intelligence to help partners secure, protect and manage Cloud applications and services.

## TARGETING

**ZoomInfo** announced the launch of Targeted Audiences, to help marketers optimize advertising campaign precision and performance.

## WORKFLOW & PRODUCTIVITY

**8x8** launched 8x8 Contact Center for Microsoft Teams, allowing organizations to seamlessly integrate customer engagement and global telephony capabilities with Microsoft Teams.

**GRID** launched its no-code spreadsheet-to-web tool, enabling everyday spreadsheet users to build smart, interactive web documents and share them easily on the web.



# VENDOR ACTIVITY

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

| Category                               | Product           | Description  |
|--|-------------------|--|
| Analytics                              | Action            | Action launched a new Customer 360 solution offering as a part of their Avalanche Hybrid Cloud Data Warehouse, designed to simplify and accelerate the delivery of customer insights.  |
| Customer Experience                    | Active Campaign   | ActiveCampaign has added 70 new email templates to its library, continuously fulfilling their Customer Success Commitment.   |
| CMS                                    | Adobe             | Adobe has announced new headless CMS capabilities to its Adobe Experience Cloud platform.  |
| Messaging                              | Adva              | Mobile marketing platform Adva Mobile Corporation, that allows creative artists to engage with their Fans, added a new one-to-one text conversation feature, Adva Mobile to enhance Fan engagement.  |
| Automation                             | Agency Revolution | Agency Revolution announced new capabilities to its SaaS-based insurance marketing automation platform Fuse, increasing marketing efficacy, improving business intelligence, and streamlining agency operations.                               |
| Sales Intelligence                     | Aptivio           | Aptivio announced the release of V2.0 of its augmented sales intelligence app including a new UX design built to help sales professionals at every step of the buyer lifecycle.  |
| Customer Experience                    | Bambuser          | Mobile live video platform Bambuser announced new features for audience engagement and accessibility.  |
| Productivity                           | BasicOps          | BasicOps' team collaboration solution expands, offering a free version to help avoid workplace app overload and enhance productivity across teams.   |
| Advertising                            | BeOp              | BeOp, the contextual, conversational and cookieless advertising platform, announces its U.S. launch following years of growth in France.   |
| Security                               | Bitdam            | Bitdam announced the availability of BitDam ATP+, their upgraded Advanced Threat Protection solution offering Office365 users comprehensive defense against malware, phishing, business email compromise attacks, account compromise and spam. |
| CX Management                          | Bizzabo           | Bizzabo launched Global Partner Program, empowering partners to utilize Bizzabo's Event Success Platform and expertise to attract, retain and grow their customers, and drive new revenue.   |
| Intelligence                           | BrandMuscle       | BrandMuscle announced a new solution within its Intelligent Local Marketing Platform, Channel Partner Scorecard, that provides the tools and guidance to align local marketing execution with the corporate strategy.                          |
| Customer Engagement                    | Braze             | Braze adds new features to their platform, including Global Control Groups, Android In-line Image Push, and SMS Custom Keyword Processing.   |
| Video                                  | Brightcove        | Brightcove announced the launch of Brightcove Cloud Payout, a new feature that provides a broadcast-grade "live TV" experience that leverages pre-recorded content to increase audience engagement and create new revenue opportunities.       |
| Marketing Automation                   | Campaigner        | Campaigner announced Campaigner SMS, a new feature that transforms Campaigner into a multichannel marketing platform for email and SMS marketing.  |
| eCommerce                              | Channel Advisor   | Provider of cloud-based e-commerce solutions ChannelAdvisor announced platform enhancements created to optimize retail product content and increase the efficiency of operations.  |
| Translation                            | Cisco WebEx       | Cisco Webex introduced real-time translation from English into 100+ different languages to provide more inclusive meeting experiences.   |
| Email                                  | CloudHQ           | CloudHQ released an upgraded version of Export Email that gives Gmail users the ability to save email data directly to Google Sheets.  |
| eCommerce                              | Cognira           | Retail AI software provider Cognira announced the availability of its AI Promotion Solution, giving all of its retailers the power to plan, manage, analyze and optimize promotions easily, accurately and effectively for optimal ROI.        |
| Business Process Automation            | Decisions         | Decisions has announced a major new release of their rules-based, no-code business process automation platform that is faster and enables a number of new deployment options.  |
| Productivity, Collaboration & Workflow | Device Magic      | Mobile data collection platform Device Magic announced Microsoft Excel files as a new data submission format option for a variety of destination types.  |
| Ecommerce                              | Digital River     | Digital River added three new accelerator programs to help brands quickly stand up a D2C commerce channel, while also easing many of the challenges often faced in the process, and helping to future-proof business on a global scale.        |
| CMS                                    | dotCMS            | dotCMS has announced improvements to their user experience and greater support for their non-technical users using the NoCode tools, allowing users to create and deliver digital experiences for any device.                                  |
| Automation                             | Factoreal         | Marketing automation platform Factoreal released a new automation suite for Twitter.   |
| FinTech                                | Fidelity          | Fidelity Investments' eMoney Advisor has launched its rebranded digital marketing solution, Bamboo, providing advisors with the tools and resources they need to acquire, retain, and engage their clients and prospects.                      |
| Ecommerce                              | GoDaddy           | GoDaddy announced a plugin bundle expansion for its Managed WordPress Ecommerce customers, with over 75 premium WooCommerce extensions.  |
| Productivity                           | Google Workspace  | Google Workspace launched new tools and features to help users make the most of their time, collaborate equally, and deliver more impact, regardless of location.  |
| Email                                  | Helpmonks         | The successful shared inbox solution Helpmonks released a Live-chat and Email Marketing platform to be able to respond faster to customer requests and generate more sales leads.  |
| Marketing Performance Management       | Hive9             | MPM Software provider Hive9 announced the availability of a suite of new features to accommodate complex marketing segmentation needs called Advanced Custom Attributes.   |

