



NEWS RELEASE

New Study Finds Loyalty Data Remains One of Marketing's Most Underutilized Assets

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Commissioned by Zeta Global, the study shows most organizations have loyalty programs but struggle to convert loyalty data into actionable insight and measurable business impact

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI Marketing Cloud, today published a Forrester Consulting Opportunity Snapshot, **"The Underutilized Superpower Hidden in Loyalty Data,"** finding that while loyalty is widely adopted, many organizations are not fully leveraging loyalty data to drive customer insight, real-time action, and measurable growth.

The study, based on a survey of more than 300 marketing and customer loyalty decision-makers and high-level practitioners across B2C industries, found that although loyalty data is widely viewed as strategically important, many organizations still struggle to translate it into coordinated, real-time execution. Data quality issues, fragmented systems, and organizational silos continue to limit the impact of loyalty programs and prevent brands from realizing the full value of one of their richest customer data assets.

"Loyalty can be one of the most powerful sources of intelligence in the marketing stack, but for many organizations it remains underutilized," said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. "This study highlights the gap between the strategic value of loyalty data and most organizations' ability to act on it. As AI becomes more central to how marketing works, the opportunity is to transform loyalty from a retention tool into a smarter, more measurable engine for growth."

Findings from the study include:

- Execution lags intent: Although loyalty data is seen as critical to long-term customer relationships, 91% of respondents say data-related barriers are holding them back. 37% feel at most somewhat confident in their ability to extract actionable insights from loyalty data, and 39% feel at most somewhat confident in their ability to act on those insights once identified.
- Loyalty programs are not meeting their full potential: Only 53% of organizations describe loyalty as a primary driver of customer engagement, and just 26% say their programs are very effective at delivering value.
- Integration gaps limit impact: 68% of respondents reported that loyalty data is only partially integrated with other systems at best, reducing its ability to inform real-time decision-making and cross-channel activation.
- Investment is accelerating around data and AI: 92% of organizations plan to invest in new technology or processes to better leverage loyalty data, with a focus on centralized data, advanced analytics, AI-driven personalization, and omnichannel activation.

Download the full study [here](#).

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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