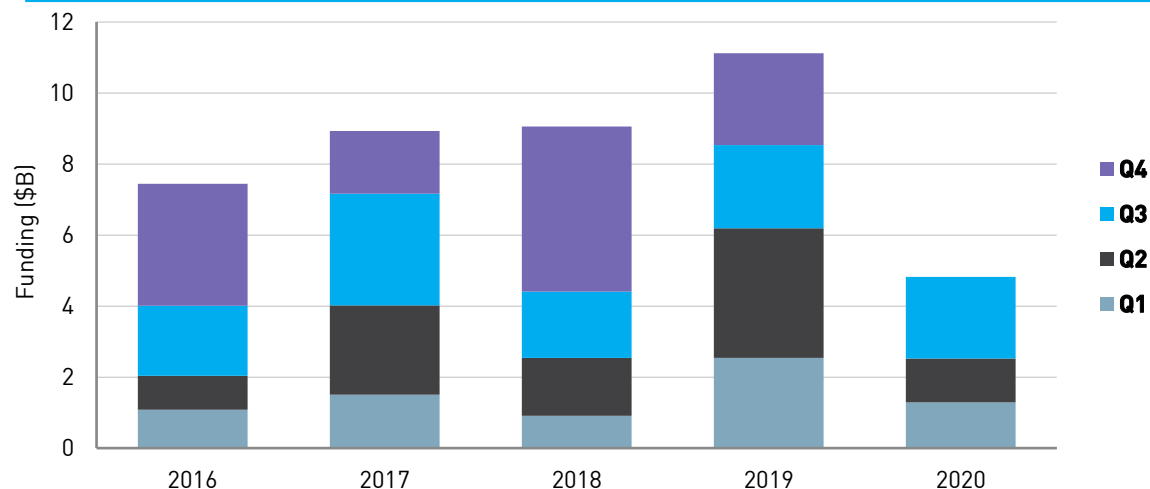


Martech Q3 Summary Card

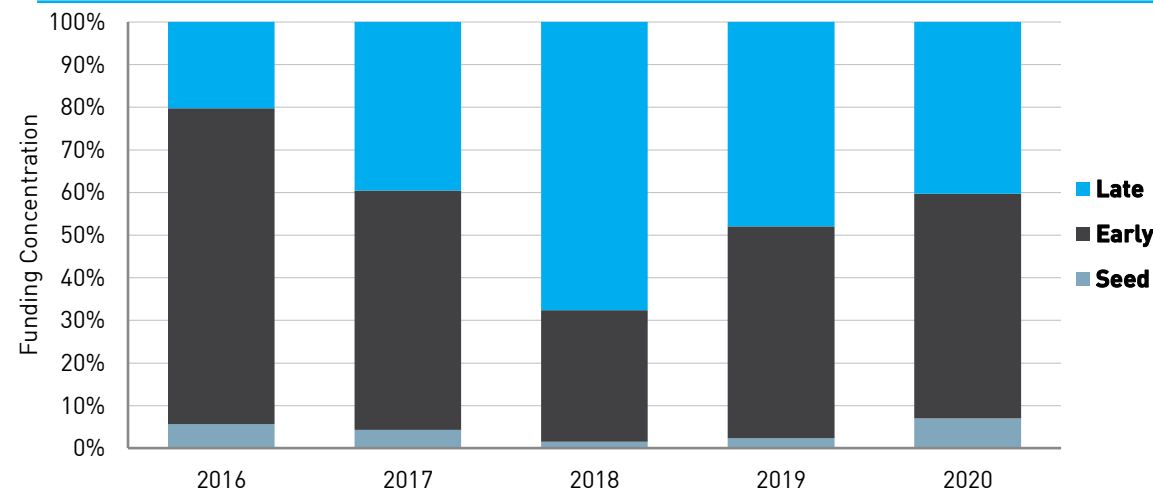
Need research on startups?
Visit www.venturescanner.com



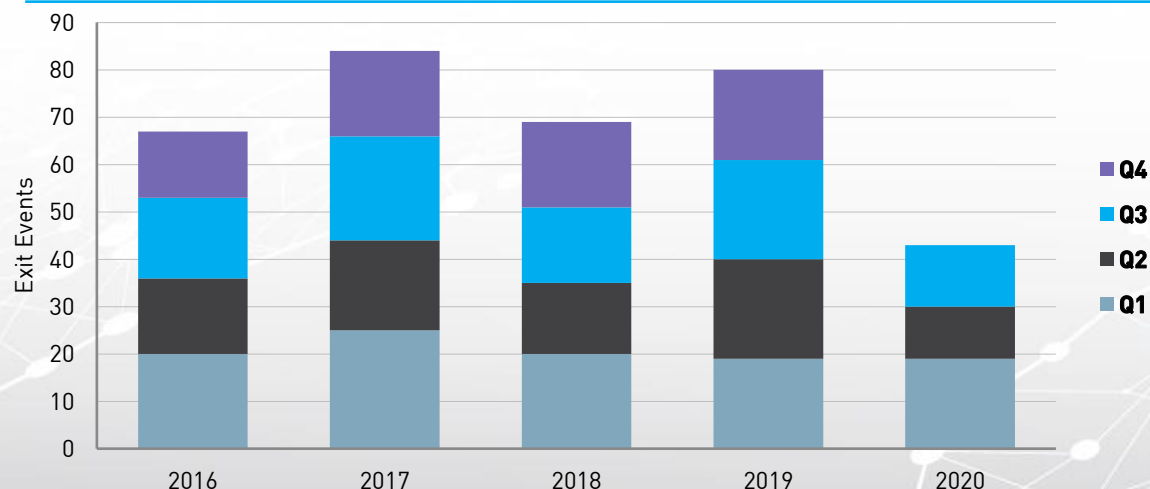
Funding



Maturity



Exits



Key Takeaways

- 2020 funding trending down vs. 2019, at 43% of 2019 total through Q3. Top 3 funding events last quarter: Attentive, Sprinklr, Gong

attentive®

sprinklr



- New marketing technologies are coming to market, with 60% of funding going into seed and early stage deals
- There have been 43 martech exit events through Q3, down from 2019