NEWS RELEASE

Zeta Economic Index (ZEI) Indicates Healthy Underlying Growth Fundamentals as US Economy Continues to Expand

2024-11-05

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI-Powered Marketing Cloud, today released the **Zeta Economic Index** (ZEI) for October 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) registered 68.5 points, essentially flat month-over-month and is defined as "Active", which is characterized by robust economic activity with healthy growth across various sectors.

Moderate market sentiment can be attributed to disruptions from recent weather events such as hurricanes, labor strikes, and a tense political backdrop with the upcoming election. Core economic indicators remain stable, with steady gross domestic product (GDP) growth and a significant reduction in inflation contributing to a more positive outlook.

"The Zeta Economic Index is a real-time snapshot of the economic sentiment backed by Zeta's proprietary data and gives us a view that may show some divergences of other backward-looking economic data," said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. "As Americans head to the polls, October's snapshot gives us an economic index score that is essentially flat, heightened by recent natural weather events, labor strikes and the climate around the current election. What we do know though is that the economy is dynamic and with the upcoming holiday season quickly approaching, we still expect to see an uptick in the economy in the coming

months.”

Additional highlights from the ZEI:

- Economic Indicators Show Stability with Positive Growth Outlook: GDP growth remains steady at 2.8%, bolstered by the Federal Reserve’s recent strategic 50-basis-point rate cut, which has positioned the federal funds rate between 4.75% and 5%. This proactive measure contributes to a more favorable borrowing environment. Additionally, inflation decreased to 2.4% in September, its lowest point in three years, which serves as a stabilizing factor for consumer pricing. These developments suggest a cautiously optimistic economic landscape, supporting ongoing consumer confidence and spending.
- Consumer Behavior Shifts to Non-Discretionary Spending and Increased Online Engagement : Discretionary spending saw a month-over-month decline of 1.6% as consumers shifted focus to essentials, reflecting a tactical balance between everyday needs and holiday anticipation. In contrast, the Time Browsing Online Index increased by 7.7%, indicating heightened digital engagement driven by both seasonal shopping and increased consumption of election-related content. The demand for credit solutions remains stable, with only a slight 0.4% dip in expansion intent, suggesting that consumers are strategically managing their financial resources while preparing for the holiday season.
- Technology Sector Faces Declines Amid Caution in Consumer Spending: The technology sector saw a decline of 4.2 points, impacted by reduced discretionary spending and ongoing supply chain challenges, particularly in high-demand areas like semiconductors. Election-year regulatory uncertainties further compound these difficulties, dampening consumer confidence.

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.

Investor Relations
Madison Serras
ir@zetaglobal.com

Press
Candace Dean
press@zetaglobal.com

Source: Zeta Global