

**MARKETING AND ADVERTISING
TECHNOLOGIES IN UKRAINE**

MARTECH. MADE IN UKRAINE 2021



dentsu



Center42
Innovation Agency



About the project

This report is based on a survey, initiated by [Internet Advertising Committee](#), [dentsu Ukraine](#) communication group, [BRISE Capital](#) investment company and [Center42](#) innovation agency.

The survey was hold in July-August 2021, in which 75 companies participated. A total of 210 companies were included in the map. The results are published on our [site](#).

dentsu



brise



Center42
Innovation Agency

We are grateful to our partner, who has supported the idea of this research:



Organizers:



Internet Advertising Committee (UIA) connects the leading companies of various segments of the internet advertising market in Ukraine. There is an amount of projects led by the Committee and martech ecosystem project "MarTech. Made in Ukraine" is one of them.

adcom.inau.ua

Center42

Innovation Agency

Center42 Innovation Agency helps companies and international organizations, like the United Nations, USAID, Amazon, Bayer, IDS Borjomi, to launch startup programs (accelerators, incubators, startup competitions, hackathons) and research startup industries. Center42 is an impact-oriented ecosystem company.

Center42.tech

dentsu

dentsu Ukraine — international communication group, representative of one of the largest holdings in the field of media, digital and communication services. According to the All-Ukrainian Advertising Coalition, the total turnover of dentsu Ukraine agencies is the largest in Ukraine for the 6th year in a row.

dentsu.com.ua



BRISE Capital — a private investment company, focused on scouting and project development in two directions – MarTech and Marketplaces.

brise.capital

Silver Partner



YouScan is an AI-powered social media intelligence platform with industry-leading image recognition capabilities. It helps businesses analyze consumer opinions, discover actionable insights, and manage brand reputation.

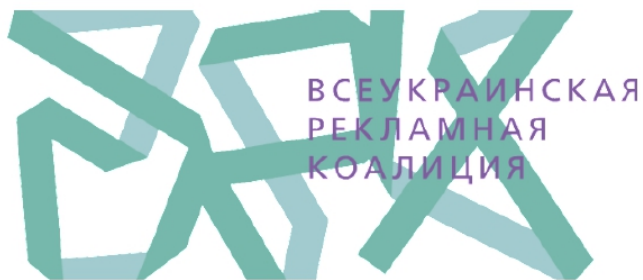
YouScan serves 600+ customers worldwide, including well-known consumer brands and agencies, such as Nestle, L'Oreal, Chanel, PepsiCo, Google, Coca-Cola, Michelin, Samsung, McDonald's, Mediacom, Kantar TNS, Ipsos, among others.

Industry experts recognize YouScan as a leading player in the social media intelligence space: YouScan was named a "Cool AI Vendor for Marketing" by Gartner, a "Best Social Media Monitoring Software" by MarTech Breakthrough Awards and a Visual Analysis Category winner in Martech Challenge by Saas Advisor. YouScan also leads the G2 Social Media Analytics Software category.

[Youscan.io](https://youscan.io)



Media Partner



VRK (All-Ukrainian Advertising Coalition) is the largest public association of the advertising industry in Ukraine. The VRK is comprised of more than 150 companies active in the advertising market. These are the leaders and most active players in the advertising and communications market, leading communications, media, digital, marketing and PR agencies, media and research companies, industry community associations, industry committees and advertisers.

vrk.org.ua



Editors' notes

This is the second version of the report, based on a survey of industry players.

***First version** has been published in September 2019. We have made every effort to include the maximum number of MarTech companies in Ukraine in the survey and will continue updating the list of companies for future versions of the report.*

This report is entirely focused on MarTech (marketing technologies), therefore it does not cover agency business and service companies. We used "made in Ukraine" approach.

This means we have selected only those companies that meet at least three of the four criteria of the "Ukrainian MarTech":

- the company must have a technological product;
- the company is legally registered in Ukraine;
- at least one founder of the company is from Ukraine;
- at least 30% of the team reside in Ukraine.

For categories we have chosen **Chiefmartech Supergraphic** methodology and classification, which consistently update map of **MarTech companies**.



Welcoming words from organizers



Oleksander Yatsenko

*Managing partner at BRISE Capital
investment company*



In 2019, the MarTech. Made in Ukraine survey has dropped the curtain down for Ukrainian martech-teams – we managed to identify more than 160 teams, today we have 50+ profile companies in the list.

At the same time, quantity began to turn into quality. During this relatively short time, we have got a series of successful cases in the industry: from high-profile rounds of investment in Scalarr, Restream and Creatio, as well as Captain Growth, SalesDoubler and Attendify issues to the first martech-unicorn from Ukraine – People.ai.

At BRISE we believe that this is just the beginning and we will have even more bright martech-stories in the future, so – keep the wave!

Welcoming words from organizers



Kyrylo Mazur

*CEO at Center42 Innovation
Agency*



At Center42 Innovation Agency, we believe that investigation of relatively new industries can have a powerful impact on the development of the entire industry. It is structural and interesting information about the industry and its companies, which can discover new names for potential clients, investors, partners, grantors; it can give a jump start to new cooperatives and attract more opportunities to the industry.

For the second time we provide assistance to explore the industry of marketing technologies (martech) and now we can observe the growth of the industry by 2-3 times during 2 years – in the investments involved, and the number of employees in the industry. And it inspires!

Welcoming words from organizers



Volodymyr Fryziuk

*New business director at dentsu
Ukraine*

Dentsu Ukraine clients are increasingly frequently interested in the technologization of all processes related to the implementation of communication strategies. Digitization and automation of each stage of the advertising campaign is becoming a new standard, and this trend will definitely gather the pace.

In 2019, dentsu Ukraine became a partner of MarTech. Made in Ukraine survey, and one of its initiators this year. As technology becomes an integral part of media advertising, we try not only to develop our own IT solutions, but also to consolidate the market of martech and adtech projects for even more effective growth of Ukrainian advertising business.

Welcoming words from organizers



Mykhailo Heina

*Deputy Head of Internet Advertising
Committee at the Ukrainian
Internet Association*



The Internet Advertising Committee at the Ukrainian Internet Association has been uniting leading market players since 2010 – advertising agencies, online publishers and MarTech companies. Great importance is placed on marketing technologies direction – monthly discussion clubs, organized by Startup Crash Test for MarTech projects, are held, and the community of MarTech enthusiasts has been established.

This year's MarTech. Made in Ukraine survey reveals even more new stars of the Ukrainian market. It gives participants the opportunity to present their projects and find new customers, as well as the opportunity to the investors to profitably invest in promising Ukrainian product companies. We are glad to join the event, which will undoubtedly outline a new development vector of the entire industry of marketing technologies in Ukraine!

Content

1

Global MarTech

- 1.1** Market growth
- 1.2** Key trends 2021
- 1.3** How marketers see the industry in 2021
- 1.4** Advanced solutions, which marketers plan to integrate in 2021
- 1.5** Technology investment vs talent investment
- 1.6** Marketing communications
- 1.7** Industry investment
- 1.8** Marketing expenses

2

MarTech in Ukraine

- 2.1** Main figures
- 2.2** The history of MarTech ecosystem in Ukraine since 1990-s till now
- 2.3** Number of employees in the companies
- 2.4** The distribution of companies by market segments
- 2.5** Main service customers
- 2.6** Countries, bringing the highest income
- 2.7** Main activities of Ukrainian MarTech companies
- 2.8** Key business models
- 2.9** The largest investor countries
- 2.10** The structure of foreign investments in Ukrainian companies
- 2.11** The most popular cities for offices
- 2.12** The main sources of funding for companies
- 2.13** Gender involvement

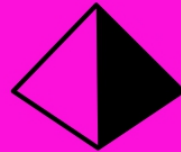
3

MarTech and AdTech market map in Ukraine

The Map!



Global MarTech 2021



1.1 Global MarTech. Market growth

**THE GLOBAL MARKET
OF MARTECH
COMPANIES
CONTINUES TO GROW
ACTIVELY EVERY YEAR**

In 2020, the number of technological solutions increased by **65-70%** compared to 2019.

Crunchbase catalogue already has more than **10 thousand** MarTech startups, and the Angellist has more than **11 thousand**.

In **2020** Global MarTech market reached **\$121,5 billion**, and annual growth rate (CAGR) amounted to 20%.

In 2011 there were only **150** platforms, and now they account for more than **8000** (The state of MarTech Report 2020/2021).

The use of MarTech platforms has long been a strategy of many marketing departments

1.2 Global MarTech: key trends 2021



THE RISE OF NO-CODE TECH

In 2020, 75% of organisations still have a long way to go in terms of digital maturity, according to a [survey by Deloitte](#). This, coupled with the do-or-die need that businesses are facing in digital transformation, would likely see the rise of no-code or low-code martech solutions. These solutions can be easily used by marketers with minimal technical capabilities and sold to top management with simple data visualisation.



MARTECH EXPENDITURES WILL FOCUS ON PERSONALIZATION TECHNOLOGIES

The companies will explore new ways to communicate and interact with their customers. It is projected that the **expenditures on MarTech solutions** will continue increasing and focusing on platforms that support content marketing, remote work, as well as improve customer experience.



SELF-COLLECTION OF DATA FROM YOUR AUDIENCE WILL GROW IN POPULARITY

New rules and restrictions will force marketers to pay more attention to how they **receive their data**. Google Chrome and Apple have initiated a number of changes that will disable foreign cookies and increase user privacy – and this trend will grow strong. Therefore, the companies that do not have their own data will require **new data collection strategies**.

