NEWS RELEASE

June’s Zeta Economic Index Highlights Consumer Recalibration as Retail Cools

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Consumers in Holding Pattern as Trade War Pause Nears its End

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI Marketing Cloud, today released the **Zeta Economic Index** (ZEI) for June 2025, which reveals U.S. consumers in a holding pattern as macro risks mount. With the trade war pause nearing its end, the headline Economic Index Score slipped to 68.0, a 1.3% month-over-month (MoM) decline – even as the Economic Stability Index held at 65.8, underscoring that households are staying financially steady amid rising geopolitical uncertainty.

Powered by Zeta’s proprietary Generative AI and real-time behavioral data from over 245 million U.S. consumers, the Zeta Economic Index (ZEI) synthesizes more than 20 proprietary indicators, including spending, browsing, credit signals, and more across key sectors. Unlike lagging benchmarks or survey-based gauges, the ZEI delivers a high-frequency view of consumer intent and activity, giving marketers an early warning of shifting economic tides.

June’s data reflects consumers in a deliberate recalibration. Retail interest cooled by 5.1 points month-over-month, as springtime pull-forwards normalized. Credit Line Expansion Intent climbed 7.2%, healthy by historical standards but off its recent peak. Time Browsing Online ticked up 2.0%, driven largely by deal-seeking and summer planning, while major life moves remained on ice, with the New Mover Index down 18.8%. With the trade-war pause nearing its end, households are balancing selective spending with financial resilience—supported by rising Job Market Sentiment, which edged up 2.3% MoM even as overall momentum cools.

“The June ZEI isn’t a downturn – it's a recalibration,” said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. “With the trade-war pause ending and prices set to potentially increase, consumers are weighing every purchase more carefully. Marketers who tap into real-time behavioral insights can turn that caution into competitive advantage, anticipating shifting priorities and acting ahead of the curve. During times like these, we find our clients depend on Zeta even more to cost-effectively manage and optimize their marketing and CRM strategies.”

Broad-Based Sector Softening Reflects Consumer Selectivity

Beyond retail's notable decline, Financial Services and Technology also softened significantly, declining 3.5 and 2.5 points respectively, indicating reduced consumer engagement with banking, insurance, and digital products. Entertainment dropped 2.8 points, while Travel slipped by 0.9 points, which are both modest declines that may reflect shifting summer priorities.

The only sectors to register gains were Healthcare, up 1.8 points, and Dining, which saw a minor 1.1-point lift. This pattern suggests consumers are maintaining engagement across categories but with notably less intensity and greater selectivity, which is consistent with broader signs of economic moderation.

The Zeta Economic Index is publicly available **here** and is provided as a complimentary service. It should not be considered investment advice or be relied upon to make investment decisions.

About Zeta Global

Zeta Global (NYSE: ZETA) is the AI Marketing Cloud that leverages advanced artificial intelligence (AI) and trillions of consumer signals to make it easier for marketers to acquire, grow, and retain customers more efficiently. Through the Zeta Marketing Platform (ZMP), our vision is to make sophisticated marketing simple by unifying identity, intelligence, and omnichannel activation into a single platform – powered by one of the industry’s largest proprietary databases and AI. Our enterprise customers across multiple verticals are empowered to personalize experiences with consumers at an individual level across every channel, delivering better results for marketing programs. Zeta was founded in 2007 by David A. Steinberg and John Sculley and is headquartered in New York City with offices around the world. To learn more, go to **www.zetaglobal.com**.

Forward-Looking Statements

This press release, together with other statements and information publicly disseminated by the Company, contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The Company intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995 and includes this statement for purposes of complying with

these safe harbor provisions. Any statements made in this press release that are not statements of historical fact are forward-looking statements and should be evaluated as such. Forward-looking statements include information concerning our anticipated future financial performance, our market opportunities and our expectations regarding our business plan and strategies. These statements often include words such as “anticipate,” “believe,” “could,” “estimates,” “expect,” “forecast,” “guidance,” “intend,” “may,” “outlook,” “plan,” “projects,” “should,” “suggests,” “targets,” “will,” “would” and other similar expressions. We base these forward-looking statements on our current expectations, plans and assumptions that we have made in light of our experience in the industry, as well as our perceptions of historical trends, current conditions, expected future developments and other factors we believe are appropriate under the circumstances at such time. Although we believe that these forward-looking statements are based on reasonable assumptions at the time they are made, you should be aware that many factors could affect our business, results of operations and financial condition and could cause actual results to differ materially from those expressed in the forward-looking statements. These statements are not guarantees of future performance or results.

The forward-looking statements are subject to and involve risks, uncertainties and assumptions, and you should not place undue reliance on these forward-looking statements. These cautionary statements should not be construed by you to be exhaustive and the forward-looking statements are made only as of the date of this press release. We undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

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