NEWS RELEASE

Zeta Global Launches “Achieve the Impossible” Brand Campaign to Redefine AI-Powered Marketing

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Company’s first brand campaign highlights how marketers unlock endless possibilities with Zeta

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the AI marketing cloud, today unveiled its first official brand campaign, “Achieve the Impossible™.” The campaign reimagines what’s possible for marketers, inspiring them to embrace AI, push boundaries and achieve their biggest ambitions. Leveraging Zeta’s AI-powered marketing solutions, marketers can deliver hyper-personalization, launch seamless omni-channel experiences, drive predictable ROI, and accelerate business growth.

Zeta Global Launches “Achieve the Impossible” Brand Campaign to Redefine AI-Powered Marketing (Graphic: Business Wire)

Central to the campaign are thought-provoking 'Imagine If' scenarios, inspired by history’s most innovative thinkers and today’s most impossible challenges. At a time when marketers are expected to drive profits through data-driven strategies, these prompts showcase how the all-in-one AI-powered Zeta Marketing Platform powers precision, productivity and performance.

“Marketing is at an inflection point, and AI is no longer just a trend—it’s the driving force behind making the impossible achievable,” said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. “This groundbreaking campaign is part of our strategic vision to move from ‘Zeta who?’ to ‘why Zeta?’ and eventually to ‘must have Zeta.’ This launch reaffirms Zeta’s role as a leader in AI marketing innovation.”

“‘Achieve the Impossible,’ is designed to capture the imagination of marketers and advertisers who want to think

bigger about the opportunities around AI," said Megan Rose, Group VP of Marketing at Zeta Global. “With bold storytelling and imaginative questions, the brand campaign positions Zeta as the driving force behind marketers’ success and marks a new chapter in how the world sees Zeta—innovative, transformative, and essential to the future of marketing.”

Produced by Zeta’s in-house creative team, the campaign weaves together inspiration from visionaries like Beethoven, Nostradamus, and Sherlock Holmes with insights from customer feedback and market research. It showcases how Zeta’s AI-driven platform makes even the most imaginative marketing goals attainable.

To learn more about Zeta Marketing Platform visit: **https://zetaglobal.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**.

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