NEWS RELEASE

Zeta Global Acquires Temnos

2019-01-23

Enhances Zeta's Artificial Intelligence Platform with Ability to Classify Entire Internet

NEW YORK, January 23, 2019 – **Zeta Global** , a data-driven marketing technology company delivering 1:1 personalization at scale, announced today that it acquired Temnos, an AI analytics company that works with publishers and advertisers to analyze, filter and organize content to make it more engaging to visitor and more valuable to marketers.

The strategic acquisition delivers highly-valued customer intent capabilities to Zeta's AI platform, specifically around natural language processing, enabling classification of the entire Internet. Enhancing Zeta's people-based audiences, Temnos provides deep analysis of the entire web, segmenting patterns that identify vital purchase intent information based on consumer life events.

"Our clients are the true winners in this acquisition of Temnos as we strengthen our AI platform to help marketers pinpoint their most valuable customers through audience interest and intent detection," said David A. Steinberg, Zeta Global CEO, chairman and co-founder. "This is an extremely exciting time to be in the digital marketing industry as we continue to knock down barriers to create technology that identifies personal needs and speaks to the customer on an individual level, rather than guessing what they need and how they want to be spoken to."

Additional commentary about the Temnos acquisition from Zeta's CEO can be found here: **https://www.forbes.com/sites/jillgoldsmith/2019/01/23/fast-growing-zeta-global-buys-silicon-valley-ai-firm-temnos/#442d365914ea**

Five Temnos employees from engineering and product development will be moved to Zeta's San Francisco office.

About Zeta Global

Zeta is a data-driven marketing technology company delivering 1:1 personalization at scale. Leveraging proprietary data, advanced analytics and artificial intelligence, Zeta Global helps Fortune 1000, and Middle Market brands identify, acquire, retain and expand customer relationships. Founded in 2007 by David A. Steinberg and John Sculley, the Company's highly rated ZetaHub technology platform has been recognized in Gartner's Magic Quadrant for Digital Marketing Hubs (February 2017) and in its Magic Quadrant for Multichannel Campaign Management (April 2017) competing with offerings from Oracle, IBM, Salesforce and Adobe. Operating on four continents with 1,300+ employees, the company is headquartered in New York, with offices in Silicon Valley, Boston, Nashville, London, and Hyderabad, India.