SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13G

(Rule 13d-102)

Information to be Included in Statements Filed Pursuant to § 240.13d-1(b), (c) and (d) and Amendments Thereto Filed Pursuant to § 240.13d-2 Under the Securities Exchange Act of 1934 (Amendment No.)*

Innovid Corp.

(Name of Issuer)

Common Stock, par value \$0.0001 per share (Title of Class of Securities)

> 457679108** (CUSIP Number)

November 30, 2021 (Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this schedule is filed:

- □ Rule 13d-1(b)
- \boxtimes Rule 13d-1(c)
- \Box Rule 13d-1(d)
- * The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

** This CUSIP number applies to the Issuer's Common Stock.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

| 1 | NAME OF REPORTING PERSON | | | | |
|----|---|------|--|--|--|
| | SEQUOIA CAPITAL ISRAEL IV HOLDINGS, L.P. ("SEQUOIA CAPITAL ISRAEL IV HOLDINGS") | | | | |
| 2 | | | | | |
| | (a) \Box (b) \Box | | | | |
| 3 | SEC USE ON | v | | | |
| 3 | SEC USE ONLY | | | | |
| 4 | CITIZENSHIP | OR | PLACE OF ORGANIZATION | | |
| | CAYMAN ISI | AN | DS | | |
| | errinnivio | 5 | SOLE VOTING POWER | | |
| | | | | | |
| 1 | NUMBER OF SHARES BENEFICIALLY | | 0 SHARED VOTING POWER | | |
| DI | | | SHARED VOTING POWER | | |
| | OWNED BY | | 17,697,224 shares | | |
| | EACH | 7 | SOLE DISPOSITIVE POWER | | |
| 1 | REPORTING PERSON | | 0 | | |
| | WITH | 8 | 0 SHARED DISPOSITIVE POWER | | |
| | | 0 | SHARED DISCOSITIVE FOWER | | |
| | | | 17,697,224 shares | | |
| 9 | AGGREGATE | AN | IOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON | | |
| | 17 607 224 | | | | |
| 10 | 17,697,224 CHECK BOX | IF T | HE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES | | |
| 10 | CHECK DOA II THE AGGREGATE AMOUNT IN NOW (7) EACLODES CERTAIN SHARES | | | | |
| | | | | | |
| 11 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 | | | | |
| | 14.9%1 | | | | |
| 12 | | | | | |
| | | | | | |
| | PN | | | | |
| | | | | | |

| 1 | NAME OF RE | EPOR | TING PERSON | | |
|--|--|------|--|--|--|
| | SEQUOIA CAPITAL ISRAEL IV, L.P. ("SEQUOIA CAPITAL ISRAEL IV") | | | | |
| 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) (b) (c) | | | | | |
| | | | | | |
| 3 | SEC USE ON | LY | | | |
| 4 | 4 CITIZENSHIP OR PLACE OF ORGANIZATION | | | | |
| | CAYMAN ISI | LAN | DS | | |
| | | 5 | SOLE VOTING POWER | | |
| | | | 0 | | |
| 1 | NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING | | SHARED VOTING POWER | | |
| | | | 17,697,224 shares, of which 17,697,224 shares are directly owned by SEQUOIA CAPITAL ISRAEL IV HOLDINGS. SEQUOIA CAPITAL ISRAEL IV owns 100% of SEQUOIA CAPITAL ISRAEL IV HOLDINGS. | | |
| | | | SOLE DISPOSITIVE POWER | | |
| 1 | PERSON | | 0 | | |
| | WITH | 8 | SHARED DISPOSITIVE POWER | | |
| | | | 17,697,224 shares, of which 17,697,224 shares are directly owned by SEQUOIA CAPITAL ISRAEL IV HOLDINGS. SEQUOIA CAPITAL ISRAEL IV owns 100% of SEQUOIA CAPITAL ISRAEL IV HOLDINGS. | | |
| 9 | | | | | |
| | 17,697,224 | | | | |
| 10 | CHECK BOX | IF T | HE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES | | |
| | | | | | |
| 11 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 | | | | |
| | 14.9%1 | | | | |
| 12 | 2 TYPE OF REPORTING PERSON | | | | |
| | PN | | | | |
| | | | | | |

