



## NEWS RELEASE

# Palantir and Zeta Global Announce Strategic Partnership to Build a Unified Data and AI Infrastructure for the Future of Marketing, with Athena by Zeta™ at the Center

2026-06-23

Zeta's Data Cloud will be rearchitected on Palantir's Foundry, making customer intelligence an enterprise asset within the same infrastructure that powers operational decision-making

MIAMI & NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the AI Marketing Cloud, and **Palantir Technologies** (NASDAQ: PLTR), a global leader in artificial intelligence and data platforms, today announced a strategic partnership to build the enterprise AI infrastructure layer that connects operational intelligence, customer intelligence, and marketing execution. Together, Palantir and Zeta are combining AI infrastructure with Zeta's intelligent decisioning and trusted data to bring a new standard of data-driven, agentic marketing to the enterprise.

Marketing is at the front lines of the AI revolution. The enterprises that will lead are the ones whose marketing infrastructure is built to operate in real time, with data they can trust and AI that can act.

The partnership pairs two complementary platforms in a deep technical integration. Palantir Foundry brings the ontology, governance, and operational infrastructure that enterprise data demands. Zeta's Data Cloud will be rearchitected on Foundry, with Athena by Zeta™, Zeta's AI-powered intelligence layer, turning that data into decisions and measurable outcomes at enterprise scale.

"Palantir and Zeta are using Ontology to create a next generation marketing environment, giving Zeta all the advantages of AI while protecting against many of the known dangers," said Alex Karp, co-founder and CEO of

Palantir Technologies. “Bringing together containerized architecture and AI in the context of marketing will transform this industry.”

“Palantir has built the infrastructure the world’s most sophisticated institutions run on, and Zeta has built the intelligence infrastructure that powers how enterprises acquire, grow, and retain customers. Together, we are bringing AI-powered marketing to those same organizations on a platform they already trust,” said David A. Steinberg, Co-Founder, Chairman and CEO of Zeta Global. “The next generation of enterprise value creation will come from connecting operational intelligence with customer intelligence. We believe this partnership can drive more than \$100 million in annual revenue to Zeta in the coming years and help define what winning looks like in the agentic era.”

Athena is becoming the operating system for agentic marketing — the intelligence layer where opportunities, decisions, and outcomes converge. With Zeta's Data Cloud rearchitected on Foundry, Athena will be able to draw on richer, more expansive enterprise data and act on it in real time, giving marketers the precision, speed, and accountability the agentic era demands.

For large enterprises where data trust is non-negotiable, both Palantir and Zeta operate to the security, governance, and compliance standards their businesses are built on.

## Supporting Zeta’s Go-to-Market Efforts

Palantir will provide the software infrastructure to support Zeta as it brings its marketing intelligence to Foundry’s eligible enterprise customers. With Zeta’s Data Cloud rearchitected on Foundry, customers will have a trusted path from governed enterprise data to real-time decisions and measurable marketing outcomes, powered by Zeta’s data, AI infrastructure, and decision-making intelligence.

## Zeta and Palantir at Cannes Lions

Today, Tuesday, June 23, 2026, at 9:15 a.m. Eastern Time, Zeta is scheduled to participate in a Fireside Chat with Citi at the Cannes Lions International Festival of Creativity. Live webcast and replay of this presentation will be accessible on Zeta’s Investor Relations website at [investors.zetaglobal.com](https://investors.zetaglobal.com) where it will remain available for 1 year.

Steinberg will also join Elias Davis, Office of the CEO at Palantir, for a conversation at Cannes Lions 2026 on the PLAGÉ 3CV stage at 11:05 a.m. ET, today, June 23, 2026. Moderated by Michael Kassan, Founder and CEO of 3CV, the session will explore how leading organizations are rethinking marketing's role within the enterprise in the AI era. The conversation will be livestreamed on Zeta Global's X account.

## About Palantir Technologies

Foundational software of tomorrow. Delivered today. Additional information is available at [palantir.com](https://palantir.com).

## 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](https://www.zetaglobal.com).

## Forward-Looking Statements

This press release, together with other statements and information publicly disseminated by tZeta Global, 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. Zeta 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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Source: Zeta Global