



NEWS RELEASE

Zeta Global Closes Acquisition of Sizmek's Data and Programmatic Platforms, Bringing Together Proprietary Data and the World's Best AI to Deliver Personalized Experiences at Scale

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The combined company is poised to gain share in the high-growth Programmatic market

(New York, NY– May 01, 2019)—**Zeta Global**, a data-driven marketing technology company that helps brands acquire, grow and retain customer relationships, today announced that it has closed the acquisition of certain assets from online advertising technology company Sizmek.

The combination of innovative companies creates a differentiated platform in the fast growing Programmatic market. For the first time, a proprietary Data Cloud will be integrated into a world class DSP. Zeta owns the third largest data set in the world with 2.2 billion probabilistic profiles and 750 million connected, deterministic profiles in its database.

"We look forward to welcoming the talented Sizmek DSP and DMP teams and integrating their technology into our data and marketing clouds to deliver a uniquely valuable solution for clients and partners," said David A. Steinberg, Zeta Global CEO, Chairman and Co-Founder.

Under the terms of the acquisition, Zeta is taking over Sizmek's highly-rated DSP and DMP platforms and hiring more than 200 Sizmek employees. Zeta will soon make its proprietary Data Cloud and AI derived audiences available to Sizmek clients and partners.

"We are witnessing the convergence of the world's best AI with identity and intent data," said Mike Caprio, former

Chief Growth Officer for Sizmek, now a Divisional President for Zeta. “We’re excited to see this acquisition come together and believe that the combined company is better positioned to help our clients improve performance – across channels and across the customer lifecycle.”

The integration of the DSP into Zeta’s Marketing Cloud and the DMP into Zeta’s Data Cloud is the latest and most significant move of marketing technology companies adding solutions to help brands engage consumers across the lifecycle.

Forrester principal analyst Joe Stanhope and author of the recent report **A More Perfect Union: Adtech And Martech Convergence Will Revolutionize Marketing** commented, “Convergence is happening and it will affect tens of billions of dollars in marketing spend. Connecting and delivering customer interactions across touchpoints and devices is pushing marketers’ current analysis, orchestration, and execution capabilities to their limits. Nowhere is the struggle more acute than efforts to build stronger connections between advertising and marketing, which promises tremendous potential synergies in coordinating insights, profiles, targeting, personalization, and execution.”

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 and in its Magic Quadrant for Multichannel Campaign Management 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.