



NEWS RELEASE

Zeta's AI Agents Fuel Holiday Records: Platform Usage Up 153% as AI Activity Grows 25x YoY

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During the holiday shopping weekend, Zeta's AI Agents delivered 87% time savings for enterprises, underscoring leadership in AI-powered marketing

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI Marketing Cloud, today announced record performance for its platform during the holiday shopping weekend—the pivotal shopping period from Thanksgiving through Cyber Monday. Platform usage surged 153% year-over-year (YoY), Zeta's AI agent activity increased 25x YoY, and uptime remained 100%, as enterprise brands relied on Zeta to power their most critical messages of the year. The gains reflect accelerating adoption of Zeta's agentic AI to turn insights into action at scale, as well as added enterprise momentum from the recent acquisition of Marigold's enterprise software business.

AI's Growing Impact on Peak-Season Performance

This year's performance highlighted the operational impact of Zeta's agentic AI. Enterprises using Zeta's AI Agents – spanning Audience, Campaign, and QA – realized 87% time savings on repetitive tasks, enabling faster insight-to-activation cycles and higher-quality execution at peak volume.

"Holiday 2025 is an inflection point for the industry—AI isn't just assisting marketers, it is running the playbook," said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. "The future of marketing has AI at the center, not the edges, and it demands platforms with AI at the core, not bolted on. As we roll out our technology to Marigold's enterprise customers, they will experience what our customers already know: we make AI-powered marketing easy to adopt and obvious to scale, so brands can move faster, spend smarter, and win the moments

that matter most.”

The 2025 holiday season also marked the first major performance period following Zeta’s completion of its **acquisition of Marigold’s enterprise software business** on November 24, 2025.

To read more about holiday insights from Zeta, visit our Holiday Marketing Hub **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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