NEWS RELEASE

ZETA LIVE Returns with Keynote Speakers Seth Rogen & Evan Goldberg, Brandi Chastain, and Dr. Deepak Chopra

2023-08-03

The third annual conference hosted by Zeta Global will explore Intelligence and how it is reshaping our world, live from New York on September 28

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI-Powered Marketing Cloud, today announced it will hold its third annual conference, ZETA LIVE 2023, on Thursday, September 28 in-person from New York City and simulcast globally via live stream. To register for the virtual experience for free, visit the **ZETA LIVE 2023 site**.

ZETA LIVE is the premiere global event for business leaders, marketers, and advertisers to learn about the future of marketing, intelligence, and creativity to help grow their businesses. Featuring some of the industry's brightest, most forward-thinking leaders across marketing, technology, and Fortune 500 brands, collectively our speakers and attendees will represent over $100B in marketing budget. Through a day of insightful thought leadership and networking opportunities, this year attendees can explore advancements in generative AI, breakthrough innovations, the evolution of marketing, and purposeful leadership. Participants will leave feeling empowered to create better experiences for their customers and better results for their marketing programs.

ZETA LIVE keynote speakers, Houseplant co-founders and television/film innovators, Seth Rogen and Evan Goldberg, will discuss how they have achieved success across industries through innovation, passion, and persistence to bring digital, experiential, and physical products to the market for all types of audiences. Additionally, American retired soccer player, two-time FIFA Women's World Cup champion, two-time Olympic gold-medalist, and co-founder of Bay FC, Brandi Chastain, will discuss how brands can with connect with people through

purpose. Dr. Deepak Chopra will also provide meditation sessions and best practices designed for the modern businessperson.

ZETA LIVE will also feature:

- Over 20 sessions featuring speakers including marketing leaders from brands such as T-Mobile, Pepsi, Ring/Amazon, EY, eBay;advertising holding company CEO's such as GroupM, Dentsu Media, Mediahub and many more
- Previews of the Zeta Marketing Platform and Data Cloud long-term vision, and up-close demos of product innovations
- Exclusive Zeta Customer Advisory Board and Investor interactive sessions
- Live podcast recordings, featuring industry-renowned shows and hosts
- Signature networking experiences throughout the conference and in the evenings

Zeta Global Co-Founder, Chairman, and CEO, David A. Steinberg stated, "Over the next 10 years the true transformative value of next-generation intelligence will be realized throughout the enterprise, particularly in business decisions. We are proud to empower and inspire our customers and the marketing community at ZETA LIVE with knowledge to continue to grow their businesses through these changes, straight from industry leaders, visionaries, and keynotes. Collectively, we will share expertise that can help leaders navigate the seismic impact of AI, which we truly believe is the technology of our lifetime."

Zeta Live's virtual experience is free and open for all to attend. Please register at the **ZETA LIVE 2023 site**. In-person attendance is by invitation only.

About Zeta Global

Zeta Global (NYSE: ZETA) is the AI-Powered 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**.

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Source: Zeta Global