# VENDOR ACTIVITY

## ARE YOU FULLY UTILIZING ALL YOUR TOOLS?

|  |                       |   |
|--|-----------------------|---|
| Content Marketing                      | Hyland                | Content services provider Hyland launched several new enhancements and solutions within their perceptive content platform, the content composer foundation, and the brainware foundation.   |
| Direct Mail                            | IgnitePOST            | IgnitePOST launches Shopify App Version 2.0, allowing users to send robotically-handwritten, real pen & ink cards based on the actions users take on your Shopify shop.   |
| HR Management                          | Jitterbit             | API transformation company, Jitterbit announced Employee 360 Solutions "EX API360", a series of new use-case-driven integration process templates and best practices designed to simplify and accelerate HR management throughout the entire employee lifecycle.                        |
| Ecommerce                              | Kibo                  | Kibo announced Social Proof, a new personalization technology feature to further enhance the unified customer journey.  |
| Email                                  | Klaviyo               | Klaviyo unveiled two new features, the Personalized Benchmarks tool that evaluates the performance of online businesses in comparison to other similar brands, and Conversational SMS, helping brands improve the mobile-first experience by communicating in a fast and casual format. |
| Business Management                    | Korbyt                | Workplace experience platform Korbyt announced a new feature called Space Management, enabling companies to import maps of building layouts to easily find and reserve safe meeting space, as well as connect to the company's existing calendar system so users can easily check-in.   |
| Enterprise Data Security               | Lepide                | Lepide updated their Data Security Platform to bring a new functionality-orientated architecture that allows customers to apply isolated resources directly to the area of risk or focus at that time, to help scale and evolve the solution alongside business needs.                  |
| Social Media Monitoring                | ListenFirst           | Social analytics solution ListenFirst announced the launch of competitive tracking and industry benchmarks for TikTok.  |
| Email                                  | Litmus                | Litmus launches new features that allow marketers to drive results and continuously improve email quality without additional resources or marketing technology.   |
| Customer Support                       | Live Person           | LivePerson announced AI Annotator, a new tool for automating brand-consumer conversations faster by harnessing the expertise of live agents.  |
| Productivity, Collaboration & Workflow | Lucid                 | Lucid, visual collaboration software provider, announced its virtual whiteboard, Lucidspark, is now available as an iOS app for tablet devices.   |
| Automation                             | Marketing 360         | Marketing 360 introduced a new social insights tool to help make data-based decisions on social strategy.   |
| Email                                  | Match My Email        | Match my Email extends its email integration service with the release of a new Calendar Sync Module for Office 365 and Salesforce.  |
| CX Management                          | Medallia              | CX management platform Medallia, announced many new product enhancements designed to help companies positively engage with, and manage, disrupted remote workforces.  |
| CRM                                    | NetHunt               | NetHunt CRM has launched expanded capabilities now allowing users to utilize automated workflows directly out of their Gmail inbox.   |
| Big Data                               | Oracle                | Oracle updated its Autonomous Data Warehouse to enable data analysts to load, transform, and generate insights from data with no intervention on the part of an internal IT team required.  |
| Transcription                          | Otter.ai              | Otter.ai launched Live Notes and Video Captions for Google Meet to enhance business communications and collaboration by giving the ability to turn business conversations into interactive, collaborative transcripts in real time.   |
| Advertising                            | Playturbo             | Mindworks introduced a template-based playable ad builder to its Playturbo platform.  |
| Direct Mail                            | Postalytics           | Postalytics announced customized envelopes as a new feature of their fully automated direct mail letter campaigns.  |
| CRM                                    | Really Simple Systems | Really Simple Systems announced the release of a new version of its Advanced Marketing tool for managing campaigns with greater sophistication and functionality.   |
| Marketing Automation                   | Response CRM          | Direct marketing automation and eCommerce solution provider, ResponseCRM has implemented a wide range of product enhancements and integrations that will help businesses become more cost effective and help simplify usability.  |
| Call Management                        | RingCentral           | RingCentral announced in-app calling directly from Salesforce.  |
| Internal Communications                | Stack8                | Unified Communications Solutions, Stack8 announced it will release version 7.0 of its renowned SMACS Unified Communications Management Platform, adding new features and functionality.   |
| Engagement                             | Taboola               | Taboola announced Taboola Stories, similar to social media, this gives publishers and advertisers a new way to increase engagement and monetization opportunities on their websites.  |
| Video                                  | TeamViewer            | Provider of secure remote connectivity solutions, TeamViewer, announced TeamViewer Meeting where clients can start one-click meetings in addition to also receiving the highest standards of security and encryption.   |
| Analytics                              | Teradata              | Cloud data analytics platform Teradata announced the availability of Teradata Vantage on Google Cloud Marketplace, to help simplify procurement and billing processes through a single channel.   |
| CRM                                    | Thryve                | Thryv announced they have enhanced their CRM to provide more structured, industry-specific communication and workflow within its platform.  |
| Data Exchange                          | TIBCO                 | TIBCO Cloud Messaging adds Apache Kafka and Apache Pulsar as a cloud service, to provide real-time data into on-premises applications for better responsiveness without the need for additional software.   |
| Campaign Management                    | Upwave                | Upwave announced the addition of the Outperformance Indicator metric to its brand measurement platform, giving marketers the ability to make accurate media allocation and optimization decisions in-flight.  |

