



NEWS RELEASE

Zeta Announces Generative Engine Optimization Solution to Help Brands Lead in the Post-Search Era

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As part of Zeta Marketing Platform, new GEO Solution will give brands visibility, accuracy and competitive edge across AI-generated answers

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI Marketing Cloud, today announced its Generative Engine Optimization (GEO) solution, a new capability built into the Zeta Marketing Platform (ZMP) to help brands stay visible, accurate, and competitive as consumers shift from traditional search to AI-generated answers. The new tool enables marketers to monitor how their brands appear across leading AI systems including ChatGPT, Gemini, and Claude and to optimize for those answers with targeted, actionable recommendations. Zeta's GEO solution will be available in the Zeta Marketing Platform in the coming weeks.

As consumers increasingly turn to generative AI for search and discovery, traditional search behaviors are rapidly declining. According to **Gartner**, query volume on traditional search engines will fall by 25% next year as users shift to AI systems for synthesized answers. Meanwhile, **Bain & Company** reports that 80% of consumers use generative AI for 40% of their searches, underscoring the urgent need for brands to ensure accuracy and visibility within AI-driven results.

Zeta's GEO solution equips marketers with the intelligence and recommendations needed to address these challenges by enabling brands to:

- Track brand visibility and sentiment across leading AI platforms with the AI Visibility Leaderboard
- Identify and correct citation gaps, hallucinations, or off-brand answers

- Leverage Zeta Data for brands to inform GEO optimization strategy
- Optimize content to be LLM-ready (Q&A, summaries, metadata)
- Benchmark competitors, monitor AI share of voice, and measure impact
- Align PR, SEO, and content into a unified AI-facing strategy

“Generative engines are becoming the new front door of digital discovery. If you’re not present and accurate in the answer box, you’re invisible,” said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. “Zeta’s GEO solution puts brands in control. It shows marketers exactly how AI describes their business, flags inaccuracies and delivers the optimizations to fix them, all directly within the Zeta Marketing Platform. The payoff is big: predictable, profitable demand from the channels consumers are moving to next.”

“For the past 20 years, marketers optimized for search engines. The next 20 years will be about optimizing for generative engines that generate high quality visitors,” said Neej Gore, Chief Data Officer at Zeta Global. “With Zeta’s GEO solution, brands can align with how consumers now discover in their buying journey. Our platform delivers actionable recommendations that teams can deploy quickly to improve discoverability, engagement, and conversion.”

Click [here](#) to learn more about Zeta’s approach to GEO.

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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