

ZETA DATA SUMMIT

December 9, 2024

Forward-Looking Statements and Non-GAAP Measures

This presentation, 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 presentation that are not statements of historical fact, including statements about our guidance, the Zeta 2025 targets and the Zeta 2025 KPIs, and the timing of when we will achieve the Zeta 2025 plan targets, our ability to execute on KPIs and grow our scaled customers, our expected market growth, and the capabilities of AI and Zeta's platform 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," "expect," "suggests," "plan," "believe," "intend," "estimates," "targets," "projects," "should," "could," "would," "may," "will," "forecast," "outlook", "guidance" 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 presentation. 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.

The fourth quarter and full year 2024 guidance and Zeta 2025 targets provided herein are based on Zeta's current estimates and assumptions and are not a guarantee of future performance. The guidance provided and Zeta 2025 targets are subject to significant risks and uncertainties, including the risk factors discussed in the Company's filings with the Securities and Exchange Commission, that could cause actual results to differ materially. There can be no assurance that the Company will achieve the results expressed by the guidance or the targets.

This presentation contains non-GAAP financial measures such as adjusted EBITDA, adjusted EBITDA margin, and free cash flow ("FCF"). These measures are not prepared in accordance with generally accepted accounting principles in the United States ("GAAP") and have important limitations as analytical tools. Non-GAAP financial measures are supplemental, should only be used in conjunction with results presented in accordance with GAAP and should not be considered in isolation of or as a substitute for such GAAP results. Refer to the Appendix of this presentation for the definitions of the non-GAAP measures used in this presentation.

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Welcome & Agenda

Chris Greiner | Chief Financial Officer

Agenda

Welcome, Agenda & Financial Update	10 min.	8:30 – 8:40 AM
Emerging Stronger	10 min.	8:40 – 8:50 AM
Presentation: Comprehensive Look into Zeta’s Data Cloud, Governance & Vision	30 min.	8:50 – 9:20 AM
<i>Privacy Experts Panel: Responsible Data Practices</i>	30 min.	9:20 – 9:50 AM
Presentation: AI-Powered Marketing	25 min.	9:50 – 10:15 AM
<i>Industry Experts Panel: Personalization</i>	30 min.	10:15 – 10:45 AM
GenAI Demo	20 min.	10:45 – 11:05 AM
<i>Customer Interview</i>	30 min.	11:05 – 11:35 AM
Live Q&A	25 min.	11:35 – 12:00 PM



Welcome Matt

SVP, Investor Relations



William Blair



Reaffirming 4Q'24 & FY'24 Guidance

	4Q'24 Guidance Range	FY'24 Guidance Range	4Q'24 Guidance Midpoint	FY'24 Guidance Midpoint
Total Zeta Revenue	\$293.0M – \$297.0M	\$984.1M – \$988.1M	\$295M	\$986M
% Growth Y/Y	39% – 41%	35% – 36%	40%	35%
Adj. EBITDA^{1,2}	\$64.9M – \$66.9M	\$187.5M – \$189.5M	\$65.9M	\$188.5M
% Growth Y/Y	45% – 49%	45% – 46%	47%	46%
Adj. EBITDA Margin ^{1,2}	21.9% – 22.8%	19.0% – 19.3%	22.3%	19.1%
BPS Change Y/Y	60 BPS – 150 BPS	120 BPS – 150 BPS	110 BPS	140 BPS
Free Cash Flow²		\$88M – \$92M		\$90M

The 4Q'24 and FY'24 guidance provided herein are based on Zeta's current estimates and assumptions and are not a guarantee of future performance. Growth and margin percentages may not tie due to rounding. The guidance provided is subject to significant risks and uncertainties, including the risk factors discussed in the Company's filings with the Securities and Exchange Commission, that could cause actual results to differ materially. There can be no assurance that the Company will achieve the results expressed by this guidance.

We calculate forward-looking non-GAAP Adjusted EBITDA, Adjusted EBITDA margin, and Free Cash Flow based on internal forecasts that omit certain amounts that would be included in forward-looking GAAP net income (loss) margin and GAAP cash flows from operating activities, respectively. We do not attempt to provide a reconciliation of forward-looking non-GAAP Adjusted EBITDA, Adjusted EBITDA margin, and Free Cash Flow guidance to forward looking GAAP net income (loss), margin, and GAAP cash flows from operating activities, respectively, because forecasting the timing or amount of items that have not yet occurred and are out of our control is inherently uncertain and unavailable without unreasonable efforts. Further, we believe that such reconciliations would imply a degree of precision and certainty that could be confusing to investors. Such items could have a substantial impact on GAAP measures of financial performance.