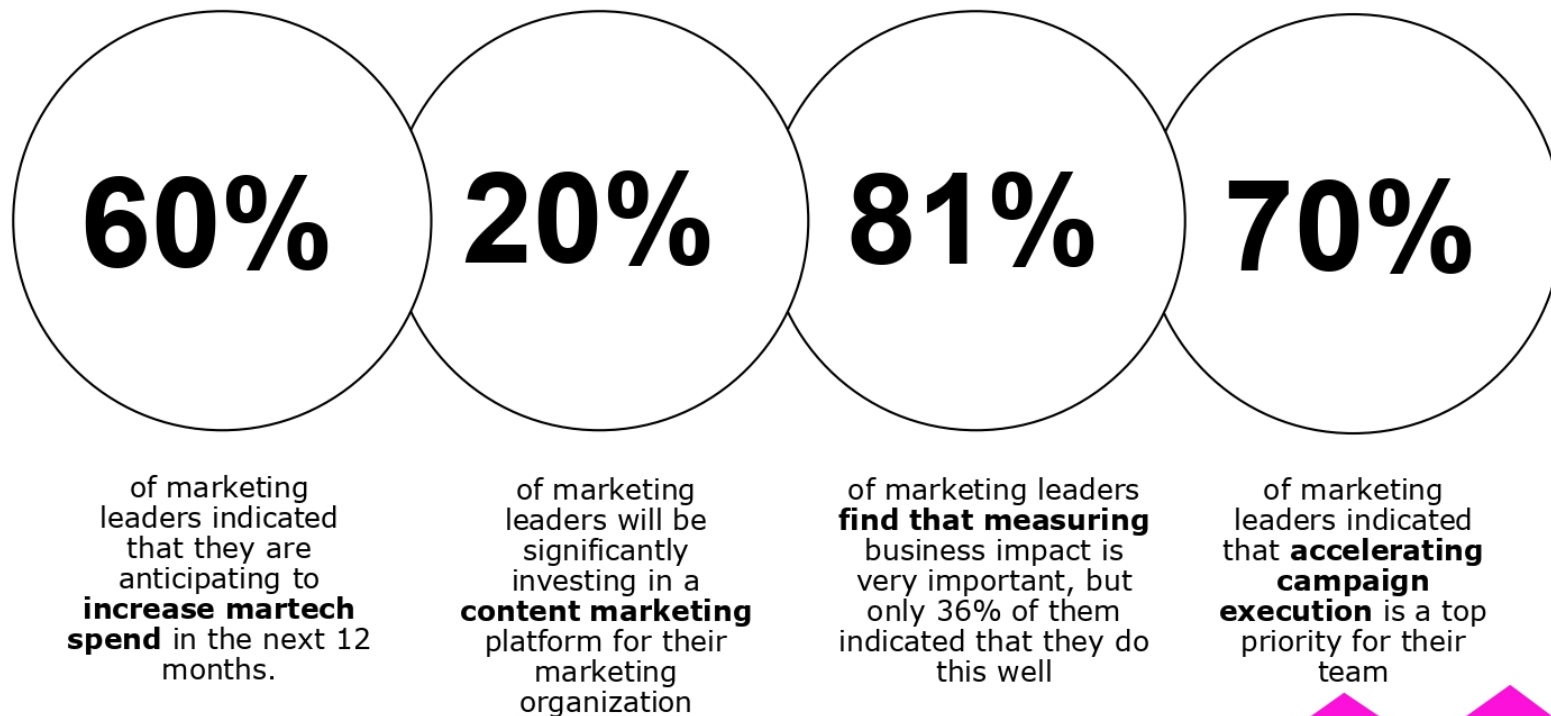


INCREASED ATTENTION TO PRIVACY AND SECURITY

Companies are collecting more customer data than ever before. This maintains the **revision of data protection policy**, as the risk of personal information leakage increases. On the one hand, marketers tend to store more data, and on the other hand, customers prefer companies that respect their privacy. Tools will be developed to manage the collection of personal data, ensuring its protection.

1.3 Global MarTech: how marketers see the industry in 2021?

Source: [Sirkin Research](#)



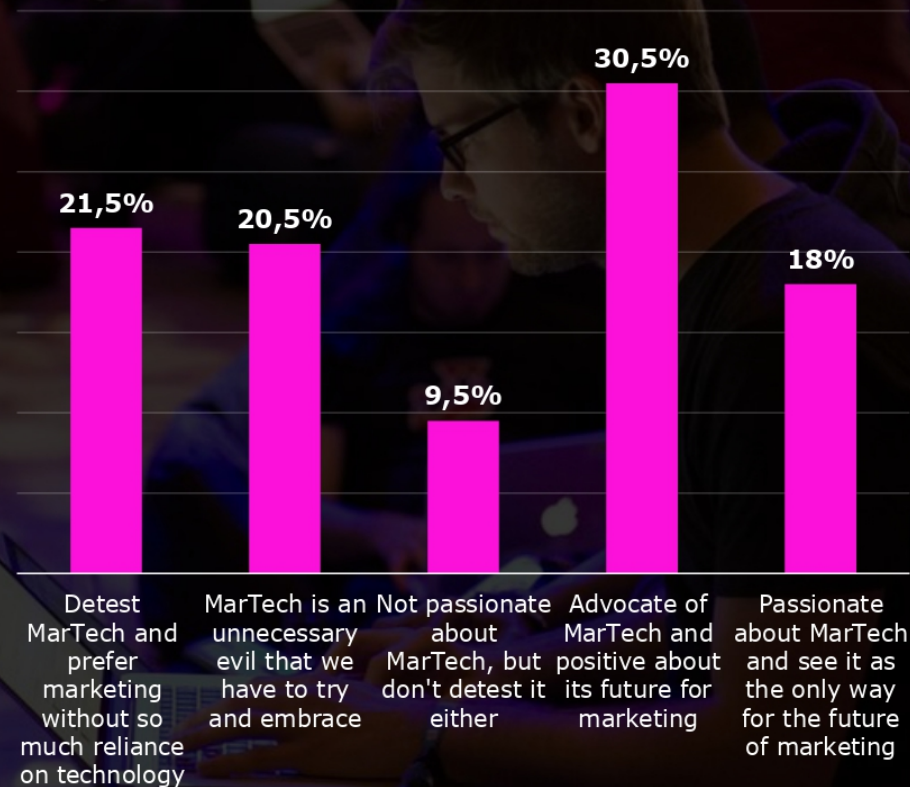
48,5% of marketers advocate MarTech solutions

The opinions of marketers about MarTech have divided. 48,5% of marketers do see MarTech as a positive. 30,5% of senior marketers are advocates of MarTech and positive about its future for marketing. 18% of marketers are passionate about MarTech and see it as the only way forward for marketing.

42% of marketers see MarTech as negative. 21,5% of marketers detest MarTech and prefer the days when marketing was not so reliant on technology, whilst 20.5% of marketers see MarTech as an unnecessary evil that they have no choice but to reluctantly embrace. 9,5% of marketers don't detest MarTech but are not massive advocates of it either.

The immediate and exponential success and growth of marketing technology as an industry, fast replacing traditional marketing processes. However, MarTech does not signal the end of marketing, rather the advent of a new, modern marketer that embraces technology to support their overall marketing strategy, rather than to be led by the technology itself.

What best describes your attitude towards MarTech?

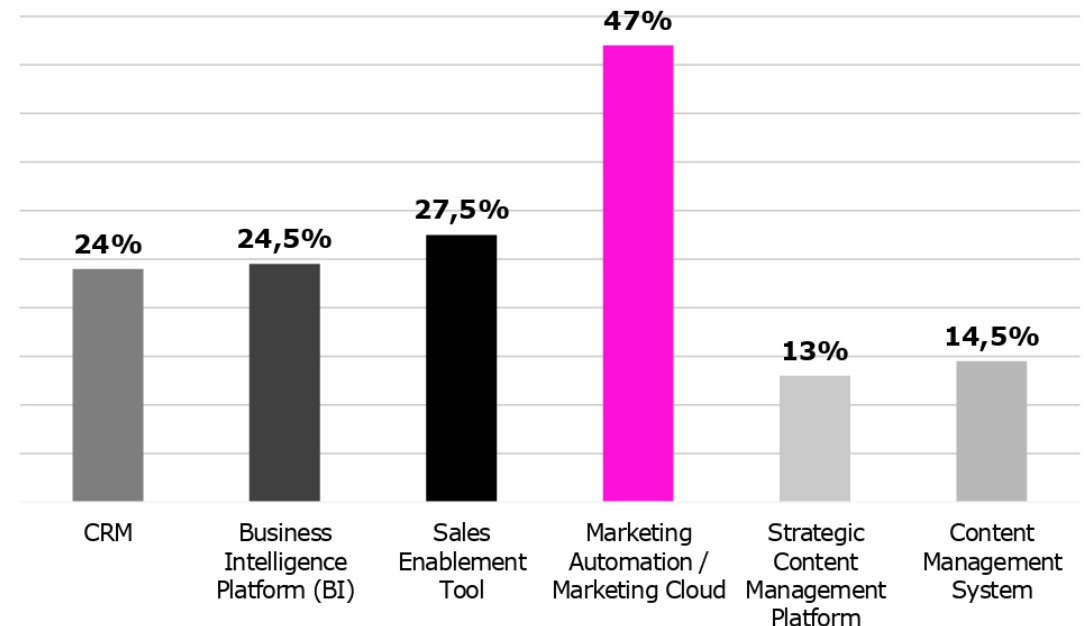


1.4 **Global MarTech: advanced solutions, which marketers plan to integrate in 2021**

47% of marketers plan to add new Marketing Automation / Marketing Cloud.

In spite of Covid-19 upsetting business operations across the world, 47% of marketers still plan to add new Marketing Automation or Marketing Cloud platforms into their business in 2021. This is followed by Sales Enablement as 27,5% an area which marketers identify as a key area of investment for the new year.

Are you planning to add any new marketing software/platforms into your business?



