



NEWS RELEASE

Zeta Live 2025: Zeta Global Unveils Athena by Zeta™, a Conversational, Superintelligent Agent that Transforms Questions into Actionable Answers

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- Personalized, conversational, and natively integrated with the Zeta Marketing Platform, Athena by Zeta makes marketing more predictable and profitable
- Athena debuts as a Superintelligent Agent and will become the intelligent operating system for customers' lives and businesses
- Zeta also unveiled breakthrough agentic AI innovations that extend Athena's intelligence across the marketing lifecycle and unifies marketing and advertising to deliver predictable, profitable growth

NEW YORK--(BUSINESS WIRE)-- Today, at **Zeta Live 2025**, the premier AI-powered marketing event, **Zeta Global** (NYSE: ZETA), the AI Marketing Cloud, unveiled **Athena by Zeta™**, a superintelligent agent designed to reshape how enterprises work and grow in this next era of AI. Powered by Zeta's proprietary data cloud and contextual intelligence, Athena is Zeta's first superintelligent agent to personalize the marketer's digital workspace, adapting to each user's goals, style, and decisions. By empowering marketers with intuitive, adaptive experiences, Athena removes the friction between the human and AI and helps marketers take smarter actions and maximize ROI at every touchpoint.

Seamlessly integrated with the Zeta Marketing Platform, Athena delivers instant answers, smarter decisions, and agentic actions through a suite of agentic apps, accessed via natural, voice-activated dialogue and an adaptive interface. Every answer, decision, and forecast flows seamlessly through the Zeta Marketing Platform, where hyper-targeted audiences are activated, media optimized, and outcomes measured.

“At Zeta, AI isn’t a feature, it’s the foundation. We’ve built on it at the core since 2017, not bolted it on,” said David A. Steinberg, Co-Founder, Chairman and CEO of Zeta Global. “Athena is conversational by design. Ask in your own voice, get a clear answer, and set the action in motion. It’s like having a data scientist, strategist, and operator in one, tuned to your business. Athena is the superintelligent agent that will become the operating system for our customers’ lives and businesses.”

Athena by Zeta is built on a trusted, enterprise-grade foundation of scale, security, compliance, and transparency. It adapts in real time to new security challenges, validates and safeguards AI-generated outputs and ensures nothing reaches production without proper guardrails and marketer approval. This allows marketers to innovate with confidence, knowing their data and execution are safeguarded on a platform that upholds the highest standards of reliability and governance.

Athena builds on ZOE, Zeta’s first conversational assistant, and elevates it into a superintelligent agent with an adaptive interface to the Zeta Marketing Platform. It delivers answers and orchestrates action through a growing suite of agentic apps. Over time, Athena will coordinate multiple agents and mature into the intelligent operating system for modern marketing and daily productivity.

New agentic AI innovations and enhancements:

Alongside Athena, Zeta introduced new agentic AI capabilities, powered by the Zeta Marketing Platform, that unify advertising and marketing, accelerate productivity, and deliver measurable business outcomes faster and more efficiently than ever before. These innovations include:

- **Zeta Answers:** Now powering Athena, **Zeta Answers** is the intelligence framework that transforms insights into action. It is built on one of the world’s most powerful proprietary data sets, identity graphs, and marketing intelligence capabilities.

- **Zeta Agentic App Suite:** A suite of agentic apps accessible by Athena and powered by the Zeta Marketing Platform.

- **Advisor:** Advisor turns business goals, like revenue growth, cost savings or engagement, into results fast. Advisor translates objectives into AI-driven plans with clear recommendations, automated workflows, and real-time KPI optimization to boost impact.
- **Workflows:** Agentic workflows enable marketers to team up agents to orchestrate multi-step tasks, from onboarding data to campaign activation, reducing manual effort and accelerating execution.
- **Simulator:** Make smarter bets before spending a single dollar. With Simulator, marketers can forecast, test and refine cross-channel strategies before spending, with results aligned to your attribution model.
- **Insights:** Know more and act faster by turning questions into instant answers. Insights now comes with

conversational analytics for instant trends, audience opportunities, new pockets of growth, and stakeholder-ready dashboards.

“At Tombras, staying on the leading edge of AI innovation is core to how we serve our clients,” said Alexander Potts, EVP Of Product & Investment, The Tombras Group. “By leveraging Zeta’s AI capabilities, we’ve been able to deliver more personalized, impactful campaigns with greater speed and efficiency. Athena represents the next leap forward and we’re excited about how its intelligence will empower us to push creative boundaries and drive even stronger results for our clients.”

“Athena starts as a superintelligent agent and adaptive interface to the Zeta Marketing Platform,” said Christian Monberg, Chief Technology Officer at Zeta Global. “We’re connecting answers to action with an agentic app suite, and we’re doing it on an enterprise-grade foundation—identity, security, governance, and transparency. The roadmap grows from a single agent to coordinated agents, and eventually to an operating system for personal productivity, business growth and breakthrough outcomes.”

Athena is currently in limited internal beta and will enter early access for clients in Q4 2025, with general availability for all Zeta Marketing Platform customers to follow. The new agentic suite of apps is expected to launch in the first half of 2026.

For more information about Zeta’s new suite of innovations, visit [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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