Zeta Continues to Expand the Sales Pipeline



**Deal sizes
continue to get
bigger**



**Sales productivity
continues to ramp
favorably**



**Value of sales
pipeline is growing
rapidly**

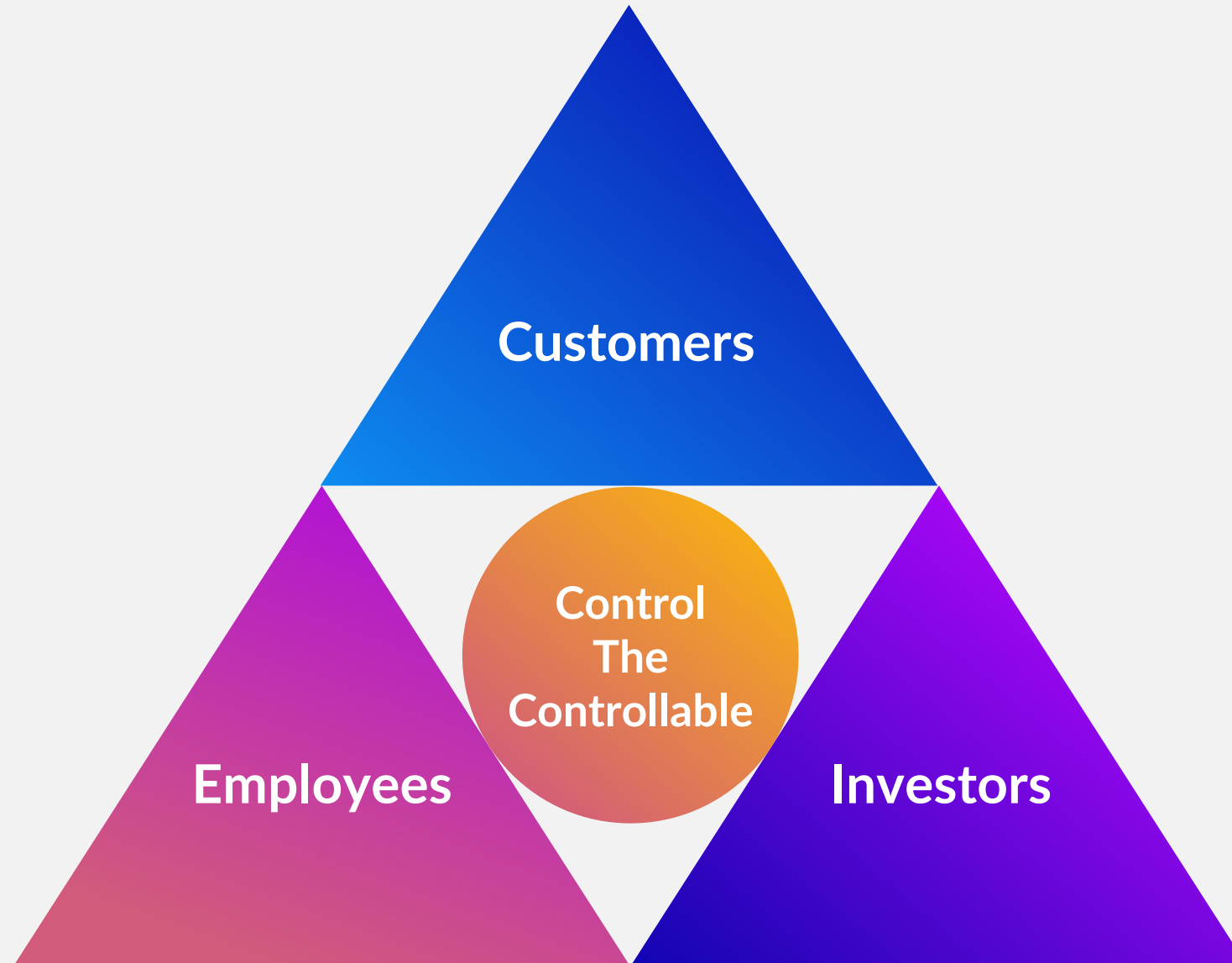
Emerging Stronger

David Steinberg | Co-founder, Chairman, & CEO

“Never Waste A Crisis”



Our Focus Since November 13



What We've Done



- Customer Calls
- Investor Meetings
 - Webinar
- **\$100 Million Stock Repurchase Program**

We Plan to Exit This Crisis A Stronger Company

How We Emerge Stronger



**Deeper
Customer
Relationships**



**Greater
Data
Transparency**



**Evolution of
Business
Portfolio**

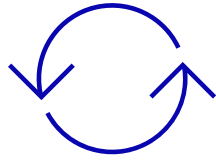


**Enhanced
Destination for
Top Talent**



**Advocacy
from
Employees**

Momentum Since “The Report” Landed



Milestone Renewal

3-Year Renewal from
Largest Customer



Signature Win

RFP Win from Fortune
100 Company



Incremental Growth

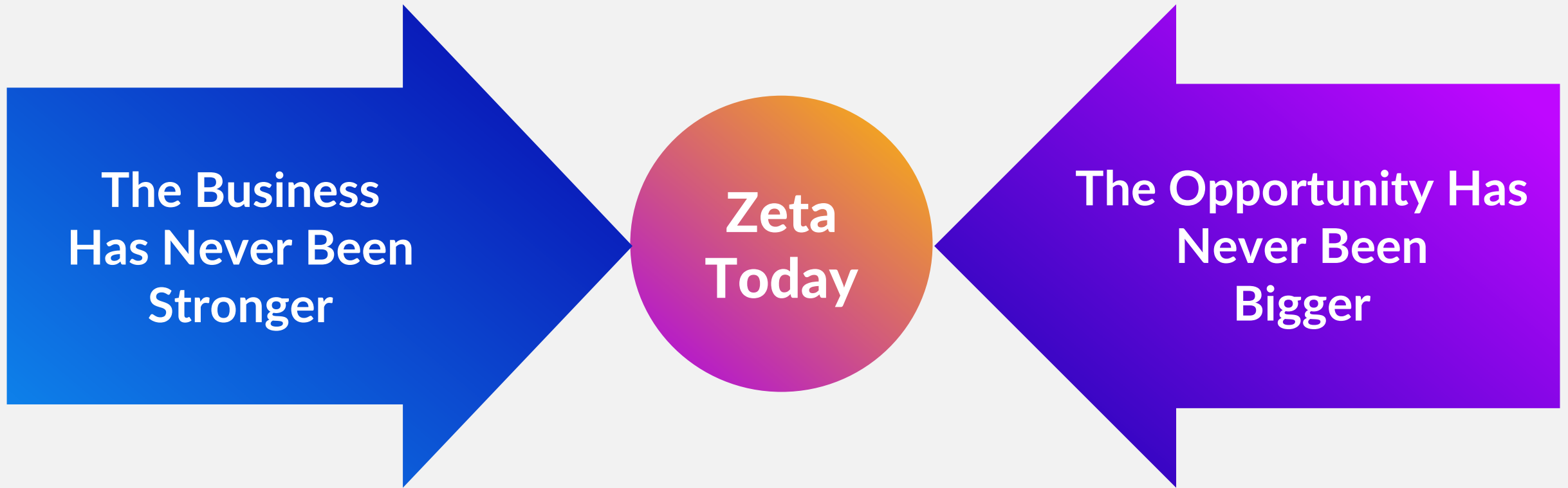
Q4 Commitments From 20+
Super-Scaled Customers