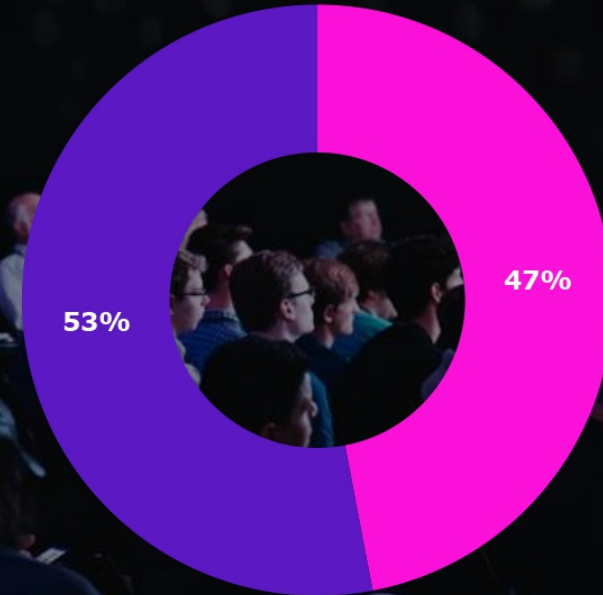
1.5 Global MarTech: technology investment vs talent investment

53% of marketers spend more on Marketing Technology than on Marketing Talent, and yet 71,5% of marketers view marketing talent as more essential to their organization.

There has always been a debate surrounding how marketing spend should be allocated, be that on talent or technology, and this debate looks set to continue. There is an unquestionable talent deficit in the MarTech industry, and yet, at the same time there is an explosion in MarTech investment as more and more organizations attempt to utilize the vast offerings at their disposal.

What do you currently spend more on, marketing talent or marketing technology?

■ Marketing talent ■ Marketing technology

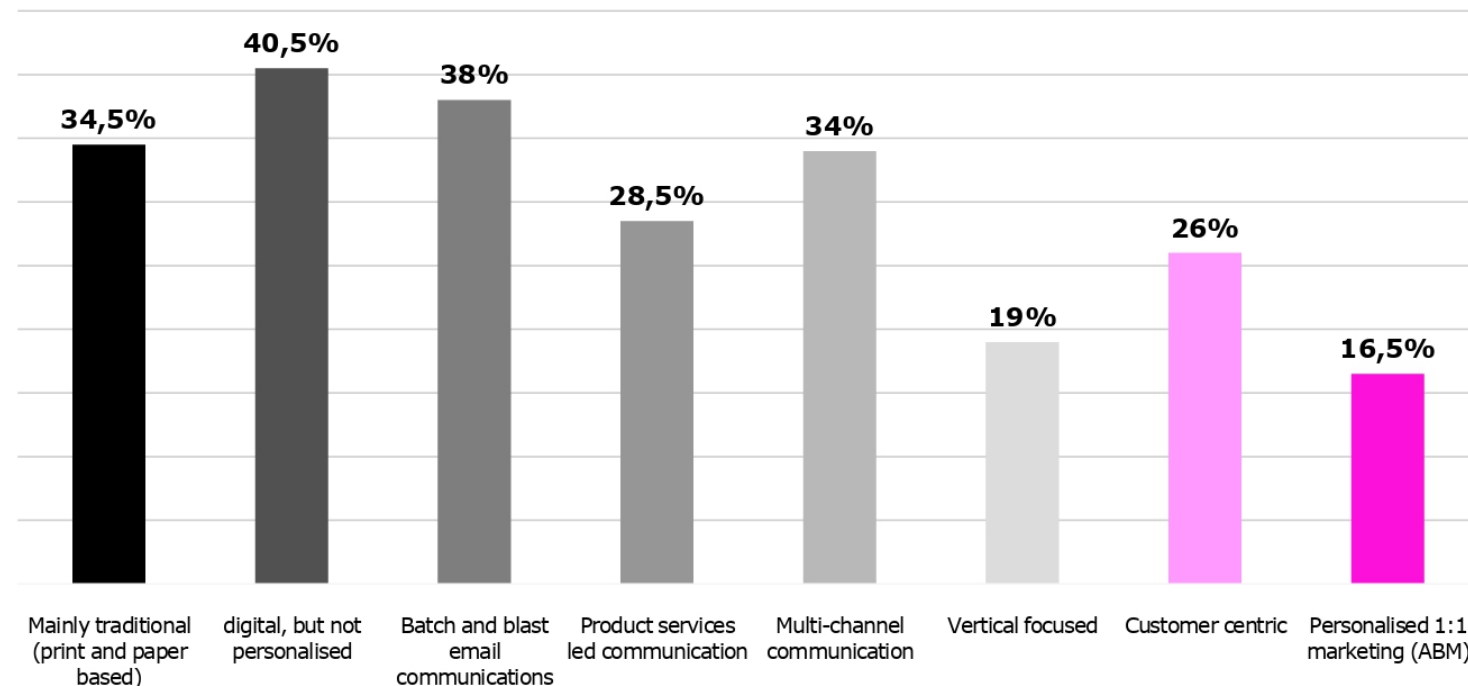


1.6 Global MarTech: marketing communications

Personalized marketing has become a hot topic around improving customer experience, and is one of the core business benefits of using marketing technology.

The majority of marketers describe their marcomms today as digital but not personalized (40,5%). This is closely followed by those that still adopt a "batch and blast" approach (38%). Only 16% of marketers described their marcomms as personalized, 1:1 marketing. Yet, just under 60% of senior marketers would not describe their marketing communications as personalized.

How would you best describe your marketing communications today?



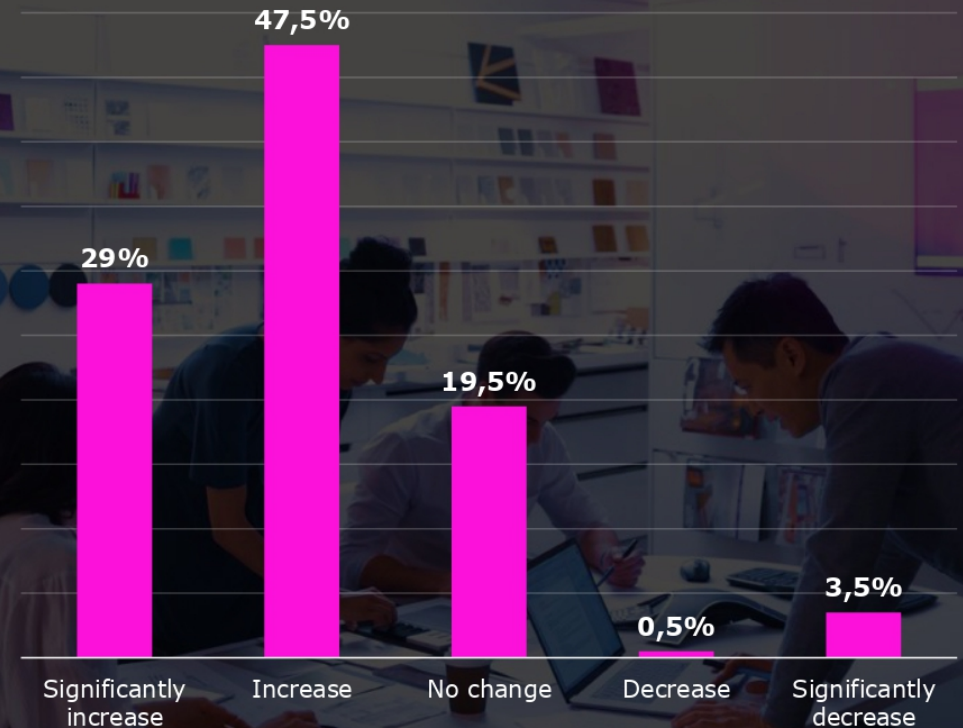
1.7 Global MarTech. Industry Investment

76,5% of marketers will be increasing their investment in MarTech services over the next 12 months.

Over three quarters of marketers have identified MarTech as a key area for future investment , with 30% of those expecting to significantly increase their spend on MarTech services.

This finding is in keeping with the upwards trend of MarTech growth, and indicates clearly how an increase in investment for MarTech services is required in order to not be left behind the curve. The 23,5% of marketers that either will not change their investment or even decrease their spend on MarTech services over the next 12 months.

Over the next 12 months, how is your investment in Marketing Technology services likely to change, if at all?

