NEWS RELEASE

Zeta Economic Index (ZEI) Indicates Divergent US Economic Outlook

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Zeta Global's AI-powered barometer of the US economy rolls out three new economic scores and more granular intent data across industries to provide a more precise view of consumer behavior

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI-Powered Marketing Cloud, today released the **Zeta Economic Index** (ZEI) for July 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 deterministic US profiles to provide an assessment of the current state of the economy.

For the month of July, the Economic Index Score and Economic Stability Index both show a marginal uptick, indicating a continued, if muted, expansion of the US economy, despite a slowdown in the growing job market.

- Economic Index Score: Increased by 0.3% from June to 67.1 and is defined as Active, which is characterized by robust economic activity with healthy growth across various sectors. This is a 1.2% year-over-year increase from July 2023.
- Economic Stability Index: Increased by 0.3% from the previous quarter to 66.1 and is defined as Stable.

"The steady increase in the core components of the ZEI, which utilizes a multifaceted, real-time approach combining consumer intent data and Generative AI, indicates that the economy is still growing, albeit at a slower pace," said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. "The ZEI shows a divergent economic outlook: consumer activity and spending patterns are trending positively across various industries, however, a slight decline in job market sentiment and a slowdown in particular sectors suggests that further economic expansion will be uneven."

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.

New ZEI Features: Key Economic Indicators and Industry-Specific Consumer Insights

This month, the ZEI is introducing several new scores to offer a deeper understanding of how consumer behavior affects various aspects of the US economy and specific industry sectors. The new additions include gauges for Retail Sales Activity, Automotive Purchase Intent, and Retail Visitation Index.

Furthermore, the analysis of U.S. Consumer Interest and Intent across key industries- Automotive, Dining, Entertainment, Financial Services, Healthcare, Retail, Technology, and Travel- present a month-over-month comparison of interest levels . This detailed analysis helps identify areas of strength and opportunity within the economy.

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.

For more details on the Zeta Economic Index and Zeta Global, please go to **www.zetaglobal.com** .

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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