| 1 | NUME OF DE | DOD | | | |
|------------------------|---|-------|---|--|--|
| 1 | NAME OF REPORTING PERSON | | | | |
| | SC ISRAEL IV MANAGEMENT, L.P. ("SC ISRAEL IV MANAGEMENT") | | | | |
| 2 | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP | | | | |
| (a) \Box (b) \Box | | | | | |
| 3 | SEC USE ON | v | | | |
| 3 | SEC USE ON | _ I | | | |
| 4 | CITIZENSHIP | OR | PLACE OF ORGANIZATION | | |
| | | | | | |
| | CAYMAN ISI | | DS SOLE VOTING POWER | | |
| | | 5 | SOLE VOTING POWER | | |
| | | | 0 | | |
| | | 6 | SHARED VOTING POWER | | |
| 1 | NUMBER OF | | | | |
| SHARES BENEFICIALLY | | | 17,697,224 shares, of which 17,697,224 shares are directly owned by SEQUOIA CAPITAL ISRAEL IV HOLDINGS. SEQUOIA CAPITAL ISRAEL IV owns 100% of SEQUOIA CAPITAL ISRAEL IV HOLDINGS. The General Partner of | | |
| OWNED BY | | | SEQUOIA CAPITAL ISRAEL IV is SC ISRAEL IV MANAGEMENT. | | |
| 1 | EACH REPORTING | 7 | SOLE DISPOSITIVE POWER | | |
| 1 | PERSON | | 0 | | |
| | WITH | 8 | SHARED DISPOSITIVE POWER | | |
| | | - | | | |
| | | | 17,697,224 shares, of which 17,697,224 shares are directly owned by SEQUOIA CAPITAL ISRAEL IV HOLDINGS. | | |
| | | | SEQUOIA CAPITAL ISRAEL IV owns 100% of SEQUOIA CAPITAL ISRAEL IV HOLDINGS. The General Partner of SEQUOIA CAPITAL ISRAEL IV is SC ISRAEL IV MANAGEMENT. | | |
| 9 | AGGREGATE | EAM | IOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON | | |
| | | | | | |
| 10 | 17,697,224 | ГГ Т | HE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES | | |
| 10 | CHECK BUX | 1F I. | THE AGGREGATE AMOUNT IN ROW (9) EACLUDES CERTAIN SHAKES | | |
| | | | | | |
| 11 | PERCENT OF | CLA | ASS REPRESENTED BY AMOUNT IN ROW 9 | | |
| | 14.9%1 | | | | |
| 12 | | PORT | TING PERSON | | |
| | | 5.0 | | | |
| | PN | | | | |

| 1 | NAME OF REPORTING PERSON | | | | | | |
|----|---|------|---|--|--|--|--|
| | | | | | | | |
| | SC ISRAEL IV GENPAR, LTD ("SC ISRAEL IV GENPAR") | | | | | | |
| 2 | 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) □ (b) □ | | | | | | |
| | | | | | | | |
| 3 | SEC USE ONI | v | | | | | |
| 5 | SEC USE ON | _ 1 | | | | | |
| 4 | CITIZENSHIP | OR | PLACE OF ORGANIZATION | | | | |
| | | | | | | | |
| | CAYMAN ISI | | | | | | |
| | | 5 | SOLE VOTING POWER | | | | |
| | | | | | | | |
| | | (| | | | | |
| | | 6 | SHARED VOTING POWER | | | | |
| | NUMBER OF | | 17,697,224 shares, of which 17,697,224 shares are directly owned by SEQUOIA CAPITAL ISRAEL IV HOLDINGS. | | | | |
| r | SHARES | | SEQUOIA CAPITAL ISRAEL IV owns 100% of SEQUOIA CAPITAL ISRAEL IV HOLDINGS. The General Partner of | | | | |
| BE | BENEFICIALLY | | SEQUOIA CAPITAL ISRAEL IV is SC ISRAEL IV MANAGEMENT. The General Partner of SC ISRAEL IV | | | | |
| (| OWNED BY EACH REPORTING PERSON WITH | | MANAGEMENT is SC ISRAEL IV GENPAR. | | | | |
| | | | SOLE DISPOSITIVE POWER | | | | |
| ŀ | | | | | | | |
| | | | 0 | | | | |
| | | 8 | SHARED DISPOSITIVE POWER | | | | |
| | | | 17,697,224 shares, of which 17,697,224 shares are directly owned by SEQUOIA CAPITAL ISRAEL IV HOLDINGS. | | | | |
| | | | SEQUOIA CAPITAL ISRAEL IV HOLDINGS. | | | | |
| | | | SEQUOIA CAPITAL ISRAEL IV is SC ISRAEL IV MANAGEMENT. The General Partner of SC ISRAEL IV | | | | |
| | | | MANAGEMENT is SC ISRAEL IV GENPAR. | | | | |
| 9 | AGGREGATE | EAM | IOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON | | | | |
| | 17 607 224 | | | | | | |
| 10 | 17,697,224 | ГΕТ | HE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES | | | | |
| 10 | CHECK DUA | п | THE AGGREGATE ANNOUNT IN ROW (9) EACLODES CERTAIN SHARES | | | | |
| | | | | | | | |
| 11 | | CLA | ASS REPRESENTED BY AMOUNT IN ROW 9 | | | | |
| | | | | | | | |
| | 14.9%1 | | | | | | |
| 12 | TYPE OF REF | PORT | FING PERSON | | | | |
| | | | | | | | |
| | 00 | | | | | | |

