NEWS RELEASE

Zeta Global Leads Investment in Visto's Enterprise Ad Hub for Programmatic Technology

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NEW YORK, Jan. 16, 2018 /PRNewswire/ — Visto, the Enterprise Ad Hub for programmatic media, today announced an investment by Zeta Global, the data-driven marketing technology company that operates the largest independent Marketing Cloud and Data Cloud, to further develop Visto's agnostic workflow and analytics platform. A show of support for Visto's mission to provide transparent, programmatic enterprise solutions, the investment also reflects Zeta's focus on bringing marketing automation technology that helps brands simplify the complexity of the digital marketing ecosystem.

As part of a broader strategic partnership, Zeta has signed a multi-year Visto license commitment and will integrate Visto's workflow and execution capabilities into Zeta's Gartner Magic Quadrant rated platform, ZetaHub. In addition, Zeta will be Visto's channel partner to provide programmatic solutions to its clients. As part of the agreement, Zeta will acquire Compass, Visto's programmatic execution and optimization arm, encompassing sales, operations and client services to extend and enhance Zeta's programmatic capabilities and further leverage Zeta's people-based data assets for its clients.

"We are excited that Zeta Global has made a strategic investment in Visto, which enables Zeta to provide more automated workflow, campaign management and optimization to their clients' programmatic buys to gain better visibility, efficiency and performance," said Visto's CEO Kerry Bianchi. "Visto is committed to bringing transparency and control to digital advertising, satisfying the growing demands of agencies, media companies and marketers alike. With this deal, Zeta also gains scale and expertise to help their clients leverage their proprietary data and omni-channel orchestration technology to eliminate waste, gain insights and improve ROI."

Through this investment and partnership, Visto continues its rise as a SaaS technology company, with continued focus on its flagship Visto Enterprise Ad Hub and Zeta strengthens its omni-channel solutions. The two organizations share a belief that the combination of data, technology, and automation is a winning combination for marketers as they seek to capitalize on the promise of data-driven marketing.

“Zeta has been at the forefront of the shift to addressable, accountable marketing across all digital channels. Building on our acquisitions of Disqus to enhance and extend our proprietary data set and Boomtrain to bring Artificial Intelligence that simplifies the complexity of people-based marketing, this partnership brings us closer to our vision of delivering 1:1 marketing at scale for leading brands,” said Steven Gerber, President & Chief Operating Officer at Zeta Global who will be joining the Visto Board of Directors. “By investing in Visto’s technology and integrating its programmatic execution and optimization unit into our ZX division, our clients will have access to expanded assets and capabilities to identify, reach, engage and drive behavior from their best customers and prospects.”

About Visto:

Visto is a technology company dedicated to bringing transparency, interoperability and accountability to digital advertising. The company’s Visto™ Enterprise Advertising Hub is a vendor-agnostic platform that unites the complete ad tech stack in a single user-friendly interface. Brands, media companies and agencies benefit from transparency in managing execution partners, optimizing ad spend, measuring performance and leveraging analytics to drive efficiencies and improve ROI. For more information, contact **www.vistohub.com**.

About Zeta Global:

Zeta is a data-driven marketing technology innovator whose SaaS-based marketing cloud helps 800+ Fortune 1000 and Middle Market brands acquire, retain and grow customer relationships through actionable data, advanced analytics and Artificial Intelligence. Founded by David A. Steinberg and John Sculley (former CEO of Apple and Pepsi-Cola) in 2007, the Company’s highly rated ZetaHub technology platform has been recognized in Gartner’s Magic Quadrant for Digital Marketing Hubs (February 2017) and in its Magic Quadrant for Multichannel Campaign Management (April 2017) competing with offerings from Oracle, IBM, Salesforce and Adobe. Operating on four continents with 1,300+ employees, the company is headquartered in New York City, with key offices in Silicon Valley, Boston, Nashville, London, and Hyderabad, India.