NEWS RELEASE

Kitewheel Partners with Zeta Global to Bring Customer Journeys to ZetaHub

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BOSTON, Feb. 01, 2018 (GLOBE NEWSWIRE) — **Kitewheel**, provider of the leading Customer Journey Hub for brands and agencies, today announced a strategic partnership with data-driven marketing technology innovator **Zeta Global**. The partnership will enable Zeta to seamlessly integrate Kitewheel's industry-leading orchestration capabilities into the Gartner Magic Quadrant-rated ZetaHub.

The AI-powered ZetaHub platform combines Zeta's marketing, data and experience clouds through a single 'command center' capable of activating first, second and third party data connected to identity and enriched by signals. Recently recognized by Forrester as a leader in the customer journey space, Kitewheel's world-class orchestration technology will now integrate with the ZetaHub to provide Zeta's enterprise clients with enhanced capabilities to combine omni-channel customer data collection, customer journey analytics, real-time decisioning and orchestration of customer interactions across all channels.

"The vision of the ZetaHub is to be the nerve center for enterprises as they shift to a new model of marketing focused on marketing to individuals, across all channels, underpinned by AI," said Steven Gerber, Zeta Global's President & COO. "Realizing this vision requires us to complement our world-class platform with best-in-class applications. We've been wowed by the technology and tools that the Kitewheel team has built and how they extend and enhance what we're already doing. This strategic partnership builds on the work we're doing with AppNexus, LiveRamp and Visto to bring to life 1:1 marketing at scale for the world's leading brands."

Enterprises are increasingly focused on delivering seamless and personalized customer experiences across all digital and physical channels, but often struggle with silos and disparate technologies. Marketers using ZetaHub can

now deliver more consistent and personalized experiences at scale from a single location, furthering Zeta's mission to provide its customers with a people-based, omni-channel platform.

"We're excited to partner with Zeta Global to bring customer journey orchestration to their platform," said Mark Smith, President of Kitewheel. "Marketers are demanding increased visibility into customer behavior and the ability to react in real-time at scale, which we'll be able to deliver as part of this new collaboration."

About Kitewheel

Kitewheel orchestrates intelligent customer journeys by unifying decisions across all touchpoints for brands and their agencies. Kitewheel's innovative Customer Journey Hub unifies disparate systems, touchpoints and technologies to provide seamless customer experiences that drive real-time revenue as well as long-term loyalty.

Kitewheel serves its global partner and client base from offices in Boston, New York City and London. For more information, please visit **www.kitewheel.com** and follow Kitewheel on **Twitter** and **LinkedIn**.

About Zeta Global:

Zeta is a data-driven marketing technology innovator whose SaaS-based marketing cloud helps 800+ Fortune 1000 and Middle Market brands acquire, retain and grow customer relationships through actionable data, advanced analytics and Artificial Intelligence. Founded by David A. Steinberg and John Sculley (former CEO of Apple and Pepsi-Cola) in 2007, the Company's highly rated ZetaHub technology platform has been recognized in Gartner's Magic Quadrant for Digital Marketing Hubs (February 2017) and in its Magic Quadrant for Multichannel Campaign Management (April 2017) competing with offerings from Oracle, IBM, Salesforce and Adobe. Operating on four continents with 1,300+ employees, the company is headquartered in New York City, with key offices in Silicon Valley, Boston, Nashville, London, and Hyderabad, India.