



NEWS RELEASE

Zeta Global Reports 108% YoY Increase in Zeta Marketing Platform Usage During Start of Holiday Shopping Season

2024-12-04

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE:ZETA), the AI-powered marketing cloud, today announced record-setting engagement for its Zeta Marketing Platform during the Cyber Five—the pivotal shopping period from Thanksgiving to Cyber Monday. Zeta Marketing Platform usage surged 108% year-over-year, supported by 100% uptime, as brands increasingly relied on Zeta to deliver personalized marketing across all channels to drive better business outcomes during this holiday season.

“With the holiday season being five days shorter, marketers are under increasing pressure to execute strategies that drive both value and high-impact results,” said David A. Steinberg, Co-Founder, Chairman and CEO of Zeta Global. “The Zeta Marketing Platform continues to empower brands to engage high-intent shoppers where they want to be reached, delivering exceptional efficiency and more effective outcomes during the most critical shopping days of the year.”

The Thanksgiving weekend may have set records, but many consumers are only just beginning their holiday shopping. A Zeta **survey** of over 6,000 consumers revealed that 53% of shoppers plan to start their holiday purchases in December—an 8% increase from last year. This shift is corroborated by Zeta’s behavioral data, which showed lower holiday-related activity in October and November compared to prior years.

With consumer confidence at a 16-month high, Zeta anticipates strong demand for tools that enable efficient, ROI-driven digital marketing throughout the remainder of the season. As marketers navigate evolving consumer behavior, the Zeta Marketing Platform stands out as a critical resource for driving deeper engagement and stronger

results.

To read more about holiday insights from Zeta, visit our blog [here](#).

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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Source: Zeta Global