



NEWS RELEASE

Zeta Global to Acquire Senso, Adding AI Engineering and Frontier-Model Connectivity to Its Intelligent AI Infrastructure

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Senso will strengthen Zeta's ability to bring customer intelligence to the AI platforms shaping discovery

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the intelligent AI infrastructure company, today announced that it has entered into a definitive agreement to acquire **Senso**, a Y Combinator-backed AI engineering company whose technology helps power Zeta's Generative Engine Optimization (GEO) offering. The acquisition will bring additional technology in-house, add AI engineering talent and deepen Zeta's connectivity to frontier models.

As AI assistants become an increasingly important gateway for customer discovery, Senso will help advance Zeta's AI trust and discoverability offerings and broader intelligent AI infrastructure roadmap. Combined with the Zeta Data Cloud, Senso will accelerate Zeta's solutions that help enterprises optimize and remediate how brands reach customers across leading AI platforms, including ChatGPT, Gemini, Claude and Google AI Overviews. It will also identify who AI-generated answers are reaching and connect those insights to customer intelligence, marketing activation and measurable business outcomes.

Intelligent AI infrastructure connects what an enterprise knows to AI and carries that intelligence into the channels where it can drive customer action. With Senso, Zeta will further extend that connection to the AI platforms where customers are increasingly discovering brands.

"Models are increasingly ubiquitous, but what creates an advantage is the infrastructure that connects an enterprise's data and context to those models, turns the result into action, and turns action into business impact.

That is where Zeta plays,” said David A. Steinberg, Co-Founder, Chairman and CEO of Zeta Global. “Senso will bring AI engineering talent and deeper connectivity to the frontier models and personal agents shaping how customers discover brands. The acquisition is an important move in its own right and separate from the announcements we will make at Zeta Live 2026.”

Saroop Bharwani, Senso’s Co-Founder and CEO, and the Senso team, will join Zeta. Bharwani will bring more than 20 years of experience working with regulated enterprises. He founded Senso as an AI research lab during the early wave of enterprise deep learning. Senso combines applied research and engineering to help businesses turn trusted information into better AI interactions and customer experiences.

Bharwani added, “Senso was founded on the simple principle of making AI more useful in the real world, not more conversational. AI discovery is becoming an increasingly important part of the customer journey, but visibility alone is not enough. Together with Zeta, we can combine Senso’s AI capabilities with Zeta’s proprietary data and customer intelligence to help businesses understand who AI is reaching, improve how they appear in AI-generated answers and connect those insights to measurable outcomes.”

Zeta will work closely with the Senso team to provide continuity for customers.

LUMA Partners was an advisor to Senso for this transaction.

Senso at Zeta Live

Bharwani will speak on the Athena Stage at Zeta Live on Thursday, Oct. 8, 2026 about how GEO is reshaping how brands are discovered, evaluated, and chosen. Senso demos will also be available onsite at the Product Experience area. For more information on Zeta Live, visit <https://www.zetaliveconference.com/>.

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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