| 1 | 1 NAME OF REPORTING PERSON | | | | |
|----|--|------|--|--|--|
| | SHMUEL LEVY ("SL") | | | | |
| 2 | 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP | | | | |
| | (a) 🗆 (b) | | | | |
| 3 | SEC USE ONLY | | | | |
| | SEC USE ONET | | | | |
| 4 | CITIZENSHIP | OR | PLACE OF ORGANIZATION | | |
| | ISRAEL | | | | |
| | | 5 | SOLE VOTING POWER | | |
| | | | 0 | | |
| | | 6 | SHARED VOTING POWER | | |
| BE | NUMBER OF SHARES BENEFICIALLY OWNED BY | | 17,697,224 shares, of which 17,697,224 shares are directly owned by SEQUOIA CAPITAL ISRAEL IV HOLDINGS. SEQUOIA CAPITAL ISRAEL IV owns 100% of SEQUOIA CAPITAL ISRAEL IV HOLDINGS. The General Partner of SEQUOIA CAPITAL ISRAEL IV is SC ISRAEL IV MANAGEMENT. The General Partner of SC ISRAEL IV MANAGEMENT is SC ISRAEL IV GENPAR. The directors and stockholders of SC ISRAEL IV GENPAR who exercise voting and investment discretion with respect to the shares held by SEQUOIA CAPITAL ISRAEL IV HOLDINGS are Messrs. SL and HS. | | |
| F | EACH REPORTING | 7 | SOLE DISPOSITIVE POWER | | |
| | PERSON WITH | | 0 | | |
| | vv 1111 | 8 | SHARED DISPOSITIVE POWER | | |
| | | | 17,697,224 shares, of which 17,697,224 shares are directly owned by SEQUOIA CAPITAL ISRAEL IV HOLDINGS. SEQUOIA CAPITAL ISRAEL IV owns 100% of SEQUOIA CAPITAL ISRAEL IV HOLDINGS. The General Partner of SEQUOIA CAPITAL ISRAEL IV is SC ISRAEL IV MANAGEMENT. The General Partner of SC ISRAEL IV MANAGEMENT is SC ISRAEL IV GENPAR. The directors and stockholders of SC ISRAEL IV GENPAR who exercise voting and investment discretion with respect to the shares held by SEQUOIA CAPITAL ISRAEL IV HOLDINGS are Messrs. SL and HS. | | |
| 9 | AGGREGATE | AN | IOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON | | |
| | 17,697,224 | | | | |
| 10 | , , | IF T | HE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES | | |
| | | | | | |
| 11 | | CL | ASS REPRESENTED BY AMOUNT IN ROW 9 | | |
| | 14.9%1 | | | | |
| 12 | | OR | TING PERSON | | |
| | IN | | | | |
| | IN | | | | |

| NAME OF REPORTING PERSON | | | | |
|--|---|--|--|--|
| HAIM SADGER ("HS") 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP | | | | |
| | APPROPRIATE BOX IF A MEMBER OF A GROUP | | | |
| | | | | |
| 3 SEC USE ONLY | | | | |
| CITIZENSHIP OR PLACE OF ORGANIZATION | | | | |
| ISRAFI | | | | |
| ISKALL | 5 | SOLE VOTING POWER | | |
| | | 0 | | |
| | 6 | SHARED VOTING POWER | | |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH | | 17,697,224 shares, of which 17,697,224 shares are directly owned by SEQUOIA CAPITAL ISRAEL IV HOLDINGS. SEQUOIA CAPITAL ISRAEL IV owns 100% of SEQUOIA CAPITAL ISRAEL IV HOLDINGS. The General Partner of SEQUOIA CAPITAL ISRAEL IV is SC ISRAEL IV MANAGEMENT. The General Partner of SC ISRAEL IV MANAGEMENT is SC ISRAEL IV GENPAR. The directors and stockholders of SC ISRAEL IV GENPAR who exercise voting and investment discretion with respect to the shares held by SEQUOIA CAPITAL ISRAEL IV HOLDINGS are Messrs. SL and HS. SOLE DISPOSITIVE POWER 0 SHARED DISPOSITIVE POWER 17,697,224 shares, of which 17,697,224 shares are directly owned by SEQUOIA CAPITAL ISRAEL IV HOLDINGS. SEQUOIA CAPITAL ISRAEL IV owns 100% of SEQUOIA CAPITAL ISRAEL IV HOLDINGS. The General Partner of SEQUOIA CAPITAL ISRAEL IV owns 100% of SEQUOIA CAPITAL ISRAEL IV HOLDINGS. The General Partner of SEQUOIA CAPITAL ISRAEL IV owns 100% of SEQUOIA CAPITAL ISRAEL IV HOLDINGS. The General Partner of SEQUOIA CAPITAL ISRAEL IV is SC ISRAEL IV MANAGEMENT. The General Partner of SC ISRAEL IV | | |
| | | MANAGEMENT is SC ISRAEL IV GENPAR. The directors and stockholders of SC ISRAEL IV GENPAR who exercise voting and investment discretion with respect to the shares held by SEQUOIA CAPITAL ISRAEL IV HOLDINGS are Messrs. SL and HS. | | |
| AGGREGATE | AM | IOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON | | |
| 17,697,224 | | | | |
| CHECK BOX | IF T | HE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES | | |
| | | | | |
| PERCENT OF | CL | ASS REPRESENTED BY AMOUNT IN ROW 9 | | |
| 14.9%1 | | | | |
| TYPE OF REP | OR | TING PERSON | | |
| IN | | | | |
| | HAIM SADGE CHECK THE. (a) (b) SEC USE ONI CITIZENSHIP ISRAEL UMBER OF SHARES NEFICIALLY WNED BY EACH EPORTING PERSON WITH AGGREGATE 17,697,224 CHECK BOX PERCENT OF 14.9%1 TYPE OF REF | HAIM SADGER (° CHECK THE APP (a) [] (b) [] SEC USE ONLY CITIZENSHIP OR ISRAEL 5 G UMBER OF SHARES NEFICIALLY WNED BY EACH EPORTING PERSON WITH 8 AGGREGATE AM 17,697,224 CHECK BOX IF T [] PERCENT OF CL/ 14.9%1 TYPE OF REPORT | | |