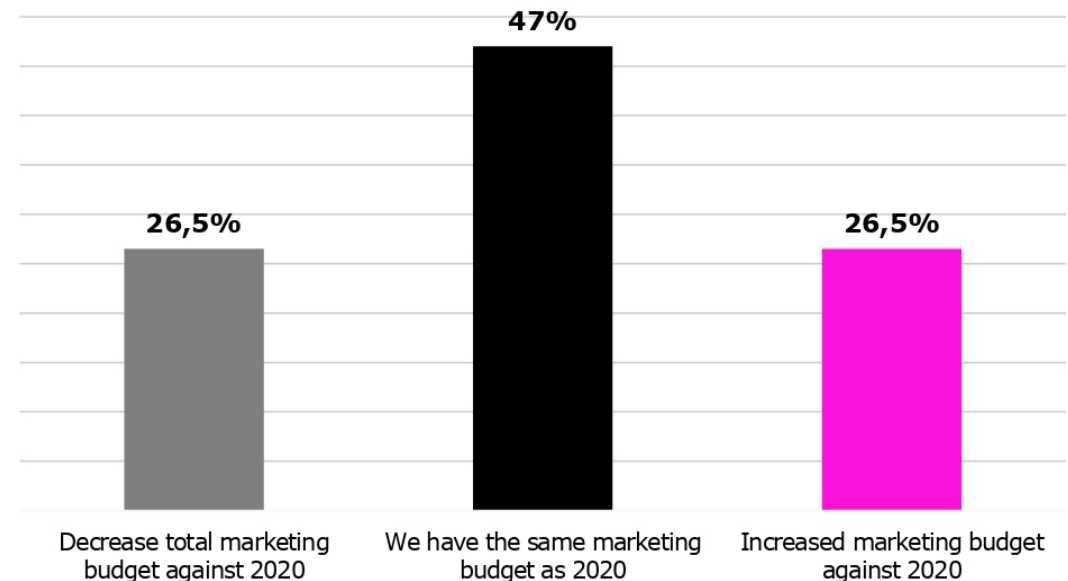


1.8 Global MarTech. Marketing spend

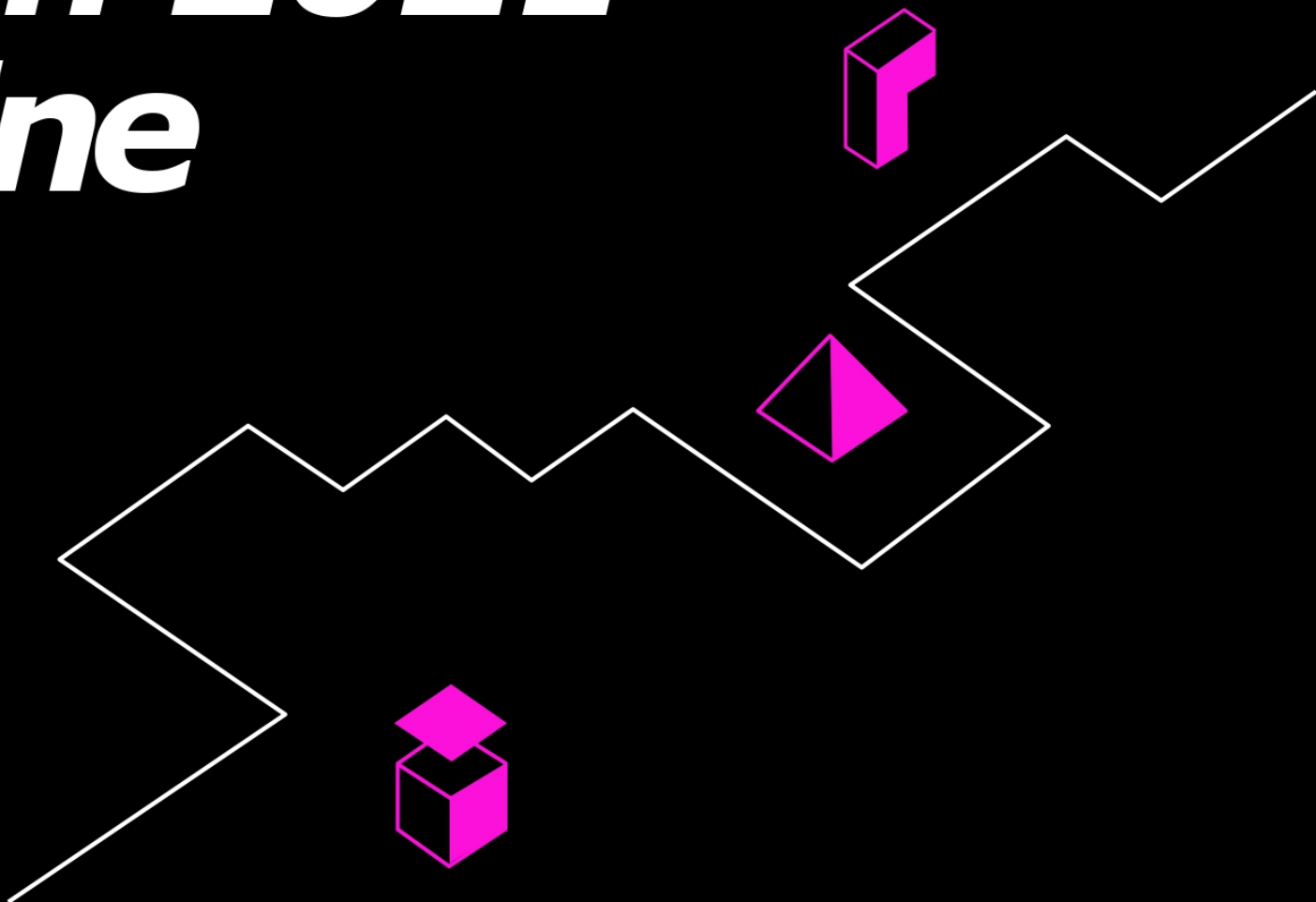
73,5% of organization plan to maintain or increase marketing spend in 2021.

Despite marketing budgets fluctuating depending on demand and a better economic outlook, only 26,5% of organizations expect to see a decrease in their total marketing budget in 2021, with 47% of marketers expecting to have at least the same budget as 2020. 26,5% of marketers expect to see an increased marketing budget in 2021 against 2020. This all shows that despite a difficult year, marketing and marketing technology are still valued highly within most organizations.

How is your organization planning marketing spend in 2021?



MarTech 2021 in Ukraine



2.1 MarTech in Ukraine: Main figures

210+

MarTech companies

**30% growth compared
to 2019 (160
companies)**

11000+

Employees of MarTech companies

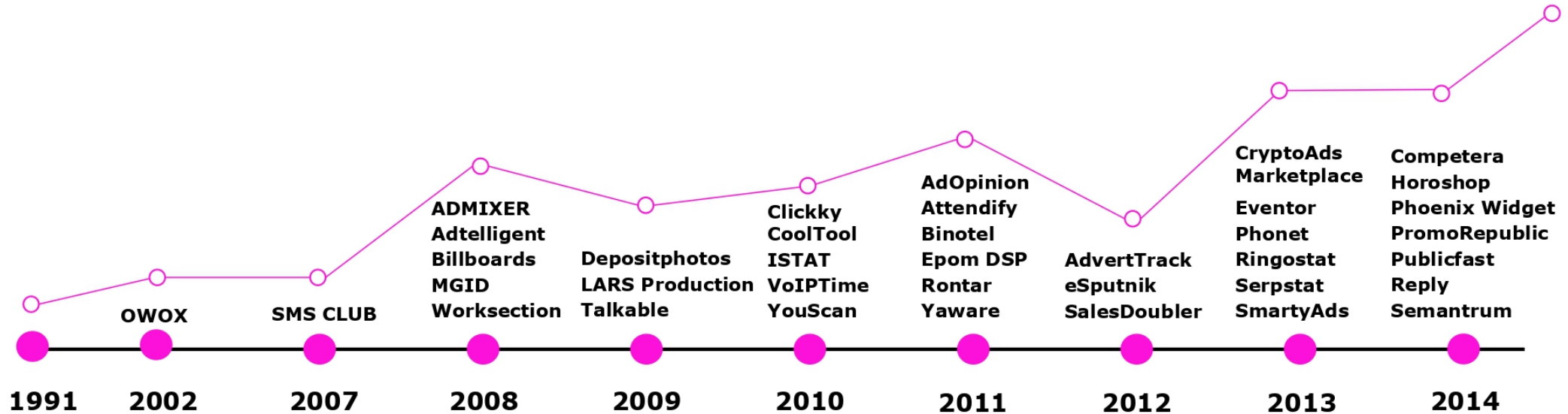
2.2 x growth compared to 2019

\$400 mln

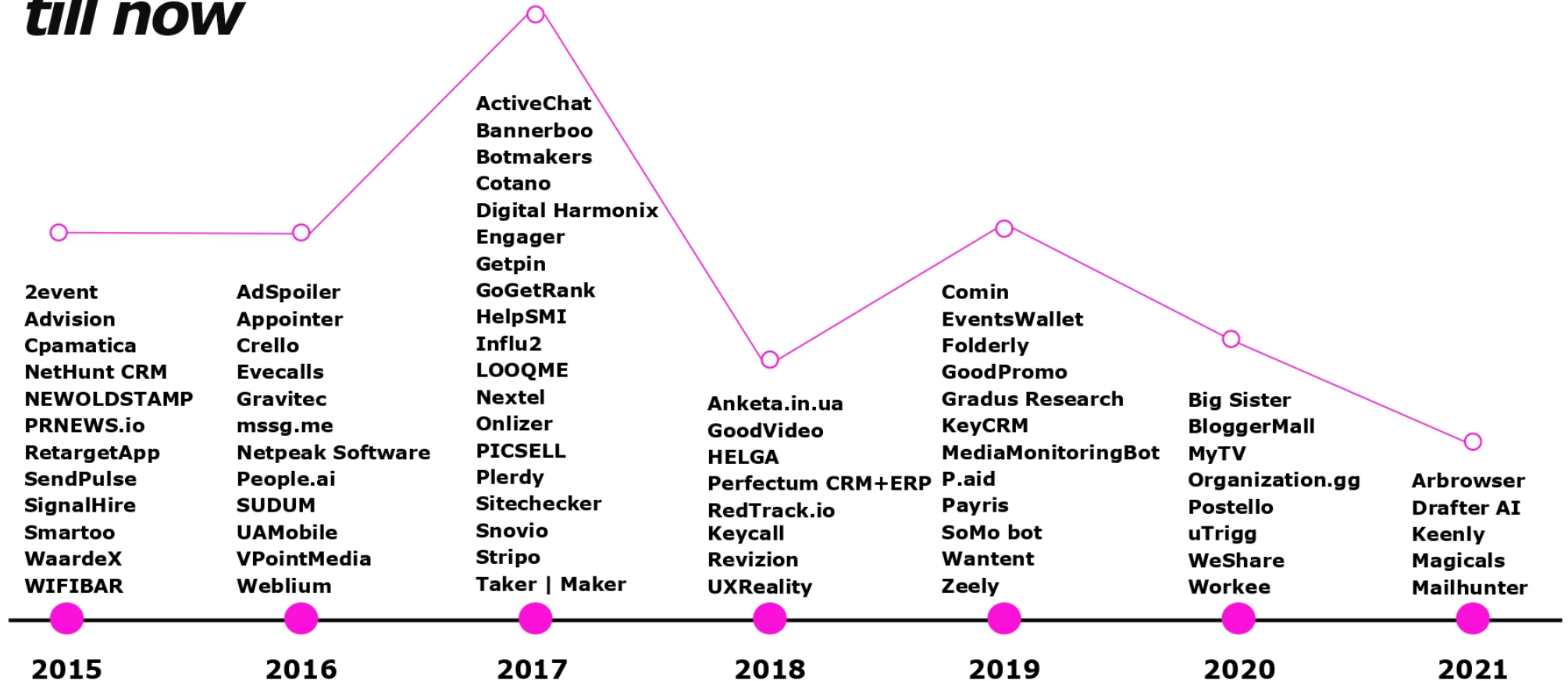
**Total investments into Ukrainian
MarTech companies**

2.2 MarTech in Ukraine. The history of MarTech ecosystem in Ukraine since 1990-s till now

The timeline demonstrates the companies that took part in the survey in 2019 and 2021 (except for companies that ceased operations). A total of 112 companies.

