



NEWS RELEASE

Zeta Global Launches The Zeta Economic Index, An AI-Powered Barometer Of The US Economy

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The Zeta Economic Index uses proprietary data and Generative AI to synthesize trillions of behavioral signals to produce a real-time snapshot of the state of the US economy

June 2024 shows steady progress in the US economy but a shift in consumer mindset towards caution to spend

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI-Powered Marketing Cloud, launched today the **Zeta Economic Index (ZEI)**, a next-generation indicator of the state of the US economy. Utilizing Zeta's proprietary data and cutting-edge Generative AI technology, the ZEI analyzes consumer behavior, assesses the state of the US economy and forecasts economic trends.

The Zeta Economic Index uses proprietary data and Generative AI to synthesize trillions of behavioral signals to produce a real-time snapshot of the state of the US economy. (Graphic: ZETA GLOBAL)

Since 2018, Zeta's innovative Data Cloud has provided AI-driven intelligence to the world's leading enterprises, enabling

them to understand drivers of consumer behavior and opportunities for growth and retention in a turbulent market. Building on this foundation of predictive analytics that shape decision-making, the ZEI provides a real-time snapshot of the macroeconomic landscape, enhancing the understanding of the key drivers of economic growth – consumer activity in the most sensitive vertical markets.

The ZEI utilizes technology, assets and tools that are unique to Zeta and valuable for their predictive power:

- An identity graph of more than 240 million adults in the US.
- An intelligence graph encompassing trillions of behavioral signals across digital, transactional and environmental elements.
- Generative AI agents to synthesize real-time intelligence into index scores across eight verticals, including automotive, dining, entertainment, financial services, healthcare, retail, technology and travel.
- Generative AI agents to create custom analyses of the ZEI.

“Consumers are key drivers of the US economy, and Zeta’s extensive proprietary consumer signals resulting from their engagements online and offline can provide a unique view into the health of the US economy,” said David A. Steinberg, Co-Founder, Chairman and CEO of Zeta Global. “We’ve been using the power of our Data Cloud with great success and now we’re excited to bring to market a differentiated economic index that is based on actual consumer behavior, not just sentiment, and uses cutting-edge Generative AI to deliver a real-time pulse on the US consumer and economy.”

The ZEI is comprised of two core indices and supported by sub-sections, articulating key consumer trends that serve as inputs into calculating US economic health and stability:

1. Economic Index Score

Definition: A combined, weighted score of key parameters that reflect the current health of the US economy as measured by consumers’ online and offline activities, powered by Zeta’s AI technology.

Relevance: The score represents the overall health of the US economy. A higher score indicates a positive uptick in economic activity in the US and a positive outlook.

2. Economic Stability Index

Definition: Predicted, blended quarterly stability score for the US population that indicates its ability to withstand economic downturns.

Relevance: The score represents the ability of people in the US to withstand fluctuations in the economy. A high and increasing score indicates a large and growing segment of people are well positioned to withstand negative fluctuations in the US economy.

June 2024 Zeta Economic Index Results

In June, the US economy has demonstrated resilience and stability, despite ongoing global and domestic volatility. The economy’s resilience through disruptive forces, including higher inflation, commercial real estate woes and

financial sector stress, as well as external geopolitical factors, is reflected in stable ZEI scores. June ZEI highlights include:

- The Economic Index Score increased month-over-month by 0.5% to 66.0 and is defined as Active.
- The Economic Stability Index increased by 0.3% to 66.1 over the previous quarter and is defined as Stable.

The Zeta Economic Index is based on Zeta's analysis of consumer behavior and is provided as a free service. It should not be considered investment advice or be relied upon to make investment decisions.

About Zeta Global

Zeta Global (NYSE: ZETA) is the AI-Powered 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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