# VENDOR ACTIVITY

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

|  |             |  |
|--|-------------|--|
| Ecommerce                              | Vendasta    | End-to-end e-commerce platform Vendasta introduces new automation features that allow partners to build customized automated workflows with an easy-to-use interface, to quickly operationalize customer life cycle events.  |
| Analytics                              | Versium     | Data analytics and identity resolution company Versium launched a new suite of consumer marketing tools to their REACH platform, helping businesses reach work-from-home professionals, and by using a single technology platform, help marketers target based on job and consumer profiles. |
| Content Management                     | VisualVault | Content management platform VisualVault announced they released a new version with upgrades across functionality, user experience, cyber security, Artificial Intelligence and Machine Learning.   |
| Collaboration Monitoring               | Vyopta      | Vyopta, Collaboration Intelligence provider announced the addition of real-time quality monitoring for Cisco Webex Meetings, that will also help to manage hybrid remote and in-office collaboration.  |
| Ecommerce                              | Walmart     | Walmart announced a new name and expanded vision for its media business, Walmart Connect, to provide unparalleled opportunities for partners to accelerate their connection to customers in a closed loop, omnichannel environment.  |
| Search Marketing                       | Yext        | Yext introduces a number of new features including extractive QA, a website crawler, data connectors, and developer tools for Answers, enabling more diverse search experiences for customers.   |
| Mobile and Social Media Advertising    | Zoomd       | MarTech user-acquisition and engagement platform Zoomd Technologies Ltd. announces the launch of its self-serve SaaS version of its platform becoming a resource and time-saver for its users in ad buying and optimization processes.   |
| Productivity, Collaboration & Workflow | Zylo        | Enterprise SaaS management platform Zylo announced a License Optimization Insights feature for automated insights into businesses' SaaS activity, as well as capabilities to optimize licenses on several existing partner applications.   |