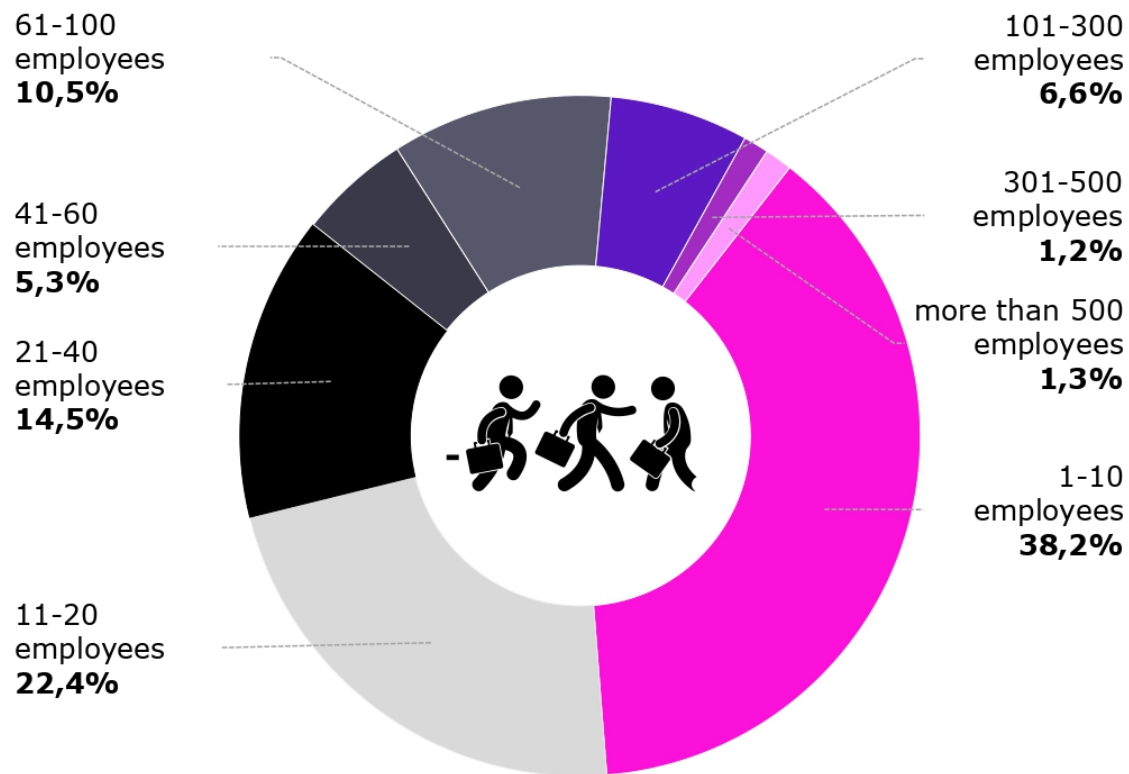


2.2 MarTech in Ukraine. The history of MarTech ecosystem in Ukraine since 1990-s till now



2.3 MarTech in Ukraine.

Number of employees in the companies

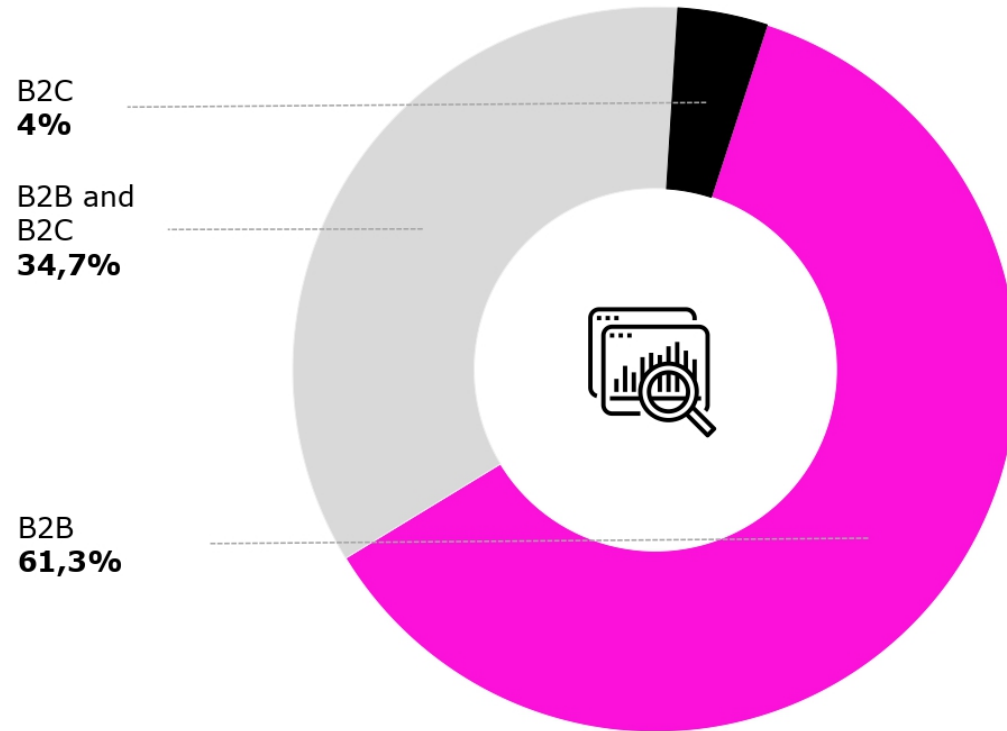


18,4% of companies have more than 100 employees
(**8,4%** in 2019 survey)

75.1 % of companies have less than 40 employees
(**65% in 2019**, the industry is growing due to new small companies)

2.4 MarTech in Ukraine.

The distribution of companies by market segments

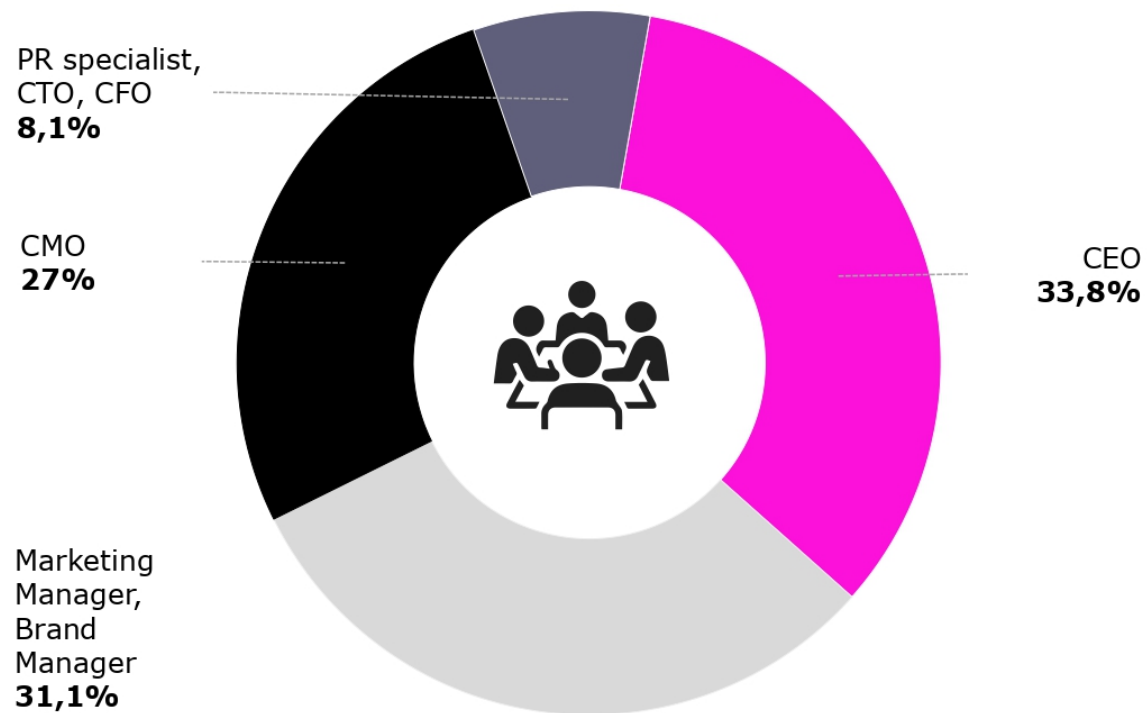


Clients of Ukrainian MarTech companies, as before, largely in B2B segment.

Compared to 2019 survey, the number of companies working only with B2C has halved (from **8.4%** to **4%**).

The share of **B2B** + **B2C** has increased by **2,5 times** (from 14,7% to 34,7%).

