NEWS RELEASE

Zeta Economic Index (ZEI) Highlights Strong Momentum Heading into the Critical Holiday Season

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NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE:ZETA), the AI-Powered Marketing Cloud, today released the **Zeta Economic Index** (ZEI) for November 2024. The ZEI is one of the first AI-powered economic indexes, utilizing Zeta's proprietary Generative AI technology and real-time consumer behavior from over 240 million US consumers to reflect the current state and trajectory of the US economy.

The ZEI's primary measure of US economic health, the Economic Index Score (EIS) for November rose to 70.9 points, marking a 2.4 point month-over-month increase. This is the first time the EIS has reached above 70 since April 2021, signaling positive momentum for the economy as the holiday season commences.

In November 2024, the US economy experienced significant events that influenced consumer and market activities such as the conclusion of the US presidential election and the lowering of the federal funds rate by 25 basis points. These have made consumer confidence more robust, reflected in rising interest in the retail, travel, and automotive sectors.

"The Zeta Economic Index provides a distinctive lens on the economy, leveraging real-time signals from actual consumer behavior powered by Zeta's proprietary data cloud," said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. "As the election concludes and the holiday shopping season drives an economy on the rise, the start of 2025 will bring new challenges and opportunities. The ZEI serves as a critical barometer, delivering real-time insights into shifting consumer sentiment and behavior to help decision makers plan for the coming year."

Additional highlights from the ZEI:

- Increased Consumer Attention Towards Relocation: Online searches for moving services and real estate saw a significant uptick of 34.7% month-over-month. This sharp spike of individuals seeking to move to other states or even outside of the United States could indicate a specific sentiment of unrest due to potential tariff increases and higher cost of living.
- The Job Market Stabilizes: Job Market Sentiment rose by 13.9% month-over-month, underscoring a steady perception of the labor landscape. Notably, unemployment applications saw the smallest increase in seven months, reaching a seasonally adjusted level of 213,000.
- Holiday Season Brings Revived Retail Engagement: Retail activity grew in November by 4.7 points, with Retail Sales Activity increasing 7.2% month-over-month. These gains align with early holiday shopping and widespread promotional campaigns during Black Friday. The travel sector also experienced a boost with consumer interest rising by 5.5 points month-over-month due to record-breaking Thanksgiving travel traffic.

The ZEI utilizes generative AI to analyze trillions of behavioral signals providing comprehensive scores that reflect economic sentiment, trends, and dynamics. Unlike surveys, this index utilizes over 20 proprietary inputs that recalibrate each month based on actual behavior, enhancing the understanding of a key driver of economic growth – consumer activity.

The Zeta Economic Index is publicly available **here** and is provided as a complimentary service. It should not be considered investment advice or be relied upon to make investment decisions.

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**.

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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