



NEWS RELEASE

Zeta Global Announces Grammy-Award Winning Duo The Chainsmokers to Join Zeta Live 2025 for On Stage Conversation on AI, Music, and Culture

2025-10-03

- Additional speakers just announced from McKinsey, H&R Block, Steve Madden, and Ferrero will explore AI's impact on creativity, marketing performance, and collaboration
- Also joining the lineup are Kim Perell, nine-time founder and best-selling author, and Stan Smith, legendary tennis champion and business leader
- The Chainsmokers will also perform live at an exclusive offsite Zeta Live event in the evening

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the AI marketing cloud, announced that Grammy Award-winning duo The Chainsmokers (Alex Pall and Drew Taggart) will join **Zeta Live 2025** on October 9 for a keynote conversation exploring how artificial intelligence is reshaping music, collaboration, and culture. In addition to their success as artists, Pall and Taggart are co-founders of Mantis, a venture capital firm with more than 130 investments at the intersection of technology, consumer innovation, and culture, adding an entrepreneurial lens to their perspective on innovation.

Expanding on the **speaker lineup** already announced, Zeta Live 2025 will feature additional powerhouse voices from sports, consulting, retail, and consumer goods. Legendary tennis champion and cultural icon Stan Smith will join the agenda, along with Kim Perell, nine-time founder and best-selling author; Allen Weinberg, Director at McKinsey; Jill Cress, Chief Marketing and Experience Officer at H&R Block; Alex Frias, Chief Marketing Officer at Steve Madden; and Chad Stubbs, Chief Marketing Officer at Ferrero North America. Across their sessions, these speakers will address themes spanning AI's role in unlocking marketing performance, shaping the creative edge for CMOs, advancing human collaboration, and redefining the future of customer connection.

At 4 p.m. ET, Pall and Taggart will take the stage for a session titled “Sampling the Future: AI, Music, and Culture.” Moderated by Zeta Co-Founder, Chairman and CEO David A. Steinberg, the conversation will explore how AI is turning audiences into co-creators and redefining fandom. They will also discuss how brands can plug into culture and strengthen human connection through technology. As artists and investors through Mantis, they bring a unique dual perspective on how creativity and business intersect in an AI-driven world.

Following the session, The Chainsmokers will perform live at an exclusive offsite event.

“Zeta Live continues to grow as a platform where the most influential voices in culture, technology and business come together. This expansion reflects our commitment to showcasing perspectives that spark new ideas in creativity, innovation and AI, and inspiring leaders to connect with consumers in fresh ways,” said Steinberg.

Zeta Live 2025 will be held on October 9 in New York City. The conference will bring together more than 1,200 senior marketers, 70 speakers from leading brands such as AWS, Marriott, United Airlines and Nissan, and over 25 sessions across three stages. This year’s theme, “Achieve the Impossible,” will feature headliners from legendary athletes alongside leaders in business, media and technology.

For the full agenda and to register, visit www.zetalive2025.com.

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.

Investor Relations

Matt Pfau

ir@zetaglobal.com

Press

Krystina Puleo

press@zetaglobal.com

Source: Zeta Global