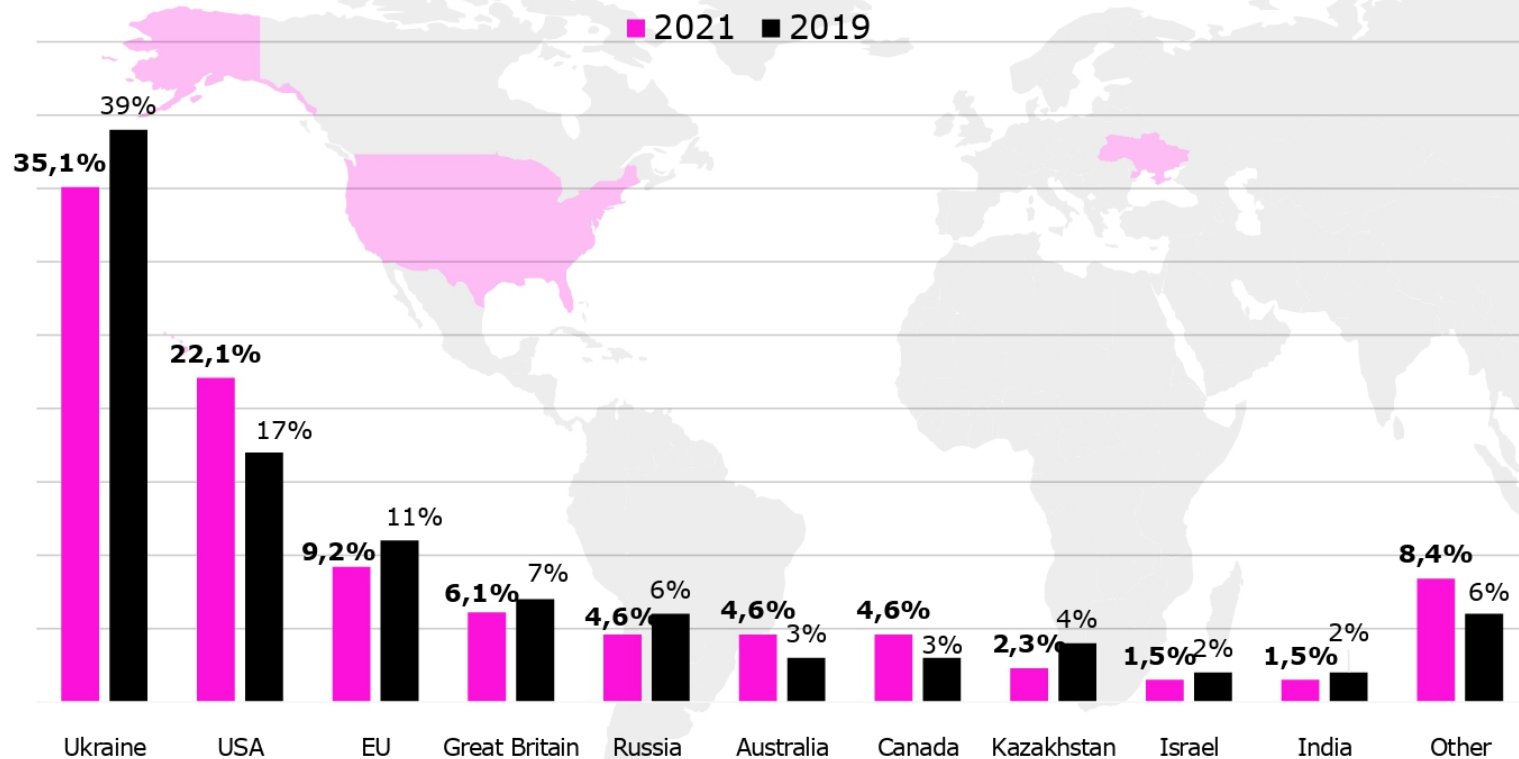
2.5 MarTech in Ukraine. Main service customers



*The third part of company market – about **34%** – sell their services directly to CEO.*

*Approximately **58%** of services are ordered by the employees of marketing departments, of which **27%** sell directly to CMO.*

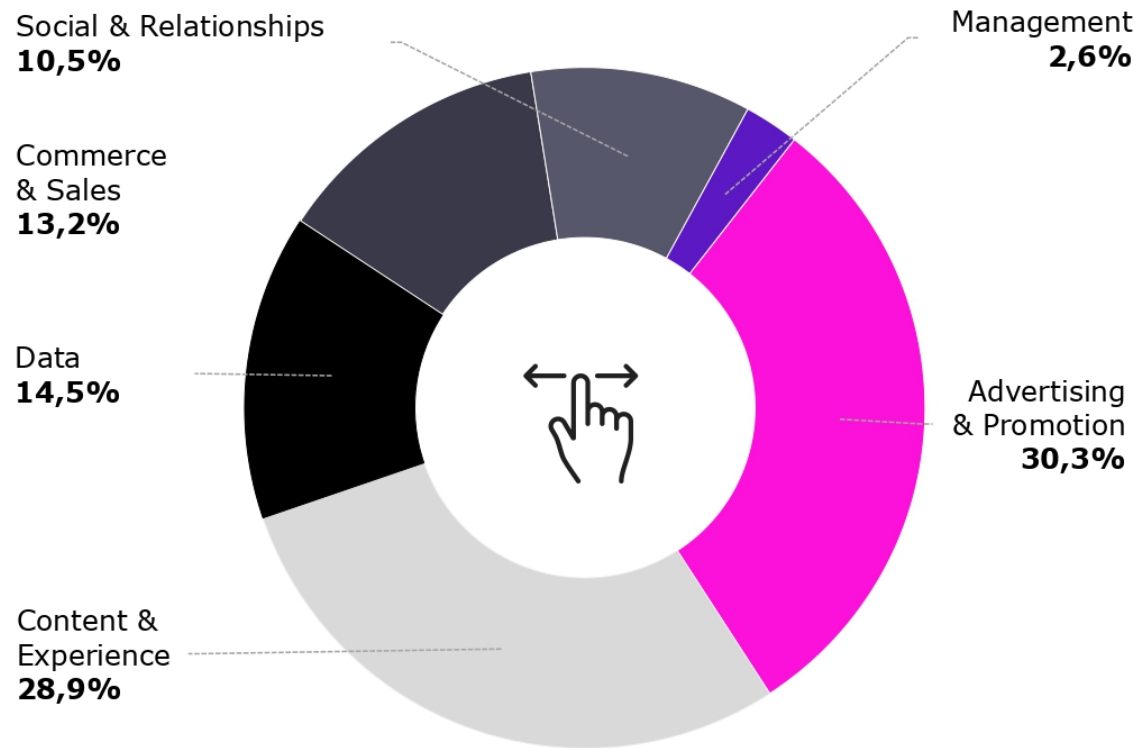
2.6 MarTech in Ukraine. Countries, bringing the highest income



*Domestic customers bring
35 % of income for
Ukrainian MarTech
companies*

*The USA market is the
second largest market –
22,1%.*

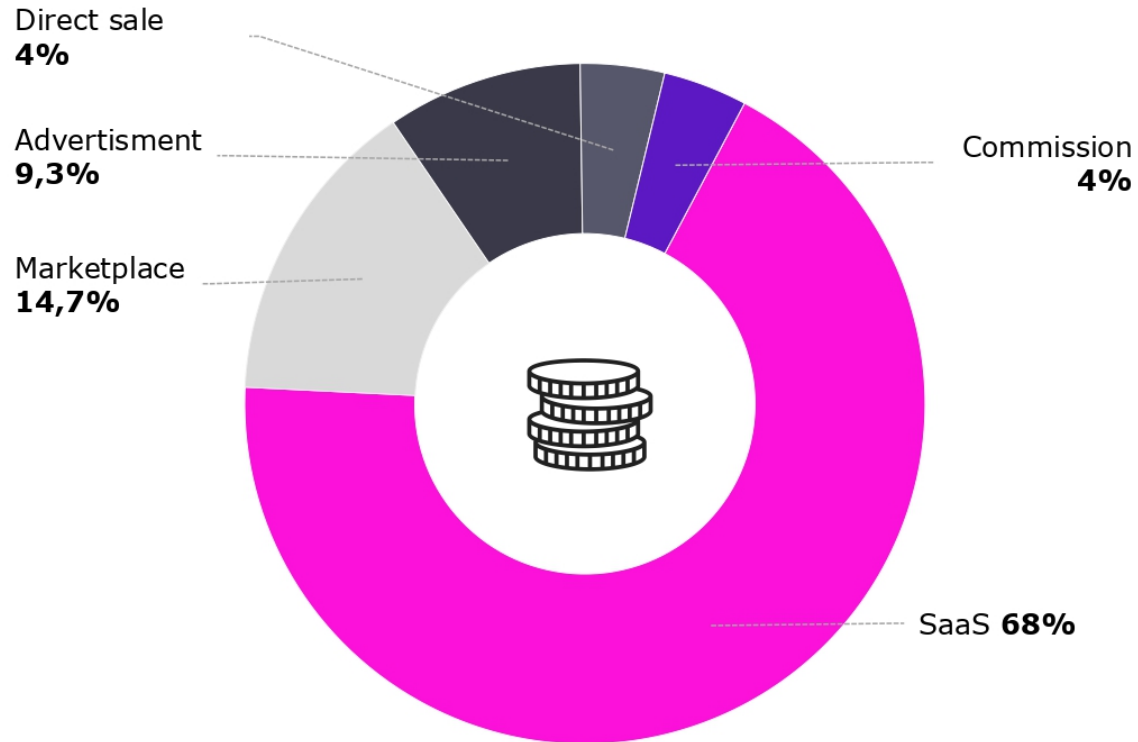
2.7 MarTech in Ukraine. Main activities of Ukrainian MarTech companies



"Advertising and Promotion", as well as **"Content and experience"** - are the most popular areas, Ukrainian MarTech companies are engaged in.

Each of them occupies about a third of the market.

