



NEWS RELEASE

Zeta Marketing Platform Named a Leader in Analyst Report on Email Marketing Service Providers, Q1 2026

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Received the highest Strategy score among all evaluated vendors and the highest possible scores in 11 criteria, including AI Approach, Vision, and Innovation

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI Marketing Cloud, today announced that the Zeta Marketing Platform has been recognized as a leader in The Forrester Wave™: Email Marketing Service Providers, Q1 2026. The platform, which unifies identity, intelligence, and activation to deliver better experiences for consumers and better results for brands, received the highest score of any evaluated vendor in the Strategy category and the highest possible score (5.0) in 11 criteria.

As enterprises replace legacy martech stacks with AI-driven platforms, marketers are demanding solutions that simplify execution and improve business performance. Zeta sees this recognition as a reflection of its long-term investment in a platform purpose-built to reduce complexity, sharpen personalization, and accelerate business growth.

With AI embedded at its core, the Zeta Marketing Platform integrates identity resolution, customer data management, predictive intelligence, and omnichannel activation into a single connected system. Forrester's evaluation noted that "Zeta's approach to AI, data management, and data governance stand out."

"The era of fragmented martech is over," said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. "In the AI era, marketers need a single system that knows their customers, predicts what's next, and proves its

impact without requiring an army of specialists to operate it. That's what we've built. We're proud that Forrester has recognized us among top vendors in the market."

The Zeta Marketing Platform achieved the highest possible scores in 11 criteria, including Identity Resolution, Data Management, Data Governance, Skills Improvement, AI Approach and Perspective, Regulatory Compliance, Agency Services, Vision, Innovation, Roadmap, and Partner Ecosystem.

Forrester's report also noted that Zeta "will work well for marketers of all industries and capability levels, particularly those who want to maximize their customer insights by experimenting with AI" and that customers specifically praise Zeta's accessibility.

For more information, please access The Forrester Wave™: Email Marketing Service Providers, Q1 2026 full report [here](#) or visit www.zetaglobal.com.

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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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