



NEWS RELEASE

Zeta Global Launches Athena by Zeta™ for General Availability, Ushering in the Superintelligent Marketing Era

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Athena turns enterprise data into predictive answers and decisive action to help marketers act faster and prove profitable growth

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI Marketing Cloud, today announced the general availability of Athena by Zeta™, its superintelligent agent designed for enterprise marketing teams. Athena converts enterprise data into predictive answers, enabling marketing teams to identify opportunities faster, execute with precision, and prove the business impact of every decision. Built for chief marketing officers and marketing leaders, Athena is now available to all Zeta Marketing Platform customers.

The hardest part of marketing is not simply collecting data. It is getting clear answers from that data. CMOs need to know which segments will convert, what return to expect before they spend, and where budget should shift next quarter. Most platforms surface insights and some accelerate analysis. Very few provide the actionable guidance leaders need to drive growth. Athena delivers predictive recommendations tied directly to execution, with built-in financial accountability.

“AI will transform marketing, but the companies that win will be the ones that go beyond simply having data and turn that intelligence into outcomes,” said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. “For more than two decades, Zeta has built a proprietary data cloud and identity graph that competitors simply cannot replicate. Athena removes the friction between humans and AI by turning intelligence into clear actions marketers can take instantly. Our clients already see a 6x return on their ad spend, and Athena is designed to push that

performance even further.”

Customer Validation and Early Impact

Since **Athena’s debut** at Zeta Live in October 2025, early users are already seeing results. Segmentation that once required days of analysis can now be completed in minutes. Campaign workflows that previously spanned weeks can now execute in hours. Marketers are also accelerating proof of ROI, shifting from post-campaign reporting to pre-campaign confidence in expected performance and return.

“After years of working with Zeta, we’ve seen firsthand their commitment to innovation and delivering results that matter,” said Zack Gharib, President of Red Roof, a leader in the lodging industry. “Athena elevates the way we approach performance marketing. Instead of reacting to what already happened, we now have predictive insight that helps us anticipate opportunities. That level of clarity strengthens our strategy and allows us to more effectively identify, engage, and convert prospective guests. It’s a smarter, more efficient path forward — one that supports our growth and creates meaningful value for our franchisees.”

Athena Capabilities and Availability

Athena combines predictive decision-making, faster execution, and financial accountability through a fully conversational interface powered by advanced **OpenAI models**. Athena offers Insights for conversational analytics and Advisor for goal-based optimization. It also includes adaptive revenue modeling, and curated intelligence from Zeta’s Data Cloud, voice interaction capabilities, and journey attribution across paid, owned, online, and offline channels. This transformation is built on a foundation of trust and safety, embedded at the core of Athena’s architecture, governance, and operation.

The Athena agent and first Athena apps, Insights and Advisor, are now available in the Zeta Marketing Platform. To learn more about Athena, visit [here](#).

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.

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