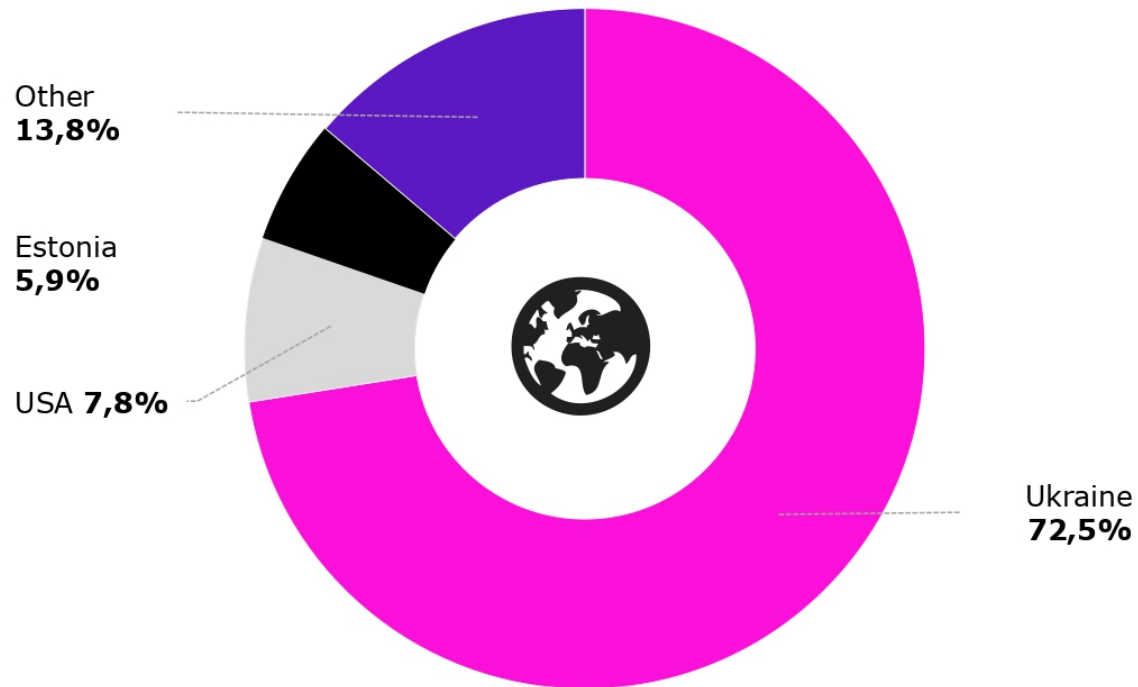
2.8 MarTech in Ukraine. Key business models



According to the investigation, the vast majority (**68%**) of Ukrainian MarTech companies prefer the subscription model (**SaaS**).

In **2019**, **52%** of companies operated by subscription model.

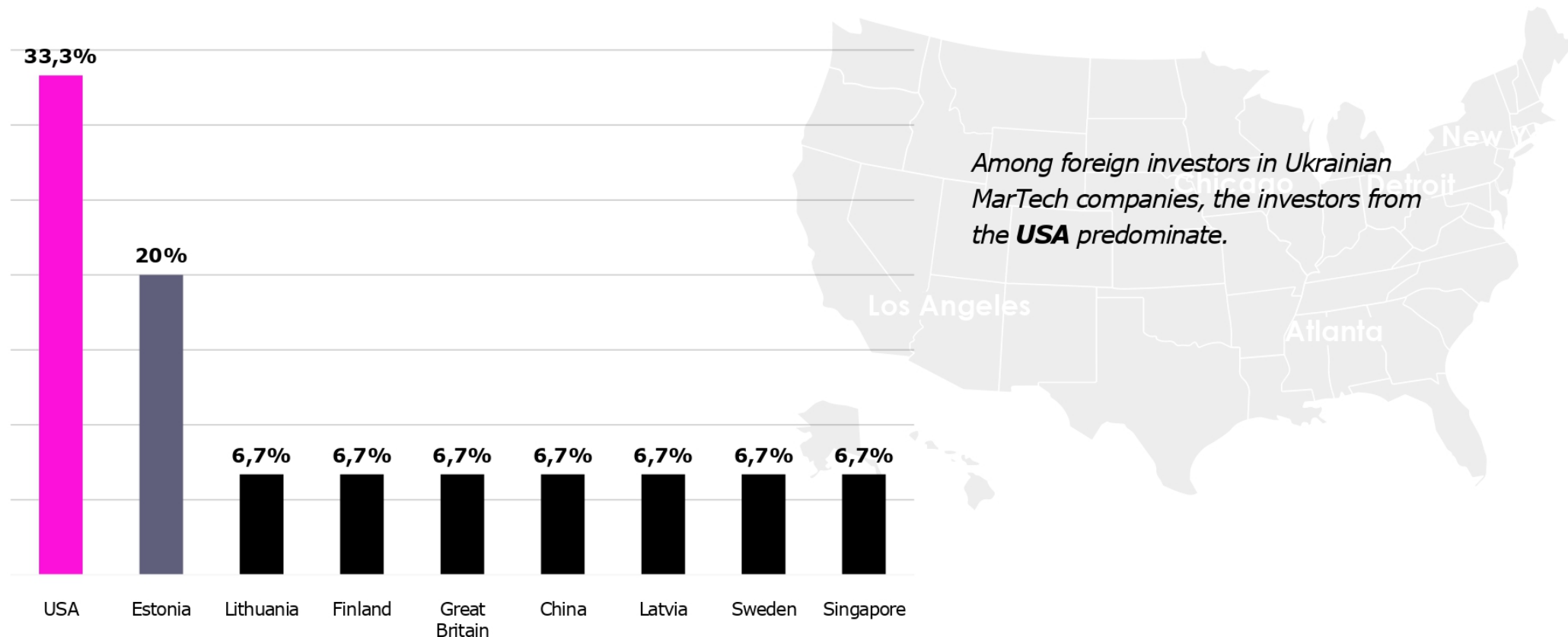
2.9 MarTech in Ukraine. The largest investor countries



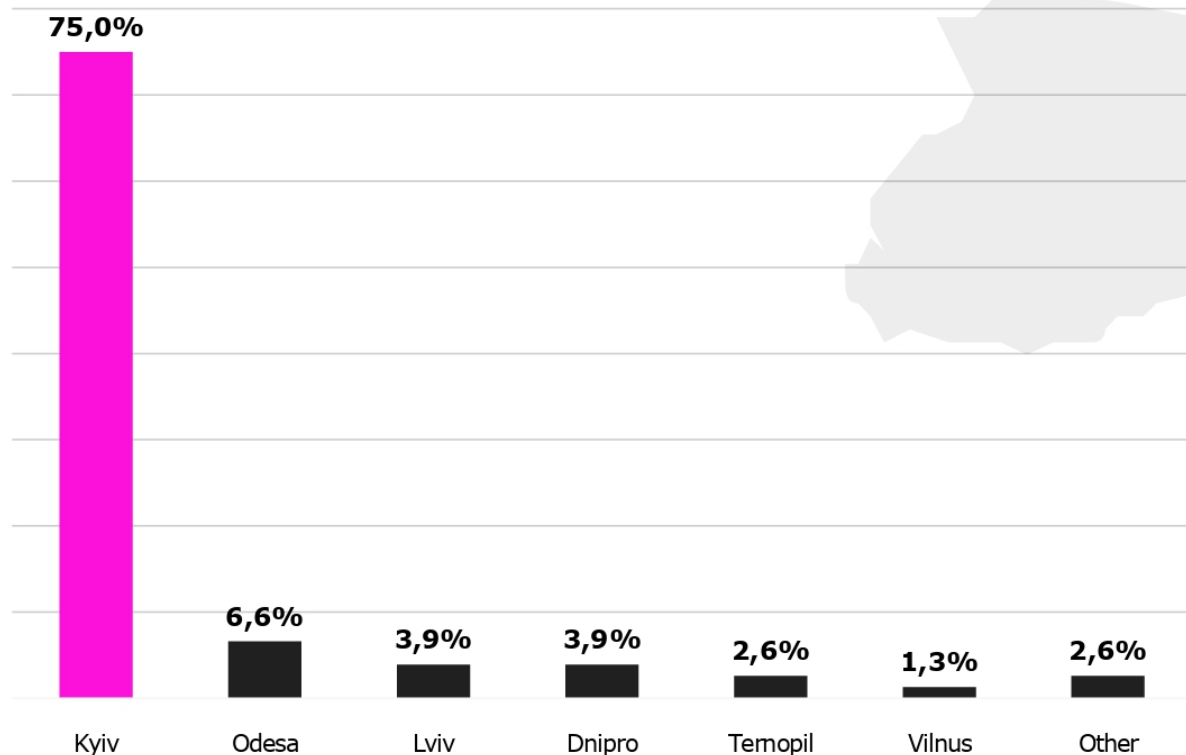
The funds of **local investors** and the founders' own investments are the largest sources of investment in Ukrainian MarTech companies.

Interesting fact: **27%** of surveyed companies are developing without investment (bootstrapping).

2.10 MarTech in Ukraine. The structure of foreign investments in Ukrainian companies



2.11 MarTech in Ukraine. The most popular cities for offices

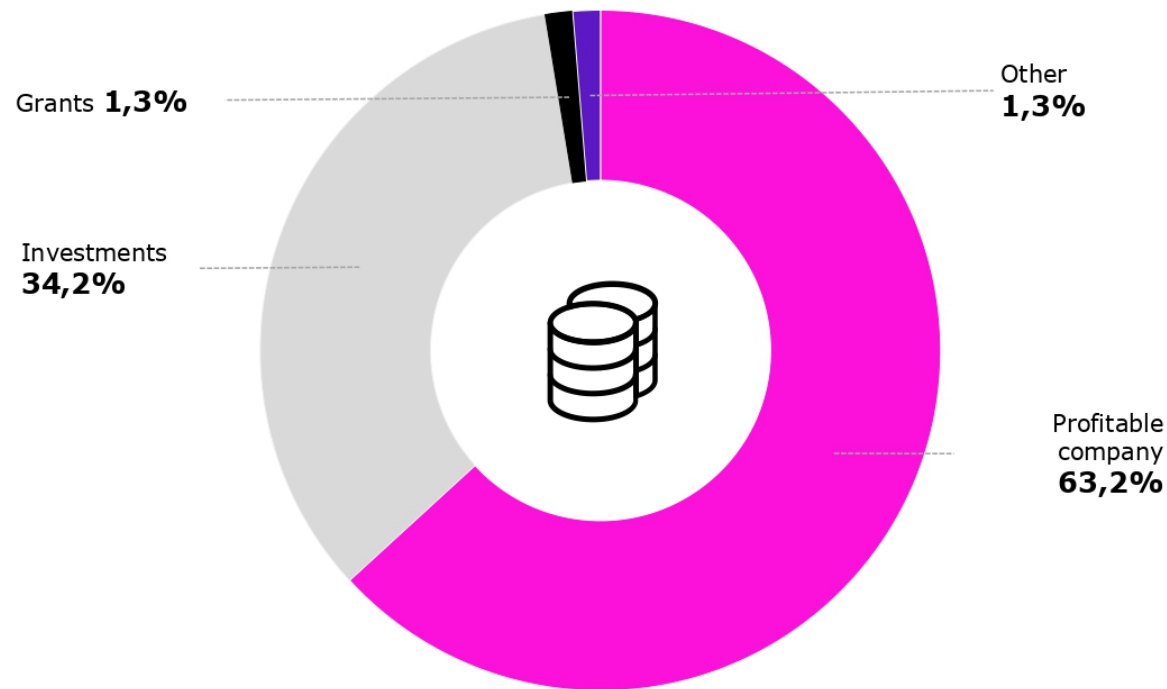


Kyiv still holds the lead as a key hub of Ukrainian MarTech.

