



NEWS RELEASE

Zeta Global to Acquire Digital Audience, Extending the Zeta Data Cloud Across the Digital Ecosystem

2026-10-06

Acquisition strengthens the identity and activation layer of Zeta's intelligent AI infrastructure, helping enterprises activate customer intelligence and measure its impact across channels

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the intelligent AI infrastructure company, today announced that it has entered into an agreement to acquire Digital Audience, a data infrastructure company that expands identity and activation capabilities across the digital ecosystem.

Already integrated with Zeta, Digital Audience will expand Zeta's identity and activation capabilities across all channels. The acquisition will also add an experienced team of data and AI engineers, strengthening the technical expertise behind Zeta's intelligent AI infrastructure.

Intelligent AI infrastructure connects what an enterprise knows to AI and carries that intelligence into the channels where it can drive customer action. Digital Audience will strengthen Zeta's ability to connect customer intelligence to activation, enabling more connected and measurable engagement.

"Enterprise intelligence only creates value when it can be put to work and improve outcomes," said David A. Steinberg, Co-Founder, Chairman and CEO of Zeta Global. "Our focus is always helping clients generate a higher return on every dollar they invest, and Digital Audience will help us do exactly that. It will strengthen the infrastructure that carries Zeta's customer intelligence further into the digital ecosystem, helping customers activate what they know more efficiently, engage audiences more effectively across channels, and measure the impact. We are excited about our work with Digital Audience, and there is more ahead as we prepare to share our

next major announcements at Zeta Live 2026.”

The acquisition will also strengthen Zeta’s European presence and will add established enterprise relationships in the region.

“Clients need their data and intelligence to travel with them across channels,” said Ruben Niet, CEO and Founder of Digital Audience. “By joining Zeta, we can bring our identity and activation capabilities together with one of the industry’s deepest sources of customer intelligence, helping enterprises create more connected and measurable engagement.”

Following the close of the transaction, Zeta will work closely with the Digital Audience team to provide continuity for customers.

About Zeta Global

Zeta Global (NYSE: ZETA) is the intelligent AI infrastructure company helping enterprises transform proprietary data into enterprise intelligence. The Zeta Data Cloud and Athena by Zeta™ connect proprietary enterprise knowledge with advanced AI to enable better decisions, more effective customer engagement, and stronger business outcomes. With one of the industry’s largest proprietary data assets, Zeta helps organizations accelerate AI transformation and build durable competitive advantage. Founded in 2007 by David A. Steinberg and John Sculley, Zeta is headquartered in New York City with offices worldwide. Learn more at 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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Source: Zeta Global