We Have Not Lost A Customer From This

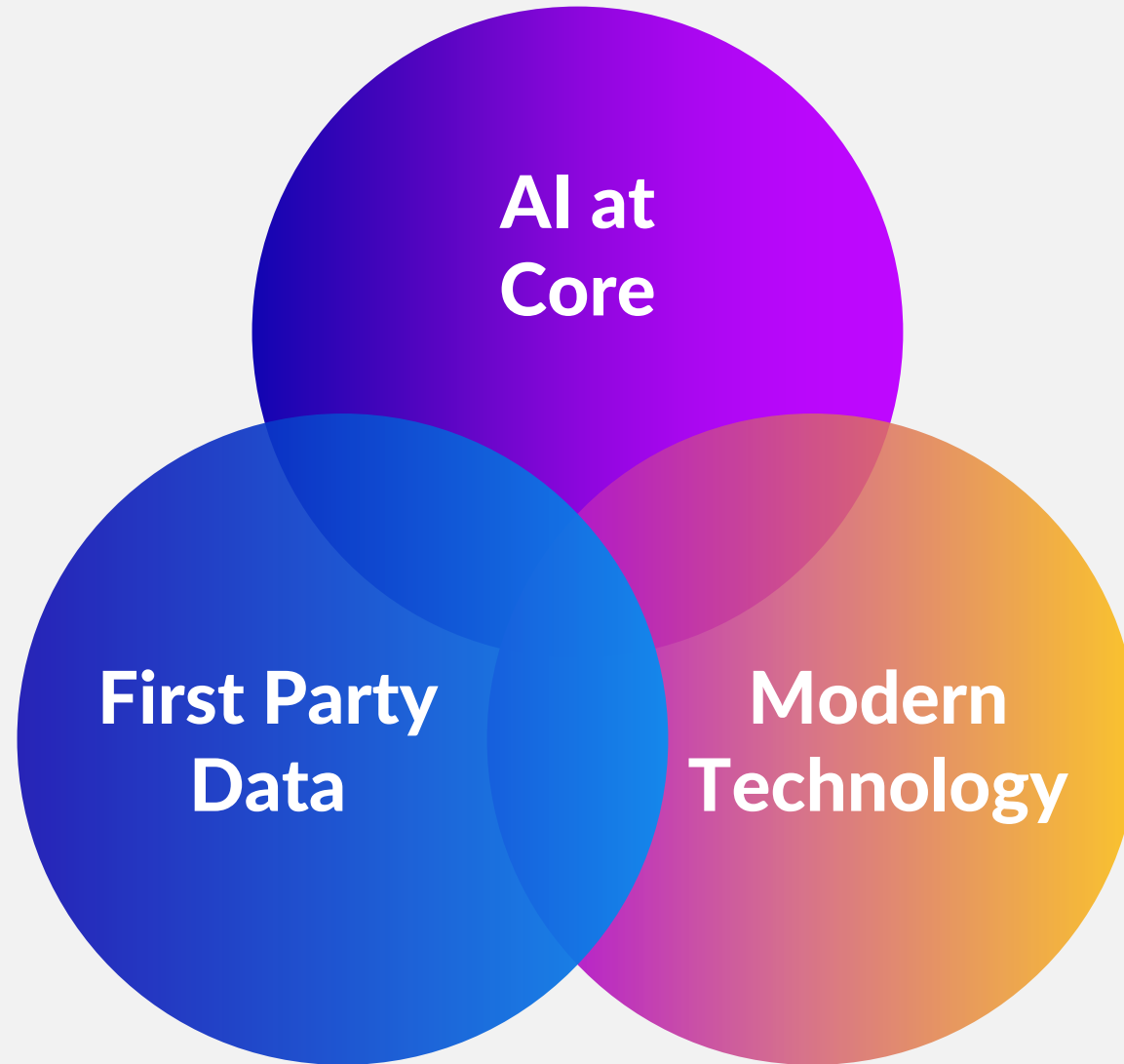
Moving Forward



What We Know

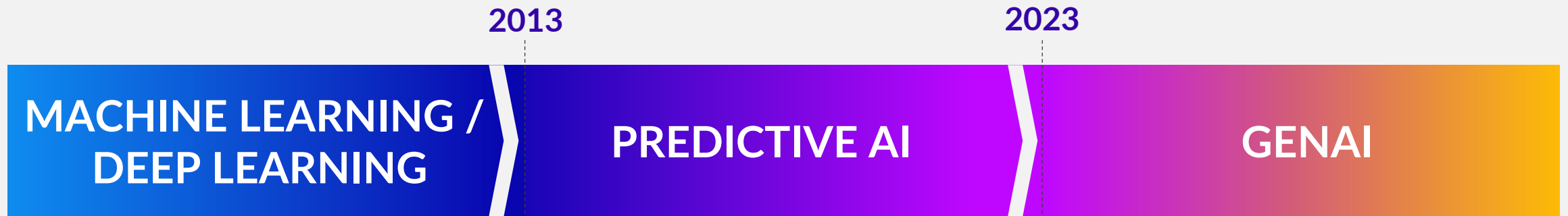


The Forces Driving Our Business Are Accelerating



AI is Changing the Game

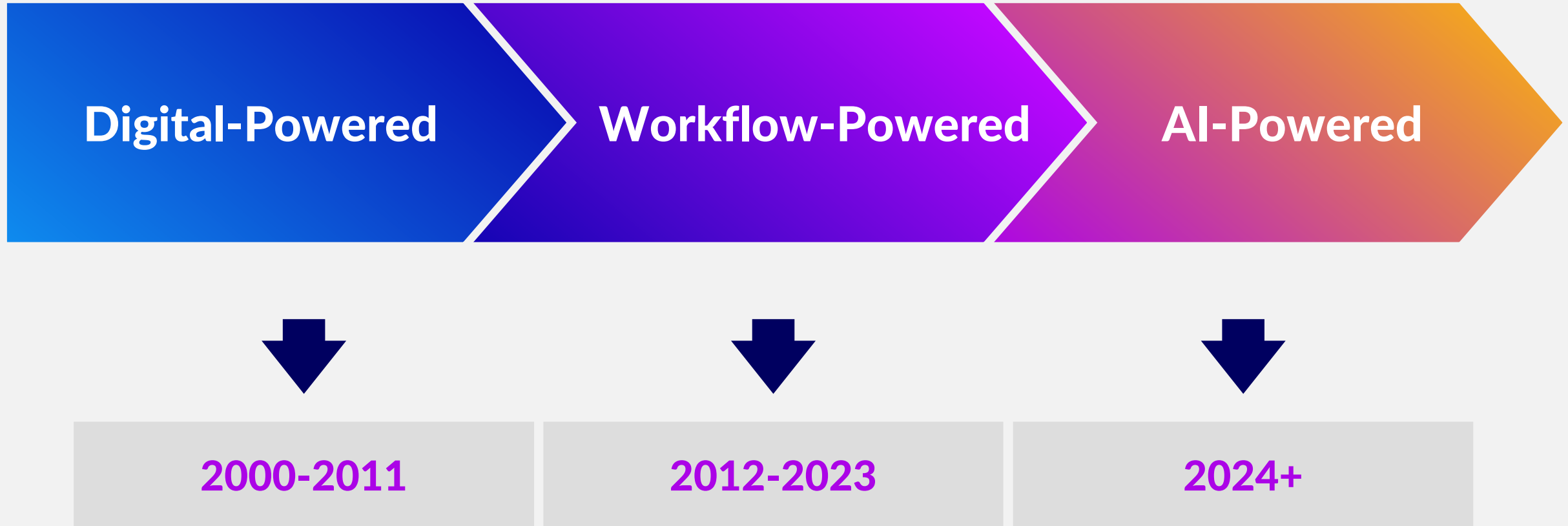
GenAI Represents a New Era of Computing



*From
Science Fiction to
Boardroom Conviction*

Marketing At the Front Lines of the AI Revolution

GenAI Is Driving A Replacement Cycle



Zeta + AI Is Driving Market Disruption

Comprehensive Look Into Zeta's Data Cloud, Governance & Vision

Neej Gore | Chief Data Officer

Ben Hayes | Chief Privacy Officer

Zeta's Operating Models with Data

Powering Customer Foundations and Our Moat

Data Processor

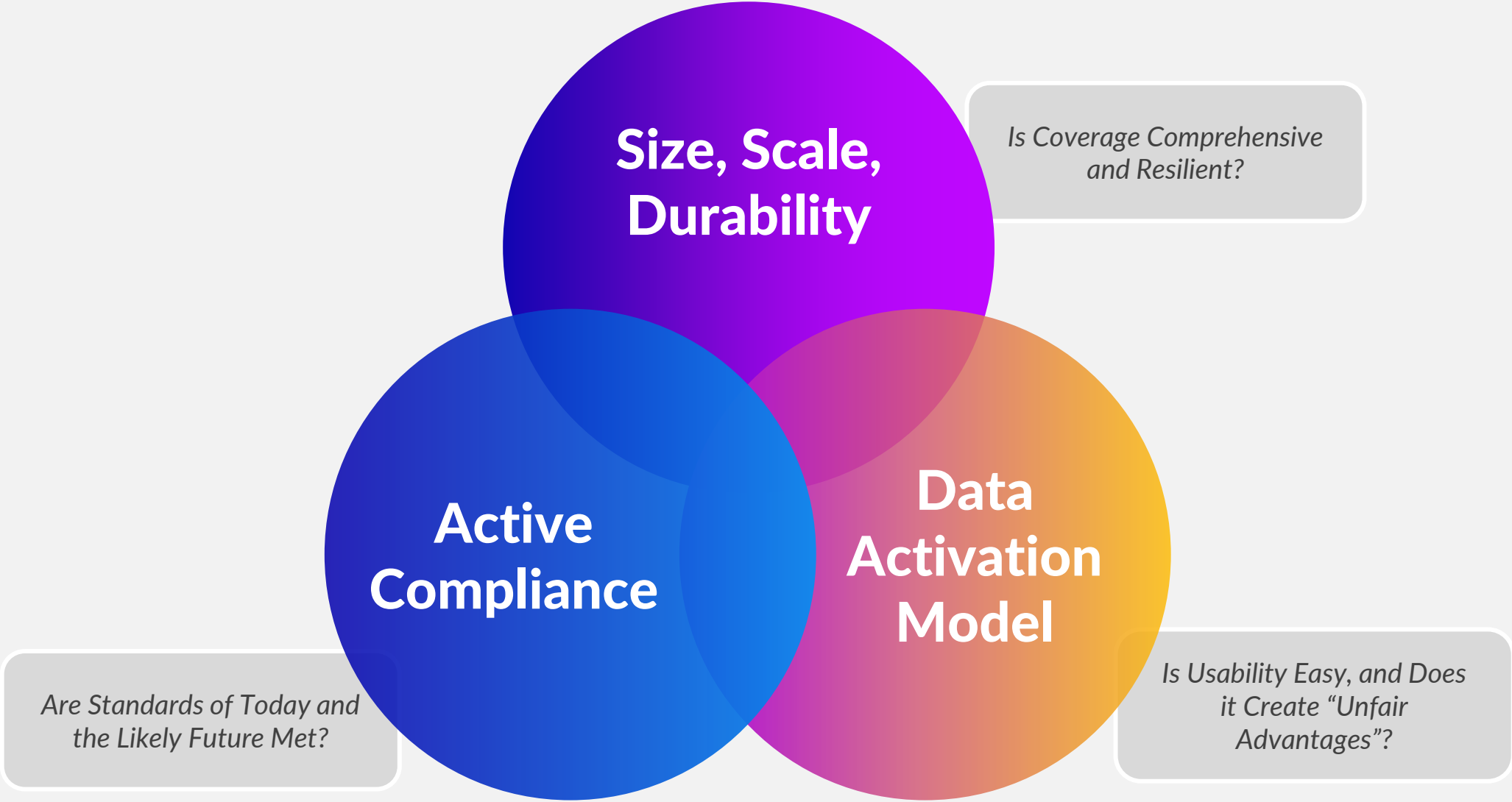
- Steward of customer data for the purposes of marketing activations
- No mixing, reuse, or repurpose of customer data outside intended purpose
- Processor for ~40% of the Fortune100 including highly regulated industries

Data Controller

- Owner of Large-Scale Proprietary Data, akin to a Walled Garden
- Adherence to strict compliance standards to deliver value for clients while ensuring consumer rights are protected
- Data under control is relevant, secure and aligned with national, state, and industry privacy laws

Finding Signal Through the Noise

Zeta's POV on How Outsiders Should Value Data Assets, Capabilities, Compliance



Introduction to Zeta's Data Cloud

Zeta Has the **Scale** of the Open Web and the **Precision** of Walled Gardens – and is Built to Support Addressability Across Channels



Zeta's Types of Data

Zeta's People-Based Data Includes Identities, Identifiers, & Signals



Identities

Identities are unique individuals, represented by offline PII like an email hash that can be joined to a digital identifier via an authentication event

(e.g. login, signup, click-thru)

High Stability & Persistence



Identifiers

Identifiers are indices that determine the best way to reach an identity across digital and offline channels

(e.g. email hash, MAID, IFA, phone number)

Stable & Refreshing



Signals

Signals are data-in-motion and data-at-rest processed by Zeta AI to infer intent, interest, and attributes

(e.g. intent to buy a car or travel, kids in household)

