NEWS RELEASE

Total Economic Impact Study Finds Zeta Marketing Platform Delivered 6x Return on Ad Spend Driven by AI-Powered Marketing

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Study shows enterprises achieved $21.4 million in value over 3 years, $3.2 million in annual savings, and payback in under six months

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI Marketing Cloud, today announced findings from a commissioned Total Economic Impact™ (TEI) study conducted by Forrester Consulting. The study found that enterprises using the Zeta Marketing Platform achieved a six-time return on ad spend and 295% return on tech investment, generating $21.4 million in net present value over three years. Organizations also realized $3.2 million in annual savings by consolidating technology with the Zeta Marketing Platform.

“This study shows what we hear from customers every day. Zeta helps them achieve greater impact, faster and at a lower cost,” said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. “As consumers demand personalized experiences across every channel and CEOs demand predictable, profitable growth, marketing leaders are turning to Zeta to deliver better results and meaningful cost savings.”

Zeta Delivers Quantifiable ROI and Efficiency Gains

The Forrester study quantifies the business impact of the Zeta Marketing Platform. According to Forrester, a composite organization representative of interviewed enterprise customers that adopted the platform achieved a 50% reduction in campaign setup time.

These results demonstrate how the Zeta Marketing Platform accelerates profitable growth by delivering both efficiency and effectiveness, enabling marketers to do more with less while driving measurable business outcomes.

Customer Validation

Forrester's analysis was based on interviews with enterprise marketing leaders across retail, travel, and financial services. Respondents cited improved customer experiences, deeper strategic insights, and increased regulatory confidence as key benefits.

A VP of Performance Marketing for a consumer packaged goods (food products) company shared, "the identity solution is powerful. It really helps to validate or rid unconscious bias of what we think customers want and how they behave." A Director of Digital Marketing and Operations in the travel industry noted, "Zeta does all the heavy lifting for us. We go to them with a problem, and they come back to us fast and very solution-oriented."

The full commissioned study conducted by Forrester Consulting on behalf of Zeta Global is available **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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