



NUCLEUS
RESEARCH

MARKETING AUTOMATION TECHNOLOGY VALUE MATRIX 2022

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THE BOTTOM LINE

The digital buying experience initially brought on by the pandemic is here to stay, and organizations of all sizes have realized the necessity of a cloud-based marketing automation solution. The death of cookies is upon us, and marketing teams now require a new set of tools to leverage first-party data across the technology stack. In response, many vendors have made strides to provide additional customizations within their marketing automation platform in response to the increased need for further personalization in marketing messages without access to third-party data.



MARKET OVERVIEW

Over the past year, the marketing automation market has changed dramatically as vendors strive to deliver the same level of campaign targeting and personalization without access to third-party cookies. Now, organizations require built-out user profiles with embedded

behavioral analytics to produce similarly personalized marketing messages previously enabled by cookies. The transition away from cookies has led to a rapid expansion of the marketing automation market, as organizations of all sizes are starting to opt for vendor-delivered solutions. To address the evolving needs of customers, vendors increasingly look to integrate capabilities for behavior analytics and intuitive methods for collecting and utilizing first-party data from web pages, surveys, and loyalty management solutions to differentiate their products and inform marketing initiatives.

With the continued growth of online shopping, marketing automation vendors also responded this year with products and tools to better connect businesses' front and back-end systems to promote operational visibility and enhance the overall customer experience with order fulfillment and returns. Vendors throughout the market emphasized the importance of integrations, and many developed built-in connectors with notable e-commerce platforms, including Shopify, and BigCommerce. Although this is only a limited portion of the entire marketing technology stack, we expect vendors to continue to invest in integrations with operational and back-office systems to differentiate their offerings throughout the next year.

Vendors also continued to invest in and deliver capabilities for artificial intelligence (AI) and machine learning (ML) to enhance customer value. Top vendors streamline marketing efforts by offering predictive analytics to deliver adaptive lead scoring, buying propensity, and other actionable insights to inform marketing decisions. Select vendors also utilize artificial intelligence and machine learning to drive automation marketing campaigns with AI-informed recommendations for campaign building, next-best actions to drive customer engagement, and customizable event triggers to automate outreach.

The Nucleus Research Marketing Automation Value Matrix provides an assessment of the market based on how vendors deliver value to customers through the usability and functionality of their solutions (Nucleus Research v67 – Understanding the Value Matrix, April 2021). The arrows indicate the vendor's perceived momentum and are informed primarily by conversations with end-users, as well as with recently released capabilities, features, and other areas of investment. This research is intended to deliver a relevant snapshot of the current marketing automation market, rather than an empirical ranking of the vendors, and give an examination of what one can expect from the space moving forward.

LEADERS

Leaders in this year's Value Matrix include Adobe, HubSpot, Oracle, Salesforce, and SugarCRM.

ADOBE

Adobe is a California-based multinational technology vendor whose marketing automation solutions, Adobe Marketo Engage and Adobe Campaign, provide enterprise-level organizations in the B2B and B2C space with the tools to deliver highly tailored marketing messages to targeted customers. Adobe Marketo Engage is designed for B2B organizations, offering marketers a complete tool kit to deliver both lead-based and account-based marketing with the ability to manage the marketing funnel from acquisition to advocacy. Marketo Engage enables users to build and automate campaigns with personalized messages with triggered content and uses sophisticated behavioral data and built-in intelligence to identify and engage with prospects with the highest likelihood of conversion. Built with B2C customers in mind, Adobe Campaign enables marketing teams to create dynamic campaigns across email, mobile, social, as well as offline channels by utilizing rich customer data. It provides users with real-time insight into campaign performance and enables marketing teams to deliver personalized messages at scale.

Adobe Marketo Engage and Adobe Campaign have become expected tools for their respective customers in the marketing automation space, driving customer engagement and improving profitability by delivering content-centric personalization at an enterprise scale. As the vendor continues to invest in AI and ML to improve behavioral analytics and extend personalization, we expect its solutions to experience accelerated adoption for enterprise customers.