Refreshing Regularly

Defining Zeta's Sources of Data

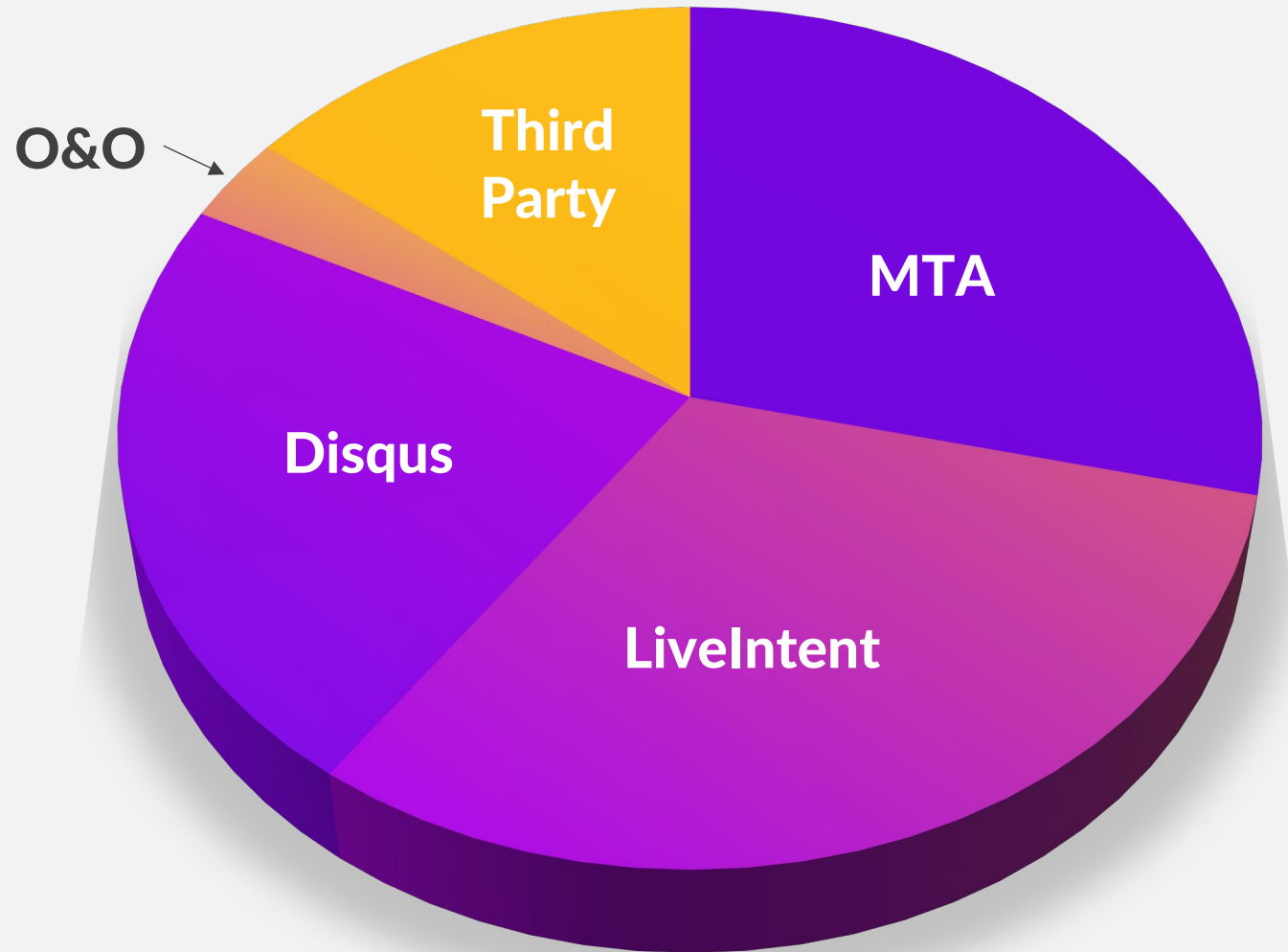
Zeta Data Sources	Description
Zeta Demand Side Platform (DSP)	Technology enabling advertisers to participate in online, programmatic auctions
Zeta Supply Side Platform (SSP)	Technology enabling publishers to participate in online, programmatic auctions
Zeta Message Transfer Agent (MTA)	Email infrastructure technology powering messages and activity to Zeta-permissioned records
Disqus	Publisher toolset powering features like comments and polls that drive reader engagement; generally leveraged by smaller publishers
LiveIntent	Publisher toolset enabling monetization of email newsletters and website traffic; generally leveraged by larger publishers
O&O Properties (e.g. ArcaMax)	Content Newsletters and Web Publishers providing information and services to registered consumers
Third Party Sources (e.g. LiveRamp)	Ecosystem partners providing permissioned, incremental data to Zeta's graph

Strategic, Durable Approach Spanning Multiple Years

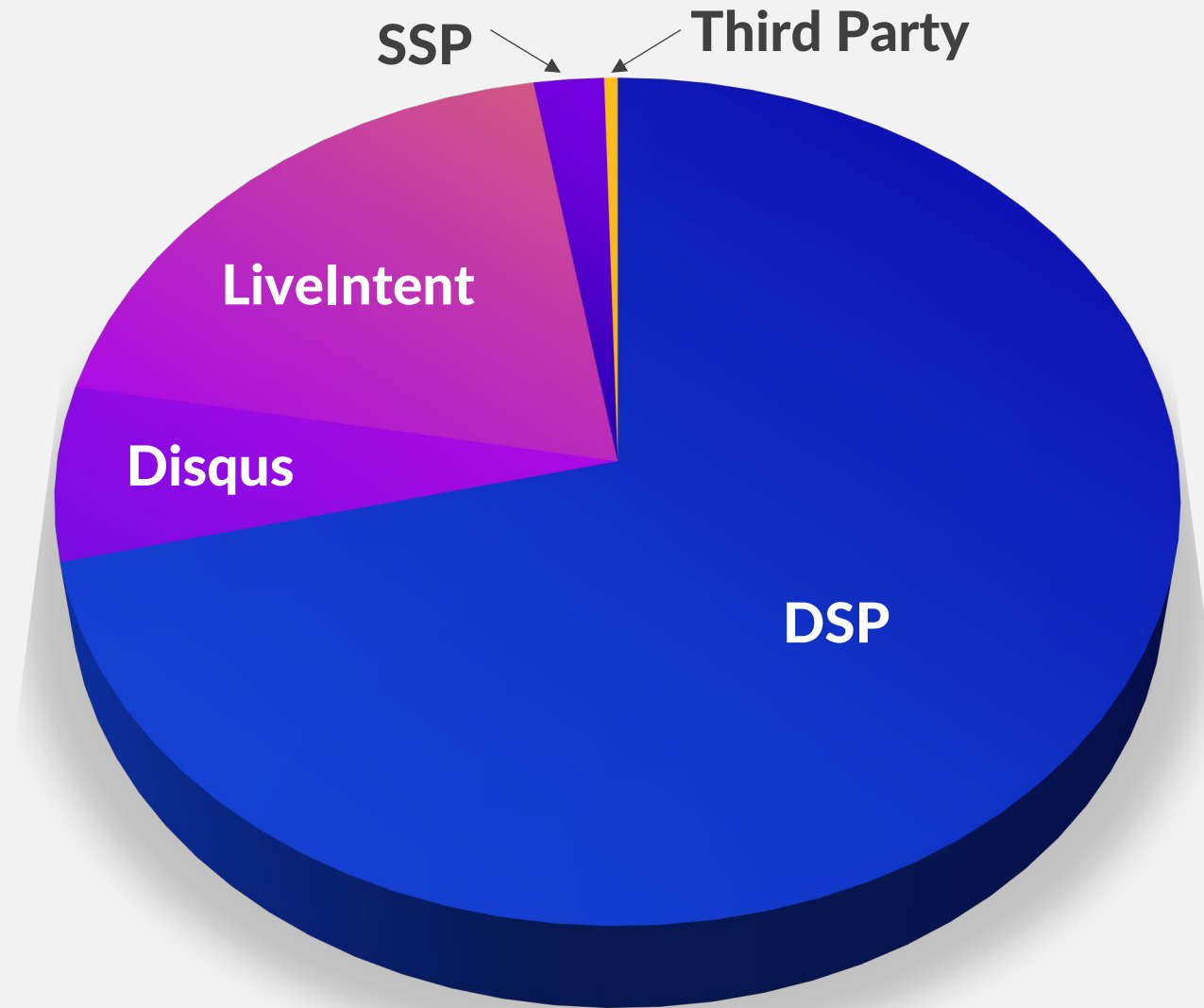
Contribution Value of Zeta's Technology and Networks

