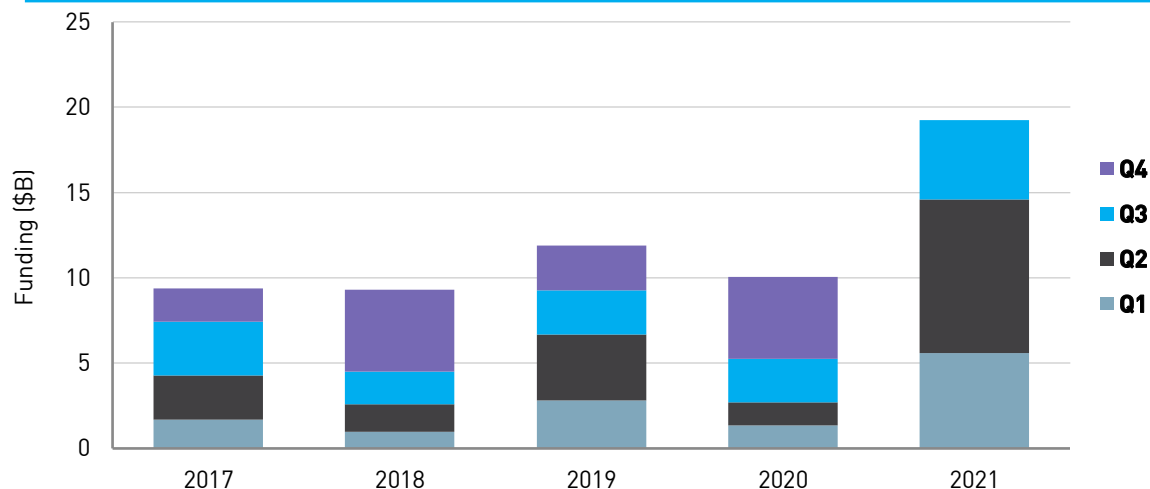


Martech Q3 Summary

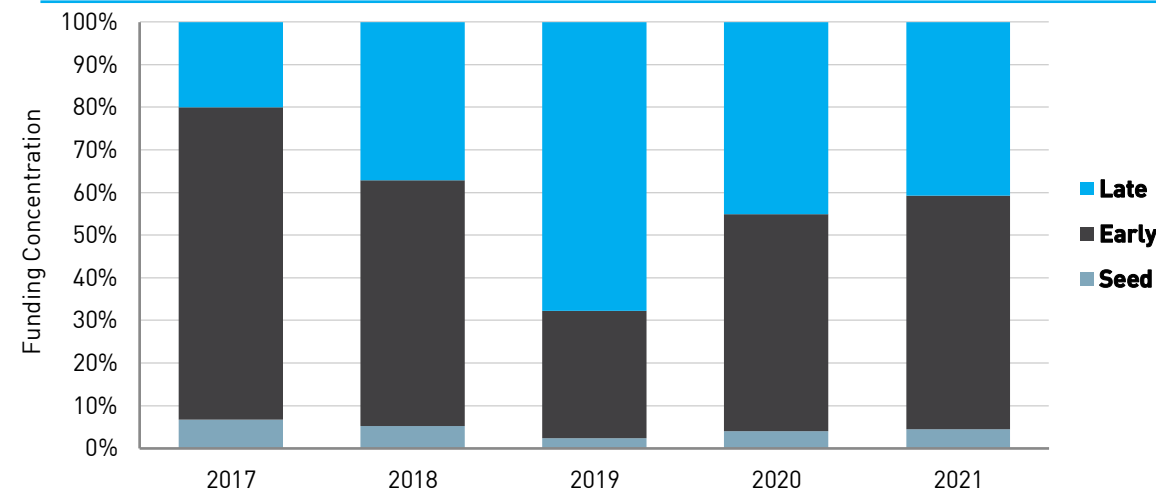
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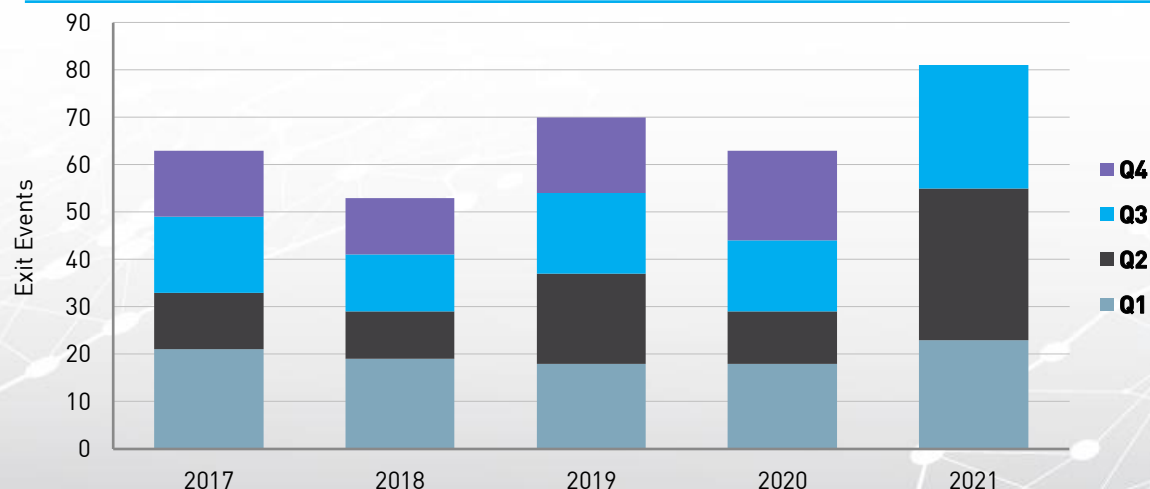
Funding



Maturity



Exits



Key Takeaways

- Marketing technology funding through Q3 has reached a new annual high, with \$19B invested so far. Top 3 funding events last quarter



- 59% of 2021 funding through Q3 has gone into seed and early stage companies
- There have been 81 marketing technology exit events so far this year, rising above previous yearly totals