NEWS RELEASE

Zeta Global Survey Finds 83% of Holiday Buyers Will Let Algorithms Choose Their Gifts This Year

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New Zeta research reveals AI shopping revolution has begun and now rivals friends and family as shoppers' most trusted gift advisor

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the AI marketing cloud, today released findings from a survey of 2,000 U.S. adults who use AI tools at least weekly, revealing a major shift in how Americans approach gift-giving. The survey found that 83% of respondents plan to use AI to assist with their holiday purchases this year, with 74% now trusting AI gift recommendations as much as advice from friends.

The findings signal a new reality for retailers. Consumers now expect AI-powered experiences that mirror the ease and intuition of personal recommendations. As shoppers turn to algorithms for advice once reserved for friends and family, brands that fail to meet this expectation risk losing both relevance and revenue.

Beyond widespread adoption, the survey uncovered strong consumer confidence in AI for holiday shopping decisions:

- 74% would trust a holiday product recommendation from AI as much as a friend’s suggestion
- 73% believe AI will make holiday shopping less stressful this year
- 73% felt comfortable providing AI with personal details about their loved ones
- 70% like the idea of friends and family using AI for gift recommendations (just 2% dislike it)
- 63% expect AI to reduce the number of gift returns

“AI is fundamentally reshaping consumer behavior,” said David A. Steinberg, Co-Founder, Chairman, and CEO of

Zeta Global. “Shoppers are no longer just influenced by algorithms, they’re actively inviting them into their decision-making. For retailers, the message is clear — the future of loyalty will be powered by intelligence that feels personal.”

"The 2025 holiday season marks a turning point," said Pamela Lord, President of Customer Relationship Management at Zeta Global. "AI is no longer experimental, it’s essential. Retailers who leverage AI to deliver real-time, hyper-personalized experiences that guide customers to the perfect purchase will win loyalty and revenue; and those who wait risk being left behind.”

Yet the data reveals tension between efficiency and emotion when it comes to AI-assisted gift-giving:

- 68% believe a gift feels more special when chosen entirely by a person, without AI involvement
- 60% said that using AI makes holiday shopping feel more mechanical than magical
- 62% would not tell a loved one if AI helped them select the perfect gift
- Only 31% think AI will eventually know their loved ones better than themselves when it comes to gift-giving

The survey was conducted online in September 2025 among 2,000 U.S. adults who report using AI tools at least weekly.

Find more insights from the survey **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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