Zeta Data Sources	Identities	Identifiers	Signals	Est. Contribution to Total Graph
Zeta Demand Side Platform (DSP)		✓	✓	15-20%
Zeta Supply Side Platform (SSP)		✓	✓	3-5%
Zeta Message Transfer Agent (MTA)	✓			10-15%
Disqus	✓	✓	✓	15-20%
LiveIntent	✓	✓	✓	20-25%
O&O Properties (e.g. ArcaMax)	✓		✓	0.5-1%
Third Party Sources (e.g. LiveRamp)	✓	✓	✓	10-15%
Weighting	45%	20%	35%	

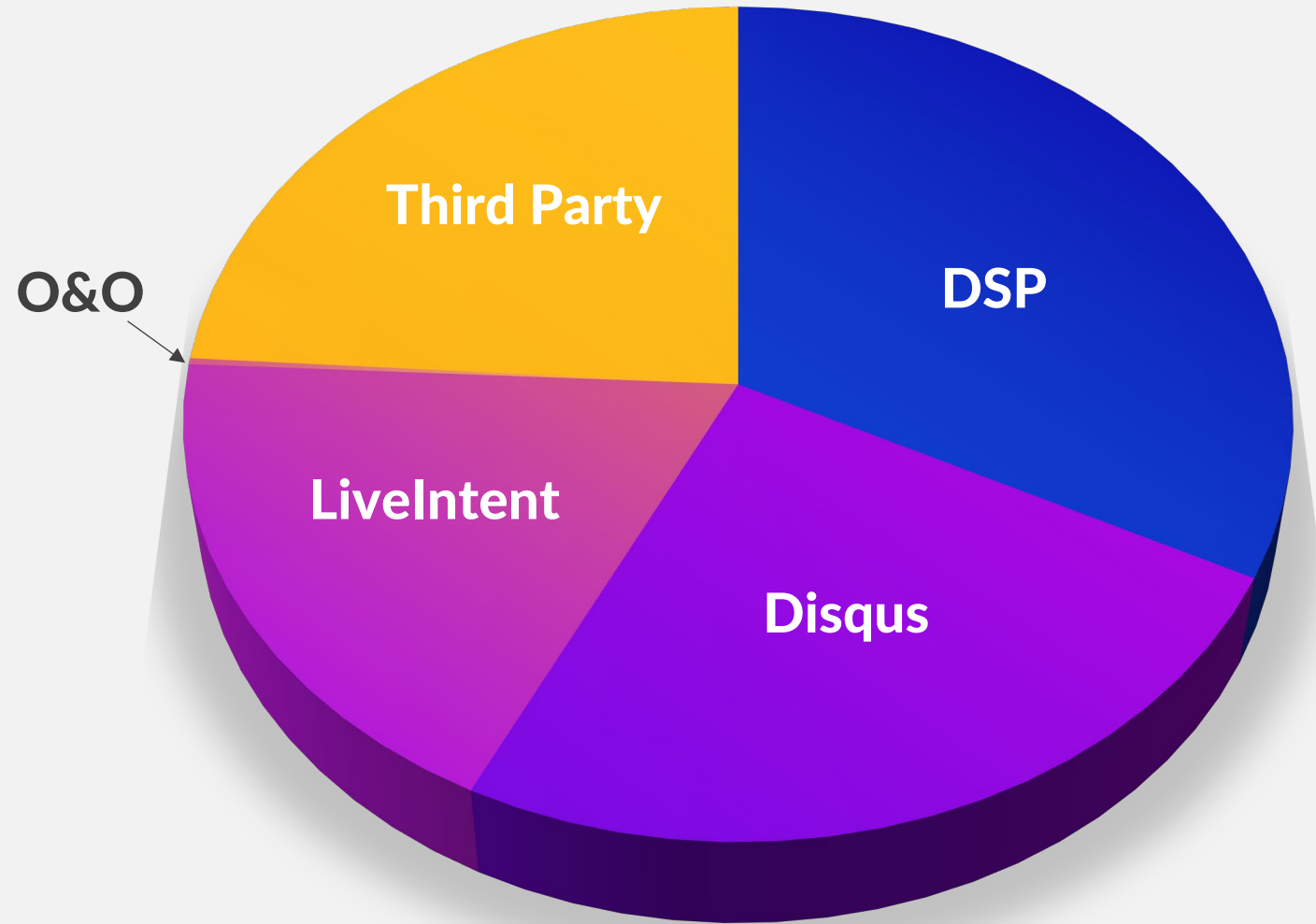
MTA, LiveIntent, Disqus Contribute > 75%+ of Identities



DSP, LiveIntent, Disqus Contribute > 95% of Identifiers



Disqus, DSP, LiveIntent Contribute > 75%+ of Signals



Digital and Email Permission Have Different Requirements

Zeta Collects Permissioned Data for Web Monitoring and Email Using Methodologies Compliant with Federal Laws, State Laws, and Self-Regulatory Programs

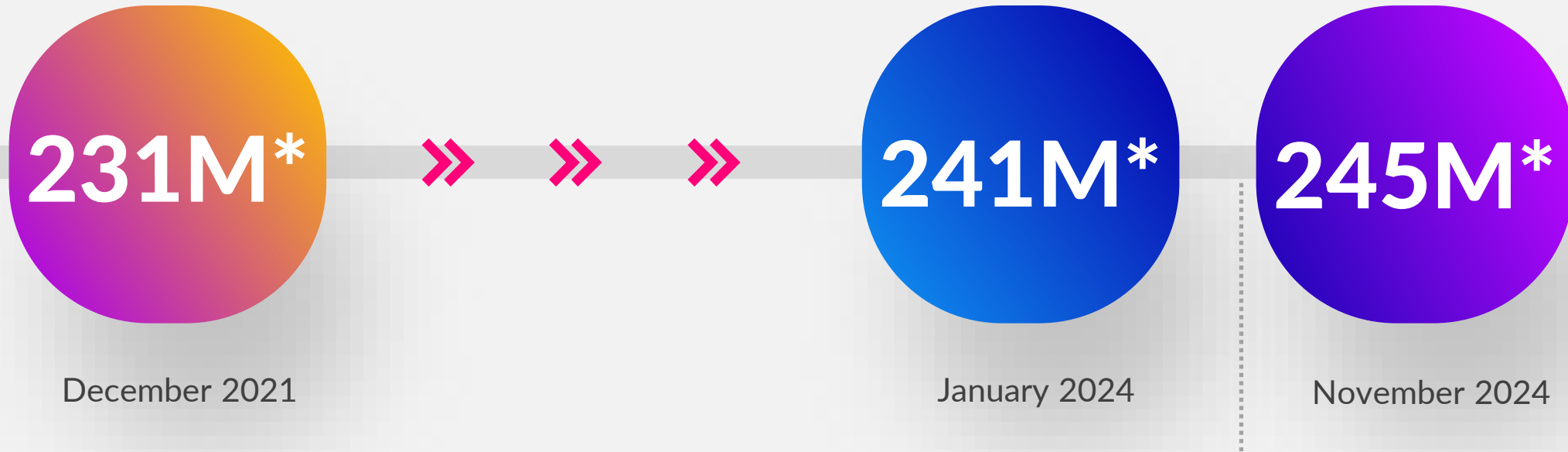
Zeta Data Cloud Counts as of November 2024	
US Individuals Providing Permission to Online Tracking by Agreeing to Publisher Terms of Service	245M
US Individuals Providing Permission to Email via Opt-in Action	110M

Digital Permission: Identities, Signals and Identifiers are synthesized via explicit value exchange with Publishers through which they are enabled to drive engagement and monetize.