# M&A ACTIVITY

## DOES 1 + 1 = 3?

| Category            | Company          | Description   | Acquired by         |
|---------------------|------------------|---|---------------------|
| AdTech              | Soomla           | Advertising tech firm IronSource acquires ad-quality insights platform Soomla to add another layer of data and visibility to ad monetizations, while also ultimately helping developers create a better user experience.                                  | IronSource          |
| Advertising         | SpotX            | Advertising platform Magnite has announced that it will acquire SpotX. Together they will provide better support for sellers, create an alternative to the CTV advertising market's largest players, and greatly improve scale and efficiency for buyers. | Magnite             |
| Advertising         | Luna Labs        | IronSource has acquired Luna Labs, a startup that's built a platform to allow app developers to create and manage video and playable ads.   | IronSource          |
| Advertising         | STAQ             | Operative acquired STAQ, a data collection, normalization and visualization technology company, allowing Media companies to take full control of their entire supply and demand chain.  | Operative           |
| Advertising         | Trackonomics     | Impact announced that it has acquired Trackonomics enhancing Impact's publisher technology capabilities through the Partnership Cloud.  | Impact              |
| Advertising         | Addy             | GroundTruth announced it has acquired Addy, a self-serve local ad platform, eliminating access barriers to provide small businesses with performance-driven advertising solutions.  | GroundTruth         |
| Advertising         | Rebel AI         | Logiq has acquired Rebel AI, and the Rebel AI platform (renamed Logiq Digital Marketing) to enable SMBs to more effectively compete against larger businesses for new customers.  | Logiq               |
| AI                  | Inawisdom        | Cognizant acquired Inawisdom, which is being absorbed into their Contino offering to help businesses make better, faster decisions to improve business outcomes with their specialization in AI, machine learning and data analytics.                     | Cognizant           |
| AI                  | ROI Verify       | Performance marketing agency Visiqua, announced the acquisition of technology innovation company ROI Verify and will rebrand as Visiqua Innovation Labs to explore and test the latest ideas and applications for AI within the lead generation space.    | Visiqua             |
| AI                  | Flow.ai          | Khoros announced it has acquired Flow.ai, an innovative conversational AI platform for designing and managing chatbots.   | Khoros              |
| Analytics           | Parse.ly         | Automattic's WordPress VIP has acquired analytics solution Parse.ly to provide real-time content analytics along with its personalized recommendation engine.   | WordPress VIP       |
| Automation          | MarketingXpress  | Gorilla Corporation acquired MarketingXpress, a software company that specializes in building channel marketing platforms.  | Gorilla Corporation |
| Big Data            | Kindite          | RingCentral acquired security technology company Kindite to deliver more secure business communications and video meetings.   | RingCentral         |
| Campaign Mangement  | Zaius            | Optimizely, a provider of tools for building websites and applications that drive digital experiences, announced it has acquired Zaius to add real-time customer data tracking to its platform.   | Optimizely          |
| CDP                 | BlueVenn         | Upland Software acquired cloud-based CDP BlueVenn, allowing customers to securely unify their consumer data and create greater digital engagement strategies  | Upland Software     |
| Collaboration       | DocSend          | Dropbox announced it will acquire DocSend, a secure document sharing and analytics company, bringing customers an end-to-end suite of secure, self-serve products for content collaboration, sharing, and e-signature.                                    | Dropbox             |
| Consent             | LeadsBridge      | ActiveProspect, announced the acquisition of integration software provider LeadsBridge, to build a global and comprehensive platform for consent-based marketing.   | ActiveProspect      |
| Content             | The Hustle       | Hubspot has acquired The Hustle, business and tech media startup behind the newsletter of the same name, giving more ways to offer its community valuable content across a broader range of topics and a more diverse set of media.                       | Hubspot             |
| Content Marketing   | e-Spirit         | Crownpeak acquired DX platform provider e-Spirit, creating an agile DX platform that helps brands build trust and maximize customer lifetime value.   | Crownpeak           |
| Creative Automation | Thunder          | Walmart acquired the technology and IP behind Thunder, an adtech solution focused on creative automation.   | Walmart             |
| CRM                 | Level One        | Doxim announced it has acquired Level One, a specialist in customer experience and communication solutions.   | Doxim               |
| Customer Engagement | Servian          | Cognizant has announced it is acquiring Servian, an enterprise transformation consultancy that will help expand their integrated, end-to-end digital transformation capabilities in Australia and New Zealand.  | Cognizant           |
| Customer Engagement | Screenscape      | Customer Engagement technology Spectrio acquired digital signage company ScreenScape to enhance their strategic communication capabilities and add third-party integrations to help meet the needs of brands globally.                                    | Spectrio            |
| Customer Experience | Topbox           | Customer engagement provider, Khoros, announced the acquisition of innovative omnichannel CX analytics software maker Topbox, for a powerful new standard in AI-powered CX management.  | Khoros              |
| Customer Experience | Laser Print Plus | CCM and engagement technology provider Doxim has acquired Laser Print Plus, a specialist in regulated customer communications.  | Doxim               |
| Customer Experience | Easemob          | Real-Time Engagement platform Agora will acquire instant messaging API provider Easemob, Agora to provide developers with a seamless integration of video, voice and messaging to help create a unique user experience.                                   | Agora               |
| Customer Experience | Decibel          | Medallia announced it will acquire Decibel to seamlessly include always-on, unsolicited digital feedback into their platform, providing a single view of all customers and prospective customers at every point of their journey across all channels.     | Medallia            |