HUBSPOT

HubSpot is a customer relationship management platform that offers five interconnected cloud-based hubs in marketing automation, sales, customer service, content management, and operations. HubSpot features a four-tiered pricing system to support organizations of various sizes that require different degrees of functionality. The vendor services both B2B and B2C organizations with inbound marketing strategies, and can integrate with over 750 applications on its marketplace to improve data accessibility and serve as a single source of truth. HubSpot Marketing Hub enables users to build automated workflows to run marketing campaigns that adapt in real-time, automatically logging and displaying campaign performance analytics. An A/B testing tool, users can quickly determine optimal content for a given customer profile. HubSpot Academy, the vendor's free training platform, provides users with easy-to-follow guides that increase user knowledge and efficiency.

Marketing Hub's leading UX design and intuitive features assist users with managing, scaling, automating, and optimizing multichannel campaign efforts in order to increase personalization, convert more prospects into customers, and transform data into valuable insights. For its differentiated usability and regularly updated product offerings, HubSpot is recognized as a leader in this year's Value Matrix.

ORACLE

Oracle provides solutions for enterprise-level organizations across multiple industries including communications, financial services, manufacturing, retail, and the public sector. The vendor provides cloud-based applications in ERP, EPM, SCM, HCM, and Advertising and Customer Experience. Oracle Advertising and Customer Experience offers a connected suite of applications across advertising, marketing, sales, commerce, and service to build a complete view of the customer and allow users to create, manage, serve, and nurture lasting customer relationships. Oracle provides both B2B and B2C marketing automation solutions for primarily enterprise-level companies with Eloqua and Responsys respectively. Oracle also has solutions for data management with Data Fox, CrowdTwist for loyalty management and engagement, Infinity for behavioral intelligence, Maxymiser for testing and optimization, Unity for its customer data platform, and Oracle content management.

Together, these product offerings equip marketing teams with highly customizable and comprehensive marketing tools that unify customer data and help organizations deliver optimized personal digital experiences in real-time, improving marketing KPIs and expanding revenue streams. As Oracle continues to invest in new AI/ML-based functionalities and expanded service, Nucleus expects customers to experience smoother implementations and improved ROI.

SALESFORCE

Salesforce Marketing Cloud is part of the Salesforce Customer 360 platform and under the Digital 360 brand, which combines Marketing Cloud, Commerce Cloud, and Experience Cloud. Marketing Cloud provides mid-market and enterprise-level organizations with a suite of marketing technology solutions needed to create data-first and highly personalized automated omnichannel campaigns to engage audiences with relevancy and optimize overall marketing impact with AI-powered analytics. Marketing Cloud is comprised of several product modules powered by Einstein, Salesforce's AI tool. These modules include Email Studio, Mobile Studio, Interaction Studio, Advertising Studio, Social Studio, Journey Builder, Datarama, Pardot, and Salesforce CDP, and are designed to assist users with creating meaningful customer relationships throughout the customer journey. With the Salesforce Customer Data Platform, users can unify both first and third-party data sources to produce personalized customer identities and engage customers with individualized and optimal messaging. With Pardot Premium, Salesforce's full suite of marketing automation tools for enterprises, users can close more deals with intelligent lead nurturing, automatically send personalized messages with dynamic content, and set up alerts in real-time to eliminate repetitive and low value-add tasks with Einstein AI.

Due to the inherent proximity of sales and marketing, Salesforce continues to drive adoption leveraging its position as an established player in the CRM market to deliver

synergistic capabilities. Based on its maturity in the market, continued customer acquisition, and support for users of various skill sets, Salesforce is recognized as a leader in the 2022 Marketing Automation Value Matrix.

SUGARCRM

SugarCRM provides marketers and business users focused on collaboration between sales teams with a complete customer experience management solution that is well-suited for small and mid-market B2B organizations. The Sugar Market solution is built on the SugarCRM platform which includes marketing, salesforce enablement, and customer service automation, allowing marketers to allocate less time and resources to mundane steps throughout the customer buying journey. Taking a different approach than other vendors, Sugar differentiates itself by offering customers unlimited users, emails, technical support, and deep integration to SFA platforms to support collaboration between marketing and sales teams via API calls. Sugar's marketing automation capabilities are designed to help marketers create personalized campaigns and customer experiences, translating to improved conversion rates and making it easier to measure the effectiveness of campaigns. The solution also provides social media management, BI analytics, and integration capabilities with other top CRM solutions. Sugar's lead scoring capabilities support multiple scoring models, including ABM, and enables marketing teams to test and optimize customer scenarios while eliminating the required maintenance of the models.