Email Permission: Identities are synthesized via explicit opt-in from a Consumer through which they are receiving services.

Data Durability

Zeta's People-Based Assets Have Demonstrated Stability and Antifragility Amidst a More Stringent Regulatory Environment



LiveIntent
Acquisition
Completed

* US Individuals Eligible for Online Tracking via Acceptance of Zeta Publisher Terms of Service

Delivering The “Unfair Advantage”

*Zeta’s Data Activation Model
Unifies Identity, Intelligence
and Activation to Deliver
Better Experiences for
Consumers and Better Results
for Brands*



Identity

Persistent ID at large scale with portability to the industry’s most durable identifiers



Intelligence

Proprietary AI ingests trillions of behavioral signals to assign intent scores that enrich customer data



Activation

High-fidelity, low-latency omnichannel reach & measurement with 1:1 optimization

How Hard it is to Replicate

In Short, It Would Be Challenging to Recreate Zeta's Model



Data

Own identity-based assets that provide real value to Publishers, and generate identities, signals and identifiers at significant scale



AI

Leading AI-capabilities to synthesize data into actionable intelligence across customers, competitors, prospects



Convergence

Platform capable of operating across the entire consumer lifecycle (acquire, grow, retain)

Active Compliance



**Legal Landscape and
Zeta's Compliance
Program**



**Our Approach to
Third Parties**



**External
Reviews**

Legal Landscape

- Federal and state laws with direct effect: CAN SPAM, TCPA, COPPA, CCPA and other comprehensive state laws, sector-specific state laws (like Washington My Health My Data Act)

- Federal agencies' regulations and enforcement cases: FTC and FCC actions directed at marketing companies

- Client compliance that Zeta supports: FCRA, FLA, ECOA, GLBA, HIPAA, other federal and state privacy laws

- Self-regulatory programs: DAA, DAAC, EDAA, AdChoices, TCF 2.2 (Europe)

Zeta's Compliance Program

Zeta manages legal compliance with a legal compliance program that includes generally accepted principles for effective legal compliance programs, which include:



**Delegation of
program oversight
to qualified
personnel**



**Written policies
and procedures**



**Staff training and
awareness**



**Ongoing
monitoring,
auditing, and
continuous
improvement**



**Detection and
remediation of
gaps**



**"Privacy by
Design"**

Our Approach to Third Parties

Zeta obtains data from two types of third parties: commercial data brokers and publisher networks.

Prior to engagement, Zeta evaluates data collection practices and ongoing contractual commitments to comply with applicable laws; requires publisher privacy policies to include and address specific points.

Ongoing reviews of third-party sources that collect data that is passed to Zeta.

External Reviews



PRIVACY EXPERT PANEL

Responsible Data Practices

Ben Hayes | Chief Privacy Officer – Zeta

Sheila Colclasure | Global Chief Data Integrity & Public Policy Officer – IPG

Andrew Smith | Partner – Covington & Burling LLP

AI-Powered Marketing

Steven Gerber | President & Chief Operating Officer

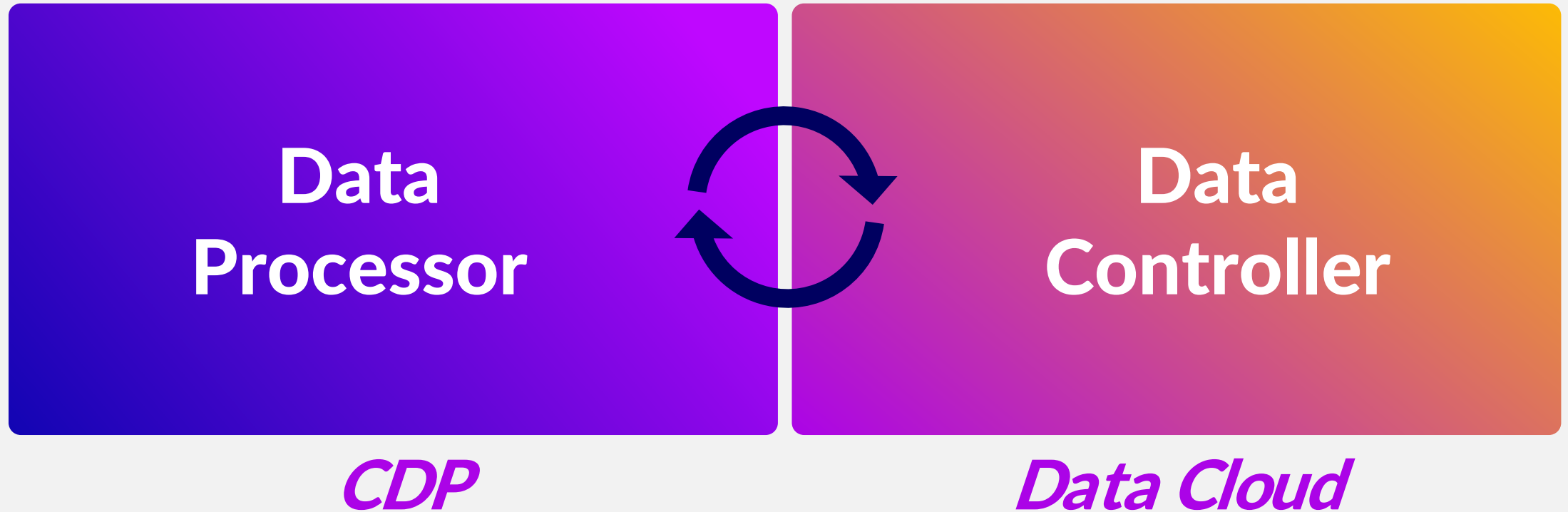
Christian Monberg | Chief Technology Officer & Head of Product