# M&A ACTIVITY

## DOES 1 + 1 = 3?

| Category                               | Company        | Description  | Acquired by          |
|--|----------------|--|----------------------|
| CX Management                          | Kount          | Equifax acquired AI-driven fraud prevention and digital identity solutions provider Kount, enabling global businesses to harness the power of AI to establish strong digital identity trust and better engage with their customers online.         | Equifax              |
| CX Management                          | Brandwatch     | Cision has acquired Brandwatch, bringing PR, social media management, social listening and digital consumer intelligence together.   | Cision               |
| DXP                                    | Boxever        | Sitecore announced it will acquire Boxever and Four51, accelerating the delivery of the first SaaS-based digital experience platform.  | Sitecore             |
| DXP                                    | Four51         | Sitecore announced it will acquire Boxever and Four51, accelerating the delivery of the first SaaS-based digital experience platform.  | Sitecore             |
| Ecommerce                              | Poynt          | GoDaddy has acquired technology company Poynt to expand GoDaddy's commerce services to help small businesses grow – both online and offline – using one platform.  | GoDaddy              |
| Ecommerce                              | Neto           | Maropost acquired e-commerce platform Neto, allowing online retailers to scale businesses to any size.   | Maropost             |
| Event Marketing                        | Enplug         | Customer engagement technology provider Spectrio announced the acquisition of digital signage company Enplug, adding enterprise-level management features, as well as expanding integrations to enhance the customization of brand communications. | Spectrio             |
| Identity                               | Auth0          | Okta acquires cloud identity startup Auth0, adding an entirely new dimension to their identity platform that helps developers embed identity management into applications.   | Okta                 |
| Monitoring                             | Eletype        | ClickDimensions announced the acquisition of Eletype, a real-time digital assistant that supports marketing campaign performance through intelligent monitoring and collaboration.   | ClickDimensions      |
| Personalization                        | Morphl         | Algolia announced the acquisition of AI tech start-up MorphL, to help power and launch their new suite of API-based AI/ML models that will bring predictive experiences and personalization offerings.   | Algolia              |
| Photography                            | Unsplash       | Getty Images will acquire Unsplash, the preeminent image platform for global creators.   | Getty Images         |
| Podcasting                             | Breaker        | Social podcasting app Breaker has been acquired by Twitter and will help them promote healthy public conversations moving forward.   | Twitter              |
| Podcasting                             | Wondery        | Amazon announced it is acquiring podcast network Wondery.  | Amazon               |
| Podcasting                             | Triton Digital | iHeartMedia is acquiring Triton Digital, expanding their data and measurement capabilities, programmatic platform, self service platform for small businesses and podcast capabilities.  | iHeartMedia          |
| Privacy                                | Hubstor        | Veritas Technologies acquires HubStor and will absorb their services to offer a SaaS platform for backing up and protecting data stored in cloud services.   | Veritas Technologies |
| Productivity, Collaboration & Workflow | Jamm           | Virtual events platform Hopin acquired video platforms Streamable and Jamm.  | Hopin                |
| Project Management                     | Wrike          | Multinational software company Citrix has acquired project management platform Wrike, enabling them to offer cloud-based collaborative work management tools to all of their customers.  | Citrix               |
| Security                               | Intello        | SailPoint announced the acquisition of Intello, helping to drive a seamless process from discovery to governance across the entirety of the SaaS app landscape.  | SailPoint            |
| Social                                 | Revue          | Twitter acquires Revue, a newsletter company that will allow writers and publishers who have built a following on Twitter to publish and monetize email newsletters.   | Twitter              |
| Social Media Management                | Sendible       | Traject has acquired Sendible, a social media management platform that empowers agencies and marketers to easily collaborate and manage multiple brands.   | Traject              |
| Social Media Monitoring                | Linkfluence    | Meltwater media intelligence and social analytics provider, will acquire Linkfluence, a French SaaS company using AI to algorithmically mine social media for consumer insights.   | Meltwater            |
| Technology Business Management         | TargetProcess  | Technology business management solutions Apptio announced the acquisition of TargetProcess, an agile portfolio and work management solution.   | Apptio               |
| Video Hosting                          | Streamable     | Virtual events platform Hopin acquired video platforms Streamable and Jamm.  | Hopin                |
| Web Development & Design               | Cloud Elements | UIPath has acquired Cloud Elements, a pioneering API integration platform, to offer enterprise-grade user interface (UI) and API-based automation capabilities in a single platform.   | UIPath               |
| Workflow                               | SignRequest    | Box announced it will acquire e-signature startup SignRequest to give customers a seamless e-signature experience right where their content already lives.   | Box                  |