Over the last year, SugarCRM has unveiled several new updates and additions to Sugar Market, highlighted by the introduction of an embedded AI engine, SugarPredict, dynamic email content, dynamic distribution lists, and significant improvements to the nurture builder capabilities. SugarPredict delivers predictive lead scoring into lead and contact records, allowing marketing teams to quickly identify which leads are ready to automatically send to sales teams and which should be assigned to additional nurture campaigns. Users also now have more options to dynamically remove customers from nurture campaigns based on contact behavior.

FACILITATORS

Facilitators in this year's Value Matrix are Active Campaign, Act-On, Keap, Mailchimp, and Zoho.

ACTIVECAMPAIGN

The ActiveCampaign Customer Experience Automation Platform provides SMBs and enterprise-level companies access to the tools necessary to orchestrate, segment, personalize, and automate the entire customer journey across web, email, social, and SMS. The solution is flexible, supporting the needs of both B2B and B2C organizations while offering over 40 native integrations with multiple eCommerce platforms and other third-party apps. ActiveCampaign commits to three core standards of value, service, and trust and differentiates itself from vendors with extensive automation tools and pre-built automation recipes. Overall, the solution gives users a good balance of functionality, usability, customer service, and price.

ActiveCampaign is recognized as a Facilitator in this year's Value Matrix for its high adoption rate and ease of use, as well as its emphasis on the ability of its customers to execute highly personalized customer experience automation.

Recent product updates and announcements include:

- In August, Active Campaign announced a new content manager that serves as a central location for users to store, organize, and share files across all users on the account. This addition will enable teams to create content quickly across multiple channels while maintaining consistency across campaigns.

ACT-ON

Act-On is a SaaS growth marketing automation platform designed for small and mid-sized businesses in the financial services, insurance, manufacturing, and SaaS industries. Act-On focuses on solving three main challenges of business growth, holistic digital marketing experience delivery, and driving personalized product engagement. The platform features marketing automation tools to plan, launch, measure, adapt, and optimize multi-channel campaigns that convert new prospects into revenue-generating customer advocates. Act-On also offers a full library of free educational eBooks, on-demand webinars, and training courses to assist customers to enhance product knowledge. In addition, Act-On provides support packages with a three-tiered pricing system so that customers only have to pay for the support they need. Users have noted that a major selling point of Act-On's growth marketing automation platform is coincidentally the growth it provides. The depth of the solution's features allows most SMBs to scale their marketing efforts without fear of exceeding the solution's capabilities.

Limited product announcements over the last year have contributed to Act-On's limited movement in the Value Matrix, and the vendor is positioned as a Facilitator. Still, Nucleus expects the ease of use and scalability of the solution to be a major selling point for SMBs looking to introduce marketing automation capabilities into their tech stack.

KEAP

In 2019, Infusionsoft rebranded to Keap and launched a new product lineup of sales and marketing automation software: Keap Lite, Keap Pro, Keap Max, and Keap Max Classic, the original Infusionsoft flagship product. Keap Lite is for newer organizations, Keap Pro is for growing companies with custom needs, and Keap Max most tailored for established enterprises. Keap Max combines CRM, advanced sales and marketing automation, and e-commerce features with a modern user interface to drive predictable and repeatable marketing and sales growth. With the Zapier integration, users can easily connect a majority of their technology stack to increase the visibility of their operations and streamline collecting customer data from other applications. Keap distinguishes itself by providing big-ticket marketing automation features while also paying close attention to offering smaller features like appointments and quotes that can have a large impact on customer experiences.

Keap is a Facilitator in this years Marketing Automation Technology value matrix, recognized for its continued expansion of functionality for organizations of all sizes. Nuclues expects Keap to further strengthen its redesigned brand image while building on its established reputation in the market.

Recent product updates and announcements include:

- In June, Keap announced the Keap Marketplace. This new marketplace will equip Keap customers with direct access to a partner ecosystem and service providers, helping organizations to fill gaps in marketing efforts across all company sizes. The marketplace features a service directory for customers looking for professional services, as well as a "Post a Project" option for a project matching service that pairs organizations with service partners.

