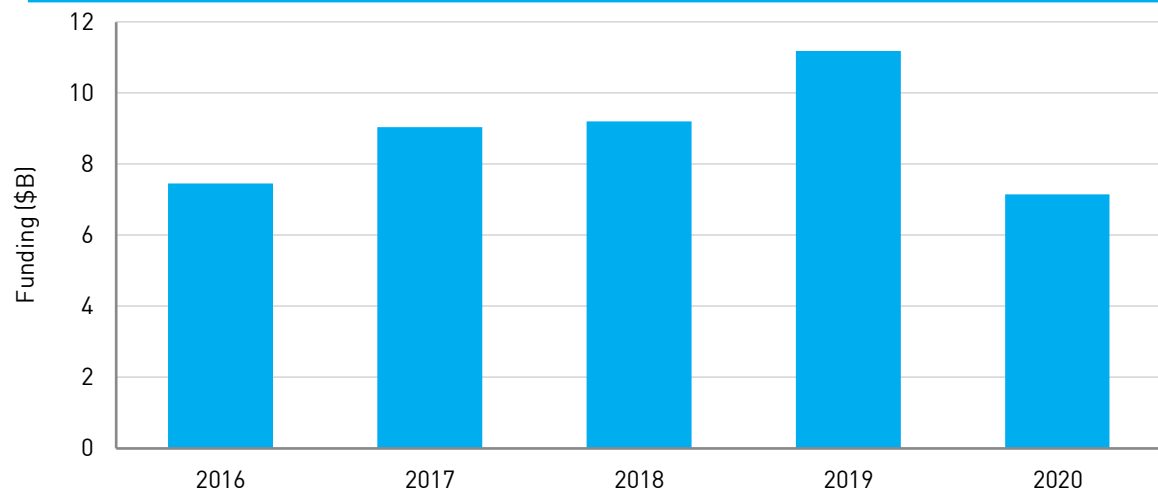


# Martech 2020 Summary

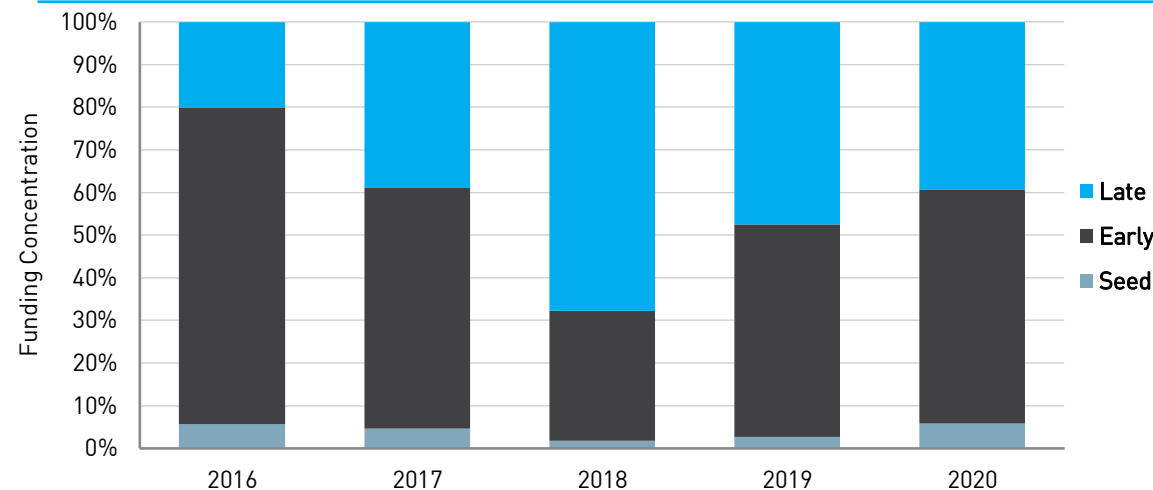
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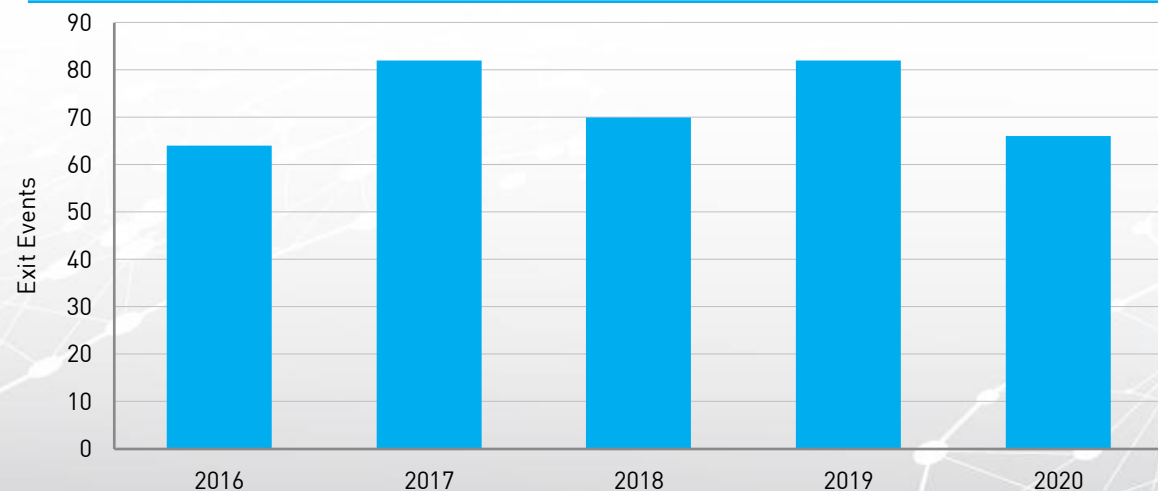
## Funding



## Maturity



## Exits



## Key Takeaways

- Martech funding dropped from a 2019 peak, closing 2020 at \$7B. Top 3 funding events last year



- Marketing technologies span all phases of maturity, with 61% of 2020 funding going into seed and early stage companies
- The year closed out with 66 M&A and IPO events