



Metrics

AD VERIFICATION

- Double Verify
- Nielsen
- Oracle Data Cloud
- Fraudlogix
- The Media Trust
- Integral AdScience
- AdSensor
- Onetrust
- Real Vu

INBOUND / OUTBOUND

- All Set
- Digital Group
- Rank My App
- Agencia Mestre
- Camtoads
- Conexoma
- DDWP
- E-Adtag
- Ingress
- Tropical Hub
- Seed Digital
- Agência Mango
- Entravision
- AD Diálogo
- Lead Resultado
- Naclo Digital
- Garfe Digital
- NAF
- Hook Digital
- Ulu
- Anperag
- Agência Wx
- Inbound Soul

TRADING DESK

- Adplay
- Overview TD
- Atipart
- Annet
- Exiber
- Xerox
- Premium Ads
- Tradelab
- XT Media
- Dynad Usf
- Zang

AD NETWORK

- Google
- Zygon
- Alright
- SpotBase/FTPI
- Nexttag
- NZN
- Webmedia
- UOL Ad Network
- Teads
- The ManyStar
- Haven Media
- Comedee
- Taboola
- Cazamibia
- Awin
- Clear Channel
- Dazn
- Kayax
- Rakuten
- Sa Group
- Via
- Sizmek

UX / CX

- Try Consulting
- Fjord
- Outra Coisa
- Kiddo
- Dux
- Livework
- Tudux
- DEX01
- Becabiz
- Tritone
- MadeiaWeb
- Questoná
- Mercedes Sanchez UX
- HandMade
- NoOrie
- Soft
- Kyvo Design
- Sensorama
- Raincake
- Illegra
- Móre
- Neotix
- GH Branding

CONTENT DEVELOPER

- Bold
- DynAdmic
- Zoomin
- Climatempo
- David
- Eventials
- Innocean
- Conet Tools
- Dino
- Wololo
- Shutterstock
- Brooke
- Hapa
- Dream Factory
- Mutato
- Agência Nuts
- Social Taylors
- Suno
- Tastemade
- The Juju
- Xcam
- Pressworks
- Eyxo
- Babushka
- A-Lab
- Content House
- Digital Business
- NOW

OUTSOURCING / COMMUNITY

- Media Systems
- US Marketing
- Crowd
- Soft Design
- BPOOL
- Oliver Agency
- Fiverr
- Rock Content
- Meu Redator
- The Bridge

Business Intelligence

DATA SCIENCE

- BCG
- Market Data
- BRQ Digital Solutions
- DataEx
- Compasso UOL
- Predify
- Datagloss
- Scala
- Just a Little Data
- Play Studio
- Blumetrics
- Semantix
- Ilumeo
- Cognitivo
- Orbit
- Math Marketing
- Tail Target
- UpLexus

DATA MARKETING

- Global Data Bank
- Oracle BI
- Amazon EMR
- Google DataStudio
- Reamp Data Hub
- Hands
- Comscore
- Drum Wave
- IBM Watson Analytics
- BigData Corp.
- iGoal
- Cortex
- Microsoft Power BI
- Cloudera
- Sisense
- Colibra
- Tableau
- MapR
- Qualtrics
- MongoDB
- Datameer
- Silicon Life
- Kumuni
- Nielsen
- Serasa
- Kantar IBOPE Media
- Tail
- Toluna
- Offenwise
- ZOOX
- Knime
- Datorama
- Domo
- Kibana
- Klipfolio
- Qlikview
- Logan
- Ipsos
- Just a Little Data
- IgnitionOne
- Neoway
- MDM by Hands
- SimilarWeb
- Intelibrand
- Mind Miners
- Ecomodata
- Smart Data

EMAIL MARKETING

- ExpertSender
- GetResponse
- Dinamize
- Media Post
- Enviu
- Responsys
- SPLIO
- Mailbiz
- Maille.me
- Klicksend
- Mailchimp
- Sendgrid
- SendPulse
- Akna
- Mailinbox

Social & Activation

INFLUENCER MARKETING

- IM Makers
- NWB
- Tubelab
- Celebititys
- IWM Agency
- BR Media
- Co Creators
- Ifruit
- Airinfluencer
- Suba
- Creators
- Cely
- NetCos
- Squid
- MField
- Influency.me
- Digital Influencers
- Kuak
- Kommerz
- Kubrick Digital
- Snack
- 4 Influence

Tech

VOICE

- Alexa
- Google Assistant
- Benext
- Siri
- Cortana

VIDEO / AUDIO

- Daily Motion
- Magnite
- Mediastream
- Metax Soft
- Audio.ad
- Mობradio

MARKETING CLOUD

- Sales Force
- Oracle Mkt Cloud
- Experian
- Adobe Experience Cloud
- Google Data Cloud
- Allin Marketing Cloud
- TagMood Marketing Cloud

IOT PLATFORMS

- Bolha
- Diip/CBA
- Makers
- BizSys
- Brandslab
- Mozaiko

MOBILE / APP DEVELOPMENT

- Verisoft
- Zenvia
- Mobint
- Zmundos
- Bond
- Gingo
- Y Digital
- RCA Digital
- Alphacode
- Samurai Experts
- Outsmart Digital
- OR

GAMES / E-SPORTS

- GameLoft
- TWITCH
- Afterverse
- Aquiris
- Wildlife Studios
- Yupi Devshop
- Tapps Games
- ABCM Brasil
- Gameplan
- Game.tv
- Theogames
- CBC e-Sports
- eSportI
- CBDEL
- BBL

Adstack

SSP

- Smartadsp
- NCovis
- Smart
- BoostBox
- Xambi
- Magnia
- DanyYahoo

DMP

- GDB
- Navaggi
- SalesForce DMP(Kruze)
- Adobe Manager

AD SERVER

- Smart Ad
- Verizon
- Zedo
- AdMedia
- DoubleClick
- Adgiant
- Admob
- AdZark
- OpenX
- AcServe
- Broadstreet

DIGITAL MEDIA PLATFORM

- Amazon
- Facebook
- Twitter
- Webmotors
- Amazon
- Magali

INFORMATION SECURITY

- Clear Sale
- Certisign
- Site Blindado
- TrustSign
- Digicert
- PSAFE
- Thawte
- GeoTrust
- GlobalSign

Support

SPECIALIZED LEGAL CONSULTANCY

- Baptista Luz
- Daniel Ip
- Felsberg
- Leonardi Advogados
- Barcellos Tucunduva
- Opice Blum
- Patricia Peck Pinheiro
- COTS
- Melo Campos Advogados
- FAS Advogados
- Visue
- W&S Advogados Associados
- Machado Meyer
- Moraes Andrade
- Pinheiro Neto
- Cardoso & Advogados Associados
- Zilveti Advogados
- E-marcas
- Ostrack & Sanches Sociedade de Advogados
- David & Athayde Advogados
- Genovese Advogados
- Azevedo & Feiteiro Advogados
- Rennó, Penteado, Reis & Sampaio Advogados



SCAPE REPORT
MARTECH & ADTECH 2021

É o mapa do ecossistema de MarTech & AdTech brasileiro. Uma ferramenta de conhecimento e um guia de oportunidades de negócios para toda a indústria. Em sua versão online, será permanentemente atualizada. Uma contribuição para a evolução do setor.