MAILCHIMP

Mailchimp provides a cloud-based marketing automation solution encompassing CRM tools with analytics, asset creation, and e-commerce capabilities. Designed primarily for small to medium-sized organizations, Mailchimp enables users to automate and scale marketing campaigns with personalized messages to highly targeted audiences. The solution allows users to create behavior-based customer journey paths, with customizable templates for emails, social media posts, and landing pages to nurture prospects throughout the buying process and generate more qualified leads. Marketing teams can also create reports and track real-time campaign performance with Mailchimp's analytics tools. The solution can be integrated with over 50 e-commerce platforms, as well as over 200 additional applications to improve data accessibility and synchronize customer records and product inventory. To assist users, Mailchimp offers 24/7 technical support and detailed guides and tutorials, and

a partner network, Mailchimp & Co, gives organizations the option to connect with freelancers, developers, and agencies to help meet marketing goals.

Over the last year, Mailchimp has added new functionality and integrations including new customer journey building features, integrations with QuickBooks and Shopify, and a new Mailchimp Marketplace. Users now have the ability to optimize automations, and replicate customer journeys across multiple audiences, with a 50/50 split rule to uncover which email designs are best suited for different customer segmentations. The QuickBooks integration allows organizations to eliminate manual imports and automatically sync invoice data to create specific tags and send out targeted and personalized campaigns.

Mailchimp's continued investments in usability have accelerated adoption for its users, and marketing teams are able to efficiently execute their digital marketing strategies leading to competitively faster time to value. For these reasons, Mailchimp is recognized as a Facilitator in this Year's Marketing Automation Value Matrix.

ZOHO

Zoho Marketing Automation is an all-in-one marketing automation platform designed to manage organization-wide marketing efforts across web, email, SMS, and social media. Users leveraging the solution can improve conversion rates with dynamic website personalization tailored to customer preferences, but also segments including time of day, location, and weather, allowing teams to target groups without requiring large amounts of individual customer data. The solution also offers event-based journeys with conditional workflows that reach contacts on their preferred channel with relevant and personal messages to increase the likelihood of conversion. Zoho Marketing Automation distinguishes itself with its connection to the Zoho Ecosystem with applications that can virtually run front-end and back-end technology verticals like HR or finance.

Zoho moves into the Facilitators quadrant in this year's value matrix, recognized for its rapid development of updates and additions to its product offerings over the last 18 months that have lead to significant improvements to both usability and functionality of its Marketing Automation solution.

Recent product updates and announcements include:

- In September 2021, Zoho introduced an improved Topic Management feature for targeted marketing. This update is designed to boost customer engagement through targeted communication, and enables users to manage preferences with decreased friction. It will allow subscribers of newsletters, product updates, and other marketing materials to choose the topics of interest, helping teams to deliver more targeted content to build and sustain more meaningful customer relationships.

EXPERTS

Experts in this year's Value Matrix include Acoustic, SAP, and SharpSpring.

ACOUSTIC

The Acoustic Marketing Cloud offers customers a full suite of marketing technologies that best accommodate marketers changing needs and growth. The Marketing Cloud provides companies with a platform to collect and utilize in-depth customer data to create campaigns that resonate with people to accelerate conversions, build loyal followings, and drive revenue. The Marketing Cloud's solutions are split up into Campaign, Tealeaf, Personalization, Content, and Analytics, and assist marketers with their specific campaign strategies from start to finish. With Tealeaf, Acoustic differentiates itself as the solution captures, analyzes, and replays tracked details of customers' webpage visits to identify user struggles, detect failures, and optimize future experiences. Overall, the Acoustic Marketing Cloud allows customers to save time with process automation tools, make data-informed decisions, and drive more conversions all on one platform.

Acoustic is positioned as an Expect in this year's matrix for its overall breadth of functionality and ability to provide enterprise-level organizations with the tools to deliver highly targeted campaigns across multiple channels.

Recent updates and announcements include:

- In November, Acoustic announced a partnership with KPMG, a marketing consulting organization. KPMG is expected to deliver additional value for Acoustic Marketing Cloud customers by ensuring that the solution is best optimized for individual marketer needs.

SAP

SAP is a German multinational technology company specializing in ERP and offers solutions in other areas of business operations and customer experience. The SAP Customer Experience Portfolio includes several e-commerce, customer data, sales, service, and marketing solutions that enable users to create personalized omnichannel engagements with customers. SAP's product offerings are designed to help organizations deliver on brand promises and to acquire and retain customers and grow revenue. SAP Marketing Cloud allows users to design, execute, and optimize campaigns across multiple channels and touchpoints with dynamic customer profiling and audience targeting features. With SAP Marketing Cloud, users can also generate, nurture, and convert prospects into customers through B2B or account-based marketing strategies. In addition, SAP Marketing Cloud

utilizes AI and machine learning to uncover insights into customer behavior and advanced analytics to increase engagement and optimize marketing efforts.

