



NEWS RELEASE

Zeta Global Launches AI Agent Studio with Agentic Workflows, Pioneering the Next Frontier of AI-Powered Marketing

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Now part of AI Agent Studio, Agentic Workflows Enable Marketers to chain AI agents together to create fully customizable workflows

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the AI marketing cloud, is redefining the future of marketing with the launch of AI Agent Studio. Now generally available to Zeta customers, AI Agent Studio is a suite of generative AI tools that enables users to select and activate prebuilt agents, create custom agents, and link them together to execute complex marketing tasks, rather than just isolated, linear tasks. Now available in beta, Agentic Workflows is a breakthrough innovation that allows marketers to orchestrate Zeta's interconnected generative AI agents, automating complex tasks with precision and efficiency.

This evolution in AI-powered marketing empowers businesses to increase productivity, sharpen personalization, improve performance and scale campaigns faster. Zeta's Agentic Workflows provide a library of prebuilt and customizable AI workflows, enabling marketers to define, connect, and optimize AI agents to drive intelligent automation.

"Zeta has long been at the forefront of AI-powered marketing, relentlessly focused on making AI truly actionable," said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. "The momentum is clear—126 brands adopted Zeta's Data Cloud AI within its first year of launch. While AI adoption is still in its early stages, we're already seeing a meaningful impact, with Zeta's consumption revenue increasing over 40% in 2024—a significant acceleration from 2023. With this launch, which combines strategic intelligence with autonomous execution, Zeta is

giving businesses the ability to move faster, make smarter decisions, and scale growth like never before."

"We are still in the early innings of generative AI, but today's launch of Agentic Workflows marks a turning point for the industry," said Christian Monberg, Chief Technology Officer and Head of Product of Zeta Global. "Zeta has spent years pioneering AI in marketing and refining our architecture to enable true transformation. Agentic Workflows allows marketers to move beyond siloed AI tools to interconnected systems that work autonomously, unlocking a new era of efficiency and effectiveness."

Agentic Workflows: AI-Powered Automation for Marketers

Zeta's fully customizable Agentic Workflows enable marketers to chain Zeta's generative AI agents together to perform complex tasks and drive impactful results throughout the customer journey. Unlike one-size-fits-all AI tools, Zeta's generative AI agents can be tailored to meet specific business needs and then combined, allowing marketers to create workflows that can do nearly any task.

Zeta's Agentic Workflows empower marketers by freeing up time to focus on higher-value strategic initiatives. Some of the key tasks they can automate include:

- **Programmatic Media Optimization:** Automates audience segmentation, media planning, real-time bidding strategies, and ongoing campaign performance adjustments.
- **Customer Journey Optimization:** Identifies behavioral drop-off points, recommends engagement strategies, and executes A/B testing for continuous improvement.
- **Campaign Creation:** Defines target audiences, forecasts CTV campaign performance, generates creative briefs, and automates billing processes.
- **Data Onboarding:** Analyzes, maps, and transforms unstructured data for seamless integration into the Zeta Marketing Platform.

To further enhance usability, the Zeta Marketing Platform provides an intuitive, guided framework for marketers to build custom AI agents tailored to their unique business needs, along with a growing library of out-of-the-box AI agents.

For more information on the latest AI innovations from Zeta, visit: zetaglobal.com/zeta-intelligence/.

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.

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