*If in **2019** it became the home for **68%** of companies, then in 2021 this figure has already reached **75%.***

2.12 MarTech in Ukraine.

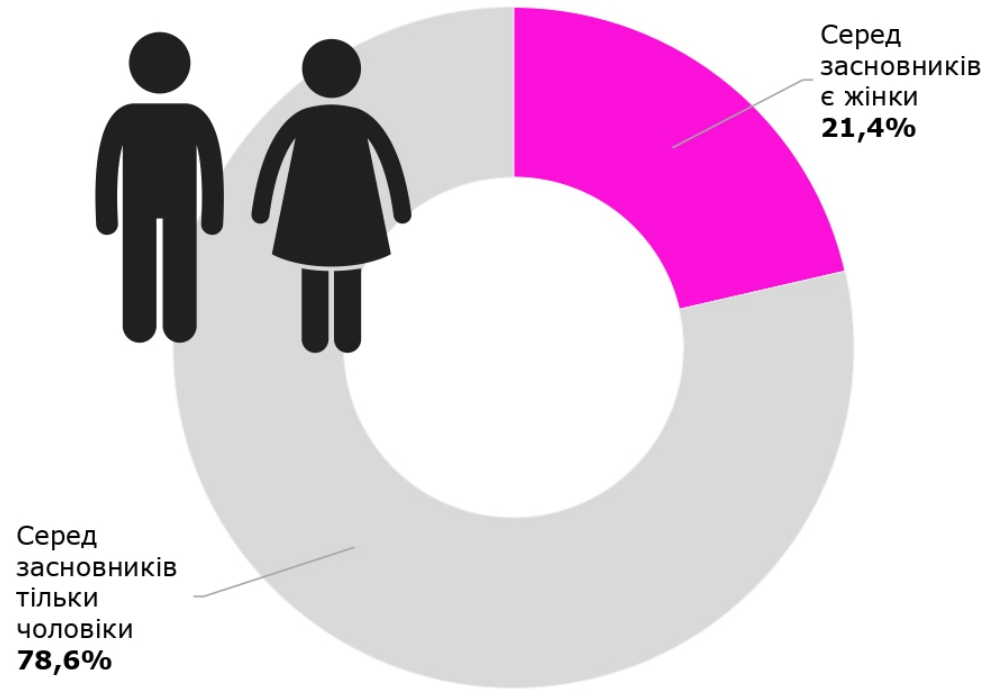
The main sources of funding for companies



63% of **MarTech** companies are profitable.

34% of **companies** live on investments.

2.13 MarTech в Україні. Gender involvement



21,4% of surveyed teams have **women** as founders.

Map of MarTech and AdTech market of Ukraine

According to Chiefmartech Supergraphic Report



Content & Experience

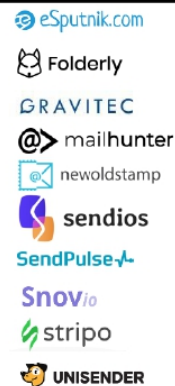
SEO

Boosta
GoGetRank
JetOctopus
Netpeak Software
Plerdy
Serpstat
Sitechecker



Email Marketing

eSputnik
Folderly
Gravitec
Mailhunter
NEWOLDSTAMP
Sendios
SendPulse
Snovio
Stripo
UniSender



Marketing Automation & Campaign/Lead Management

Phonal Drafter AI
Signalayer
thefloors



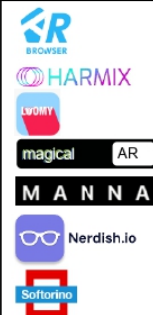
DAM (Digital Asset Management) to MRM (Marketing Resource Management)

Crello
Depositphotos
Digital Screens
Divan.tv
Engager
Logaster
Megogo
Oll.tv
Organization.GG
Restream
Sweet.tv
Takflix
WePlay Media Group



Interactive Content

ARbrowser
Harmix
Loomy app
Magicals
MANNA
Nerdish
Softorino



CMS & Web Experience Management

Boxmode
Draftium
Horoshop
Hubber
MyTV
NespiCMS
SMinion
Weblium
Zeely



Optimization, Personalization & Testing

CourseYard
DeckRobot
Digital Harmonix
Photolemur/Skylum
Postello
UXReality
Wantent
WritOlogy



Advertising & Promotion

Display & Programmatic Advertising

Admixer
Technologies



Adtelligent



Advision



Bannerboo



Billboards



Carooh



Clickky



CLIMB



Disima



Epom



Epom DSP



LARS Production



OOH.EXPERT



Rontar



Scalarr



Smartoo



SmartyAds



VPoint Media



Waardex



Mobile Marketing

CryptoAds
Marketplace



SMS CLUB



SplitMetrics



Stickerpipe



UaMobile.net



WIFIBAR



Native/Content Advertising

Echotag



Facelet



MGID



Phoenix Widget



PRNEWS.io



Search & Social Advertising

EPocketCash



Louder.me



Meazly



Muscreators



Pokupon



RetargetApp



SearchAdsHQ



Smapp



Social & Relationships

Call Analytics & Management

Binotel
CallPage
Callupper
ISTAT
Keycall
Nextel
Phonet
Ringostat
VoIPTime



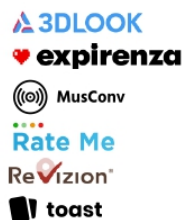
CRM

Creatio
KeepinCRM
KeyCRM
NetHunt CRM
Perfectum CRM+ERP
Service CRM



Customer Experience, Service, Success

3D Look
Expirenza
MusConv
Rate Me
Revizion
Toast



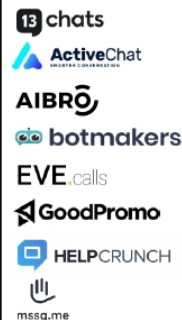
Social Media Marketing & Monitoring

eProves
IGNation
InvariVision
LOOQME
MediaMonitoringBot
PromoRepublic
SoMo bot
SUDUM
YouScan



Live Chat & Chatbots

13 chats
ActiveChat
AIBRO
Botmakers
Evecalls
GoodPromo
HelpCrunch
Mssg.me



Advocacy, Loyalty & Referrals

Talkable



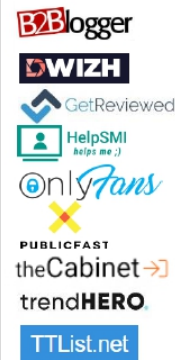
Events, Meetings & Webinars

2event
Attendify
Clubberspot
Eventor
EventsWallet
Regtoevent
Teeko.io
TicketForEvent



Influencers

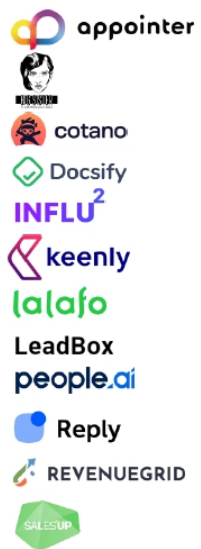
B2Blogger.com
DWIZH
GetReviewed.org
HelpSMI
OnlyFans
Publicfast
theCabinet
trendHERO
TTList



Commerce & Sales

Sales Automation, Enablement & Intelligence

Appointer
BigSister
Cotano
Docsify
Influ2
Keenly
Lalafo
Leadbox
People.ai
Reply
Revenue Grid
Sales'Up-It



Affiliate Marketing & Management

Comin
Cpamatica
RedTrack
SalesDoubler



Channel, Partner & Local Marketing

City Sites
Genesis
Getpin
V-Art








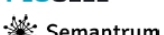















Ecommerce Marketing

Payris
Persollo
Softcube








Data

Business/Customer Intelligence & Data Science	
Competera	
CoolTool	
DataProm	
Datawiz.io	
Outforz	
P.aid	
PICSELL	
Semantrum	
uTrigg	
DMP	
DataForSEO	
Dashboards & Data Visualization	
Komondor PPC Software	
Marketing Analytics, Performance & Attribution	
AdSpoiler	
Captain Growth	
OWOX	

Audience/Marketing Data & Data Enhancement	
Anketa.in.ua	
Factum group (Advert Track, AdOpinion)	
Gradus	
IO Technologies	
JOOLI	
SignalHire	
SoMo – соцмонитор	

Management

Collaboration	
Apix Drive	
Approval studio	
BloggerMall	
GA Connector	
Onlizer	

Talent Management	
Bitely	
Taker Maker	
Projects & Workflow	
Drafter.ai	
Noty	
Pics.io	
Renta	
Spark	
Workee	
Worksection	
Yaware	

This is the second MarTech. Made in Ukraine survey. We do not plan to stop and will continue monitoring the MarTech market. We give thanks to all the companies that joined the survey and will contribute to increase the number of respondents in the next years.

If you have suggestions for improving the survey, please write to **Kyrylo Mazur**(km@center42.tech), **Oleksander Yatsenko** (oleksandr.yatsenko@brise.capital), **Tetiana Yurchenko** (tetiana.yurchenko@dentsu.com.ua).

We have made every effort to ensure that the information provided in this guide is accurate and up-to-date. Although this survey has been carefully prepared by professionals, it can only be used to get a general idea of the subject.

Special thanks:

Oleksander Yatsenko
Kyrylo Mazur
Maksym Hrant
Tetiana Yurchenko

Olena Zakharchenko
Mykhailo Heina
Tetiana Nahorna

Data collected and prepared for
publication in 2021