SAP maintains its stronghold in the Expert quadrant of the Marketing Automation Value Matrix with its additional integrations and updates centered around increasing the personalization of marketing messages. Nucleus expects the vendor to continue expanding upon the connectivity of its Customer Experience portfolio moving into the second half of 2022.

Recent product updates and announcements include:

- In its February 2022 release (2202), SAP announced new capabilities and enhancements around dynamic customer profiling, customer segmentation, campaign and journey orchestration, and integration. With this release, marketers can now add offers and personalized coupons into emails and templates using Email Lite Editor. This is expected to drive revenue through more personalized marketing messages and promotional offers. Also in the 2202 release, SAP announced that users would now be able to assign custom objects to the relationship segmentation profiles, extending the contact and account.
- SAP's 2111 release in November 2021 is highlighted by new integration with SAP Marketing Cloud and LinkedIn Matched Audience and a new contact interest level. The new LinkedIn integration will allow users to send contacts directly from the campaign designer to LinkedIn, enabling teams to easily retarget audiences with personalized digital ads depending on current journey stage. Contact interest level will help teams target contacts with a greater degree of precision based on interest and previous interactions.

SHARPSRING

SharpSpring is a cloud-based marketing and sales automation and CRM platform that focuses on driving revenue for SMBs and marketing agencies. The platform offers nontechnical users an intuitive and modern user interface with drag-and-drop capabilities to easily create cross-channel marketing campaigns. SharpSpring's visual workflow builder provides custom triggers and filters for every step in the buyer's journey to increase personalization and improve conversion rates. The platform delivers a balance of market-based analytics and content management for its users. Its analytics solution provides both a macro and micro view of an organization's digital marketing efforts from entire multichannel campaigns to single touchpoint interactions. The collection of end-to-end customer and campaign data also allows marketers to measure current success, forecast future performance, and find other actionable insights. The platform assists with marketing content

and provides users with a landing page and blog builder with templates and adaptable views and layouts depending on the audience or customer viewing the page.

CORE PROVIDERS

Core providers in this year's Value Matrix include Demandbase, Drip, Klaviyo, and Sendinblue.

DEMANDBASE

Demandbase provides SMB, mid-market, and enterprise-level organizations with a unified, cloud-based suite of marketing and sales solutions. The vendor distinguishes itself from other marketing automation solutions by focusing on account-based marketing and experience. Demandbase One offers a unified platform that leverages leading AI-driven data and applications along with strong integrations with CRM and MAS to create one comprehensive platform to display, manage, and analyze customer data to engage the highest priority accounts with real-time messaging optimization. Demandbase One is broken down into four products, ABX Cloud, Advertising Cloud, Sales Intelligence Cloud, and Data Cloud. To drive revenue growth, each cloud works seamlessly together to achieve full transparency throughout departments to enhance collaboration and increase customer retention. Demandbase One enables users to build adaptive account-based foundations for data discovery, find in-market accounts, and engage with accounts in real-time across multiple channels. The platform saw several updates over the last year, aligning with the vendor's strategy to continue expanding its product offerings. New integrations with G2 and TrustRadius, along with new capabilities including additional audience destinations, data expansion, permission sets, and intention transparency enable users to close more deals by aligning marketing and sales, and expand lifetime customer value by identifying cross-sell and up-sell opportunities. The platform also enables organizations to measure ROI and other key business indicators of every interaction with analytics and attribution.

Demandbase is a Core provider in the 2022 edition of the Marketing Automation Value Matrix. Based on its alignment with current B2B marketing trends and recent product announcements, Nucleus expects Demandbase to continue its momentum and growth in the market.

Recent product updates and announcements include:

- In March 2022, the vendor announced its Demandbase One solution is available on the AWS marketplace. AWS customers will benefit from streamlined integration into

AWS solutions, with the enablement of the use of AWS credits to make Demandbase purchases.

- In November 2021, Demandbase announced a partnership with Microsoft, enabling custom built-in connectors for Demandbase, InsideView, and DemandMatrix connecting to Microsoft Dynamics 365 Customer Insights and Microsoft Customer Data Platform. Customers will now enjoy Microsoft's CDP capabilities within Demandbase's B2B focused solution.

