

Ibexa Unifies Five Leading MarTech Brands into Europe's Next-Generation Orchestration Platform

With Actito, Qualifio, Quable, Raptor, and the newly announced Cohesivo (CMS) now brought together under the Ibexa umbrella, the company introduces a European-born Orchestration Platform that boosts marketing productivity and end-to-end performance.

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Setting the path for Marketing Orchestration: from fragmented execution to end-to-end performance

After years of best-of-breed buying, marketing teams are drowning in execution with too many tools and processes. Fragmented stacks lead to fragmented execution, inconsistent customer journeys, and weaker performance.

The rise of AI makes this fragmentation even more costly. The reality check of 2025, with many enterprise AI experiments falling short of expectations, has led industry reports to the same conclusion: fragmented marketing stacks drive up the cost of AI by preventing it from delivering its full impact.

Ibexa's answer is Marketing Orchestration. With a strong reputation for quality engineering, Ibexa is building an enterprise-level marketing orchestration platform that can run advanced campaigns end to end: from AEO-friendly content and compliant data capture to sophisticated multi-country, multi-product roll-outs, activated across channels for different audiences.

Marketing orchestration means making the right, consistent decisions at every step of this journey, removing the repetitive work that slows teams down and giving marketers real autonomy to drive end-to-end performance.

An Orchestration Platform built on a composable DXP with a new AI-first CMS

Ibexa is unifying the QNTM MarTech portfolio, Actito (Customer Engagement Platform), Qualifio (Data Collection and Gamification Platform), Quable (Product Information Management system), and Raptor (Customer Data Platform), into **one orchestration platform built on a modern, composable DXP.**

Each solution remains a strong, independent product and brand in its category, with

continued, significant investment in its roadmap. Customers of Raptor, Quable, Actito, and Qualifio can confidently grow on the products they know and, over time, benefit from deeper orchestration on a single marketer-centric foundation.

Instead of choosing between a rigid suite or a messy patchwork of tools, organisations get a **flexible stack that finally feels like one platform.**

As part of this vision and to firmly position Ibexa as an orchestration brand, the company is also introducing Cohesivo, a new SaaS CMS that lives inside the platform. Cohesivo enables AI-powered content creation as a strategic component in the end-to-end orchestration approach.

“This new chapter is super exciting. Orchestration platforms need an open and more compact marketing stack, and our unified DXP is the perfect foundation”, said **Bertrand Maugain**, CEO of Ibexa. *“Since 2019, we’ve been focused on the right balance: strong independent products, tied together in one powerful, end-to-end solution for marketers. The best DXPs will evolve into orchestration platforms powered by agentic AI. We are determined to be the European leader in this space.”*

One unified organisation, an Agentic start-up and global ambitions

With more than 1,000 customers, Ibexa now brings together more than 350 employees, including over 150 engineers, in one unified organisation focused on orchestration, AI, and product innovation.

In 2025, the group also created a dedicated AI Lab with a start-up mentality inside the organisation. This team, ramping up to more than 30 specialists in 2026, has accelerated work on agentic marketing and intelligent automation on top of and inside the Ibexa platform.

“Becoming one organisation is so powerful, and not only from a go-to-market perspective. It allows us to combine our MarTech SaaS and DXP experience in the enterprise world with a completely new way of innovating. The AI Lab we created last year lets us think like a pure agentic player and push development at a much higher pace, and after just six months, the first results are already beyond our expectations”, explains **Bertrand Maugain**, CEO of Ibexa.

“The European Way”: a trust-driven ecosystem strategy

Ibexa was born in Europe and built with privacy and governance at its core. It offers a trusted option for organisations that want to scale digital marketing without losing control.

The strategy is based on openness, both in terms of software and ecosystem, working closely with partners and customers across regions to make data protection, transparency, and sovereignty part of the design.

“Orchestration is, by definition, about ecosystems,” said **Bertrand Maugain, CEO of Ibexa**. *“We believe that trust will become the main business driver in an AI-driven world. Orchestrating Marketing Performance the European Way is more than a motto. It’s how we work with partners and customers, and it is now reflected in the product through strong governance capabilities.”*

By unifying strong European products into a single orchestration platform and extending its reach globally through partners, Ibexa aims to define “the European way” of marketing orchestration: performance, trust, and long-term value in one platform.

About Ibexa

Ibexa is a European marketing orchestration platform that helps more than 1,000 customers create, run, and optimise end-to-end customer journeys across data, content, and channels.

Combining a modern, composable Digital Experience Platform with agentic AI, Ibexa connects best-in-class products, Raptor CDP, Cohesivo CMS, Quable PIM, Actito CEP, and Qualifio for data collection and gamification, into a single orchestration layer for modern marketing teams, turning fragmented stacks into a unified platform for productivity and end-to-end performance.

With a strong partner ecosystem, deep European roots, and a focus on governance and trust, Ibexa provides a flexible, future-proof way to run digital marketing at scale.