# LOOKING AHEAD

Changes in customer behavior, new channels, and technology innovation continue to drive the MarTech opportunity. The information below was pulled from the [Venture Beat Marketing Weekly](#).

Two reasons to watch technology investments:

- 1.They provide 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.

## WHERE INVESTMENT IS HAPPENING (Q1 2021)

| Category                               | Company        | Amount (millions) |
|--|----------------|-------------------|
| AI Identity Verification               | Jumio          | \$150             |
| AI Language Translation                | Language I/O   | \$5               |
| AI Voice Agent                         | Agara Labs     | \$5               |
| AI/ML                                  | OctoML         | \$28              |
| Analytics                              | Quantum Metric | \$200             |
| Analytics                              | Tealium        | \$96              |
| Analytics                              | Oribi          | \$16              |
| Analytics                              | Dataminr       | \$475             |
| Analytics                              | Daasity        | \$3               |
| Big Data                               | Cere Network   | \$5               |
| Big Data                               | Sonar          | \$12              |
| Big Data                               | Productiv      | \$45              |
| Big Data Insights                      | Torch.AI       | \$30              |
| Business Intelligence                  | y42            | \$3               |
| Business Intelligence                  | Zededa         | \$13              |
| Business Process Automation            | Camunda        | \$100             |
| Campaign Management                    | Sellforte      | \$5               |
| CDP                                    | Leadspace      | \$46              |
| CDP                                    | Lexar          | \$26              |
| Consumer Research                      | Feedback Loop  | \$14              |
| Content Distribution                   | Contents       | \$6               |
| CRM                                    | Zoomin         | \$52              |
| Customer Data                          | Blueshift      | \$30              |
| Customer Service                       | Glia           | \$78              |
| Data Integration                       | Striim         | \$50              |
| Data Management                        | Clearsense     | \$30              |
| Demo Automation                        | Reprise        | \$17              |
| E-commerce                             | SnapCommerce   | \$85              |
| E-commerce                             | SoundCommerce  | \$15              |
| Ecommerce -- predictive                | Brightloom     | \$15              |
| Experience Relationship Management     | AnyRoad        | \$10              |
| Lead Gen                               | Lusha          | \$40              |
| Lead Gen                               | 6Sense         | \$125             |
| Marketing Automation                   | Act-On         | \$20              |
| Marketing Automation                   | ExtraaEdge     | \$1               |
| Marketplace Automation                 | Cymbio         | \$7               |
| Performance Management                 | Jedox          | \$100             |
| Productivity, Collaboration & Workflow | KUDO           | \$21              |
| Productivity, Collaboration & Workflow | Uniphore       | \$140             |
| Retail - Local Marketing               | Soci           | \$80              |
| Sales Enablement                       | Dooly          | \$20              |
| Search Marketing                       | Linktree       | \$45              |
| Virtual Events                         | Hubilo         | \$24              |
| Virtual Events                         | Hopin          | \$400             |
| Virtual Events                         | Bevy           | \$40              |
| Virtual Events Analytics               | Hubilo         | \$24              |
| Voice Messaging                        | Mote           | \$2               |
| Web Development                        | Webflow        | \$140             |
| Web Performance and Security           | HYCU           | \$88              |
| Workflow Automation                    | DeepSee.ai     | \$23              |
| Total                                  |                | \$3,001           |

**APRIL  
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))***