ITEM 1.

(a) Name of Issuer:

Innovid Corp.

(b) Address of Issuer's Principal Executive Offices:

30 Irving Place, 12th Floor New York, New York 10003

ITEM2.

(a) Name of Persons Filing:

Sequoia Capital Israel IV Holdings, L.P. Sequoia Capital Israel IV L.P. SC Israel IV Management, L.P. SC Israel IV Genpar, Ltd. Shmuel Levy Haim Sadger

SEQUOIA CAPITAL ISRAEL IV owns 100% of SEQUOIA CAPITAL ISRAEL IV HOLDINGS. The General Partner of SEQUOIA CAPITAL ISRAEL IV is SC ISRAEL IV MANAGEMENT. The General Partner of SC ISRAEL IV MANAGEMENT is SC ISRAEL IV GENPAR. The directors and stockholders of SC ISRAEL IV GENPAR who exercise voting and investment discretion with respect to the shares held by SEQUOIA CAPITAL ISRAEL IV HOLDINGS are Messrs. SL and HS.

(b) Address of Principal Business Office or, if none, Residence:

50 Eli Landau Blvd. Herzelia, Israel 4685150

(c) Citizenship:

SEQUOIA CAPITAL ISRAEL IV HOLDINGS, SEQUOIA CAPITAL ISRAEL IV, SC ISRAEL IV MANAGEMENT, SC ISRAEL IV GENPAR: Cayman Islands

SL, HS: Israel

(d) CUSIP Number:

457679108

ITEM 3.

If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

NOT APPLICABLE

ITEM 4. OWNERSHIP

SEE ROWS 5 THROUGH 11 OF COVER PAGES

ITEM 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following \Box .

ITEM 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON

NOT APPLICABLE

ITEM 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY.

| | NOT APPLICABLE | |
|----------|--|--|
| ITEM 8. | IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP. | |
| | NOT APPLICABLE | |
| ITEM 9. | NOTICE OF DISSOLUTION OF GROUP. | |
| | NOT APPLICABLE | |
| ITEM 10. | CERTIFICATION | |

NOT APPLICABLE

SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, the undersigned certifies that the information set forth in this statement is true, complete and correct.

Dated: December 10, 2021

Sequoia Capital Israel IV Holdings, L.P.

By: Sequoia Capital Israel IV L.P. its Sole Shareholder

By: /s/ Shmuel Levy Shmuel Levy, Authorized Signatory

Sequoia Capital Israel IV L.P.

By: SC Israel IV Management, L.P., it General Partner

By: SC Israel IV Genpar, Ltd. its General Partner

By: /s/ Shmuel Levy Shmuel Levy, Authorized Signatory

SC Israel IV Management, L.P.

By: SC Israel IV Genpar, Ltd. its General Partner

By: /s/ Shmuel Levy Shmuel Levy, Authorized Signatory

SC Israel IV Genpar, Ltd.

By: /s/ Shmuel Levy Shmuel Levy, Authorized Signatory

Shmuel Levy

By: /s/ Shmuel Levy Shmuel Levy

Haim Sadger

By: <u>/s/ Haim Sadger</u> Haim Sadger