DRIP

Headquartered in Georgia, Drip provides marketing automation solutions for e-commerce, helping organizations drive revenue with personalized and dynamic product recommendations to increase customer engagement. The product equips users with customizable forms to increase automation across email and SMS, and provides segmentation and reporting capabilities to give teams a wholistic view of specific target audiences and campaign ROI. Drip also features native integrations with Shopify, Magento, WooCommerce, and other eCommerce platforms to give users flexibility in platform selection. Drip supports customers with lower technical capabilities, providing more novice users with intuitive step-by-step guides and workflow libraries with pre-built campaign templates.

Recent product updates and announcements include:

- In February, Drip acquired Sleeknote, a cloud-based software that helps organizations generate more customer interactions through website popups. This acquisition equips Drip customers with new functionalities to drive online conversion rates through the utilization of upsell, cross-sell, and promotional tools. In the coming months, Drip customers can expect to gain access to new features including Sleeknote-powered campaign builders, templates, and tools for collecting zero-party customer data.

KLAVIYO

Klaviyo is headquartered in Boston, Massachusetts, and provides a multi-channel marketing automation platform that equips users with the tools necessary to listen, analyze, and act in order to deliver relevant, personalized experiences at scale. Klaviyo's platform comes equipped with standard marketing automation features, including segmentation, predictive and dynamic personalization, triggered campaigns, workflow automation, analytics, etc., allowing e-commerce businesses to connect with their customers in engaging, relevant, and customer-centric ways. Klaviyo differentiates itself by highlighting its built-in integrations to leading e-commerce platforms such as WooCommerce, Prestashop, Shopify, and Magento.

Klaviyo is recognized as a Core Provider in this year's matrix for the continued expansion of its user base and its ability to enable users to leverage new data sets for optimizing marketing strategies.

Recent product updates and announcements include:

- In October 2021, the vendor announced several feature updates including a new template editor, a new forms library, SMS quiet hours, SMS help desk integration, scheduled reports, and Klaviyo Showcase. Customers will be enabled to access a browsable collection of email and SMS message examples, automate weekly and monthly report generation, send messages without interrupting customers, and read and reply to messages from the help desk.
- In July 2021, Klaviyo released a set of product updates comprising of price drop triggers, updated SMS, multi-step forms, and a new reports library. Notable benefits for customers include the ability to automate customer alerts when a product they want goes on sale, A/B testing for SMS, SMS availability in the UK, more accessible data for form personalization, and a suite of pre-built reports.

SENDINBLUE

Headquartered in Paris, France, Sendinblue is a marketing technology company offering a cloud-based digital marketing platform for SMBs. To assist organizations with building stronger customer relationships, Sendinblue divides its features into several categories named after the primary objective. Communicate enables users to create chat, email, and SMS marketing messages. Personalize provides marketing automation, segmentation, transactional emails, and other CRM tools, and Convert enables users to set up landing pages, sign up forms, and social media ads. Sendinblue's plugins with top ecommerce platforms and integrates with various CMS, helpdesk, and CRM solutions to equip small organizations with increased flexibility within their marketing and ecommerce tech stack. Sendinblue differentiates itself from other vendors in the space by offering comparatively advanced features under the free version, and its pricing structure is based on volume of emails sent, rather than the number of stored contacts.

Sendinblue is expected to be an appealing option for organizations looking to implement a marketing automation technology solution, with its trial offerings and comparatively lower cost. For this reason, Sendinblue is recognized as a Core Provider in this year's Value Matrix.

Recent product updates and announcements include:

- In September 2021, Sendinblue announced the acquisition of three e-commerce marketing platforms: Chatra, Metrilo, and PushOwl. These acquisitions will enable Sendinblue customers to more easily monitor and analyze the ROI of campaign performances, as well as provide new features to deploy automated chat

notifications, and website push notifications to reduce cart abandonment to increase conversion rates.

- In March, Sendinblue announced its acquisition of MeetFox, a scheduling and video conferencing software company. This move reflects Sendinblue's growth strategy into the North American market and to continue expanding their product offerings for SMBs. The acquisition will enable teams to integrate a scheduling component within channels including website, app, email, social media, and direct messaging, making it easier for organizations to schedule both in person or online appointments with clients through automated scheduling systems.