NEWS RELEASE

Zeta Global Awarded Top Honors in The Relevancy Group's 2019 ESP Buyer's Guide with Gold and Silver Awards

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Gold Medals Recognize Company for Industry Expertise and Account Management

New York, NY – April 25, 2019 – Zeta Global, a **data-driven marketing technology company** that helps brands acquire, grow and retain customer relationships, today announced it received top awards in eight categories of The Relevancy Group's (TRG) ESP Buyer's Guide, a report that evaluates email, every-channel and experience-driven marketing platforms. Zeta took home top awards in the following categories: account management, educational resources, industry expertise, integration capabilities, overall value, production services, strategic services and technical & customer support.

The 2019 ESP Buyer's Guide analyzes marketer needs, challenges and aspirations, and evaluates marketing technology vendors based on how their solutions are poised to address those challenges and aspirations. The report details the hurdles that marketers face, highlights the most desired platform features and attributes and provides an in-depth analysis of the nine vendors selected to participate.

"The TRG ESP Buyer's Guide gives us vital feedback regarding the emerging needs of marketers to ensure the innovations we are building into our technologies solve real problems and provide immediate benefit," said Stacia Goddard, SVP Product Development and Strategy, Zeta Global. "Our focus on permission-based data and live consumer signals gives marketers the unique ability to listen and respond in real-time to the individual interests and intent of their customers and prospects, achieving an ROI in a deterministic fashion that cannot be achieved with more probabilistic solutions. We are happy to help our clients focus their marketing on consumers who

actively care about their products and services to create personal experiences that matter, for the consumer and for the brand."

"Zeta Global has all the functionality to address the needs of the 'everychannel' enterprise marketer," said David Daniels, CEO and founder of The Relevancy Group. "Zeta is an expert at managing data in motion, stream-based signals and customer intent. It is one of the top service-oriented ESPs and marketers seeking scale, rapid innovation, and highly-valued account management and industry expertise should take a look at Zeta's ."

The Enterprise ESP Survey was conducted in February 2019 with over 400 qualified responses. Those respondents included 246 self-identified enterprise organizations, having 1,000 employees or more and marketing internationally. The mean size of customer database was 11.74 million records and the mean monthly email marketing send volume was 30.51 million marketing and transactional emails.

About Zeta Global

Zeta Global is a data-driven marketing technology company empowering brands to deliver valuable, truly personalized experiences at scale. Zeta helps Fortune 1000 and Middle Market brands identify, acquire, retain and expand customer relationships by leveraging proprietary data, advanced analytics and artificial intelligence. Founded in 2007 by David A. Steinberg and John Sculley, the company's ZetaHub technology platform has been recognized in Gartner's Magic Quadrant for Digital Marketing Hubs as well as the Magic Quadrant for Multichannel Campaign Management, competing with offerings from Oracle, IBM, Salesforce and Adobe. Operating on four continents with 1,300+ employees, Zeta Global is headquartered in New York with offices in Silicon Valley, Boston, Nashville, London and Hyderabad, India.