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... Welcome to the 2020 edition of the marketing technology landscape. Yes, it grew once again, by 13.6%, up to a total of 8,000 martech solutions. That's after 615 from the 2019 landscape went away, either consolidated with another martech company or simply gone defunct. If you were predicting consolidation, an 8.7% churn rate from one year to the next is pretty significant attrition to support

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