Zeta's Mission: Accelerate A Brand's Growth



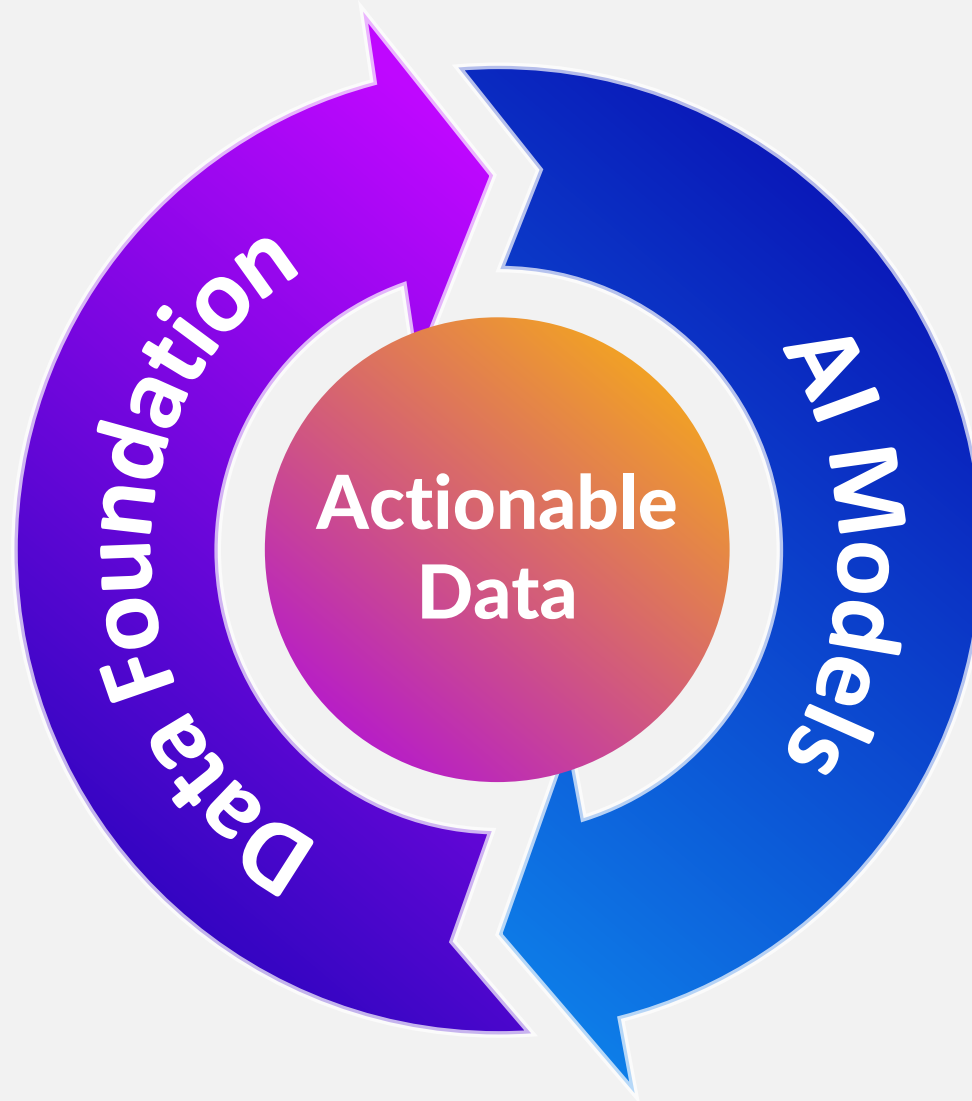
Driven by Actionable Data

Zeta's Data Platform is Uniquely Valuable



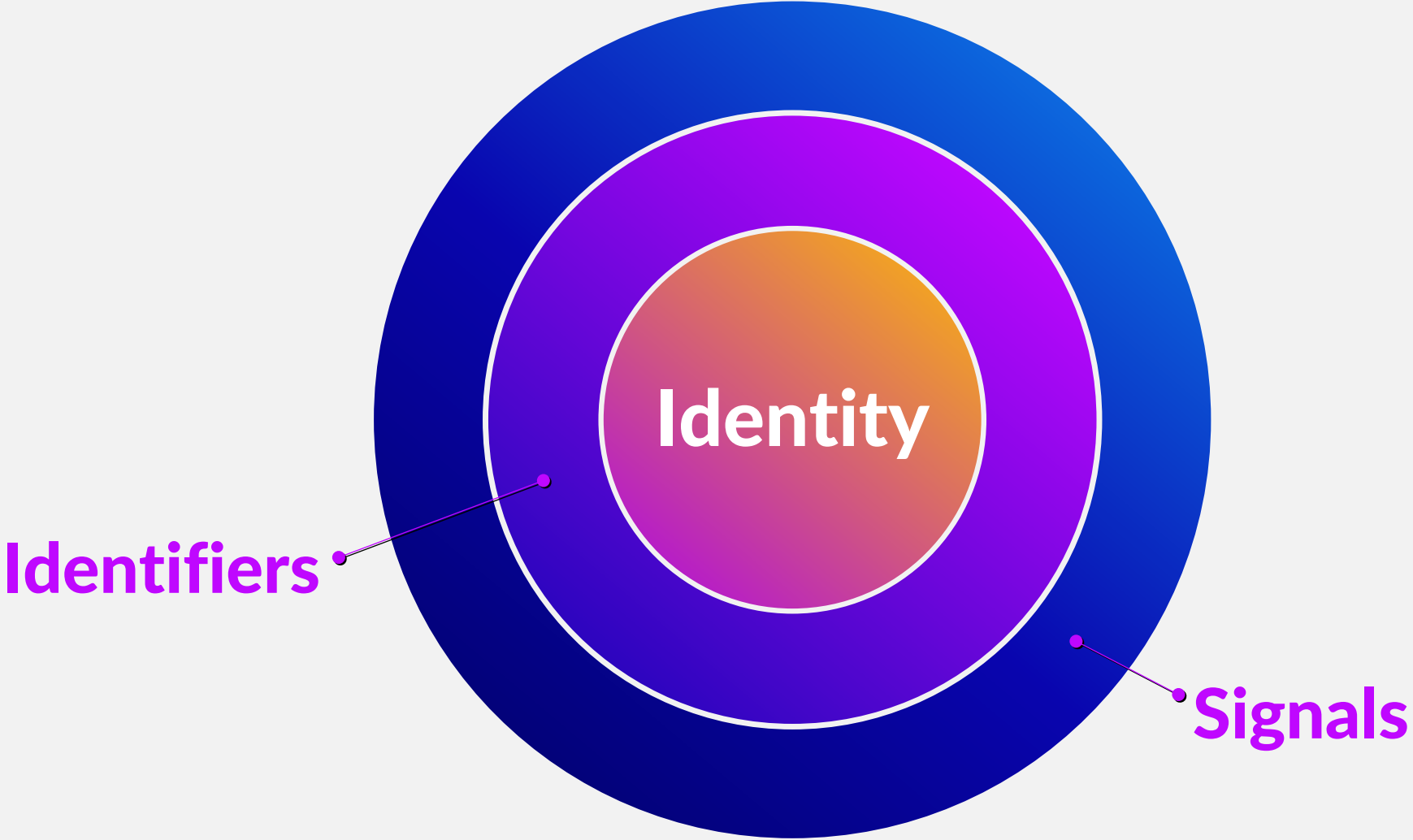
- *Unlocking insights about existing consumers*
 - *Identifying best prospects*
- *Delivering more relevant interactions across lifecycle*

The Intelligence Loop: AI-Driven Data, Data-Driven AI



The Future of Data Platforms is to Power AI

Making Identity Actionable is the Zeta Advantage

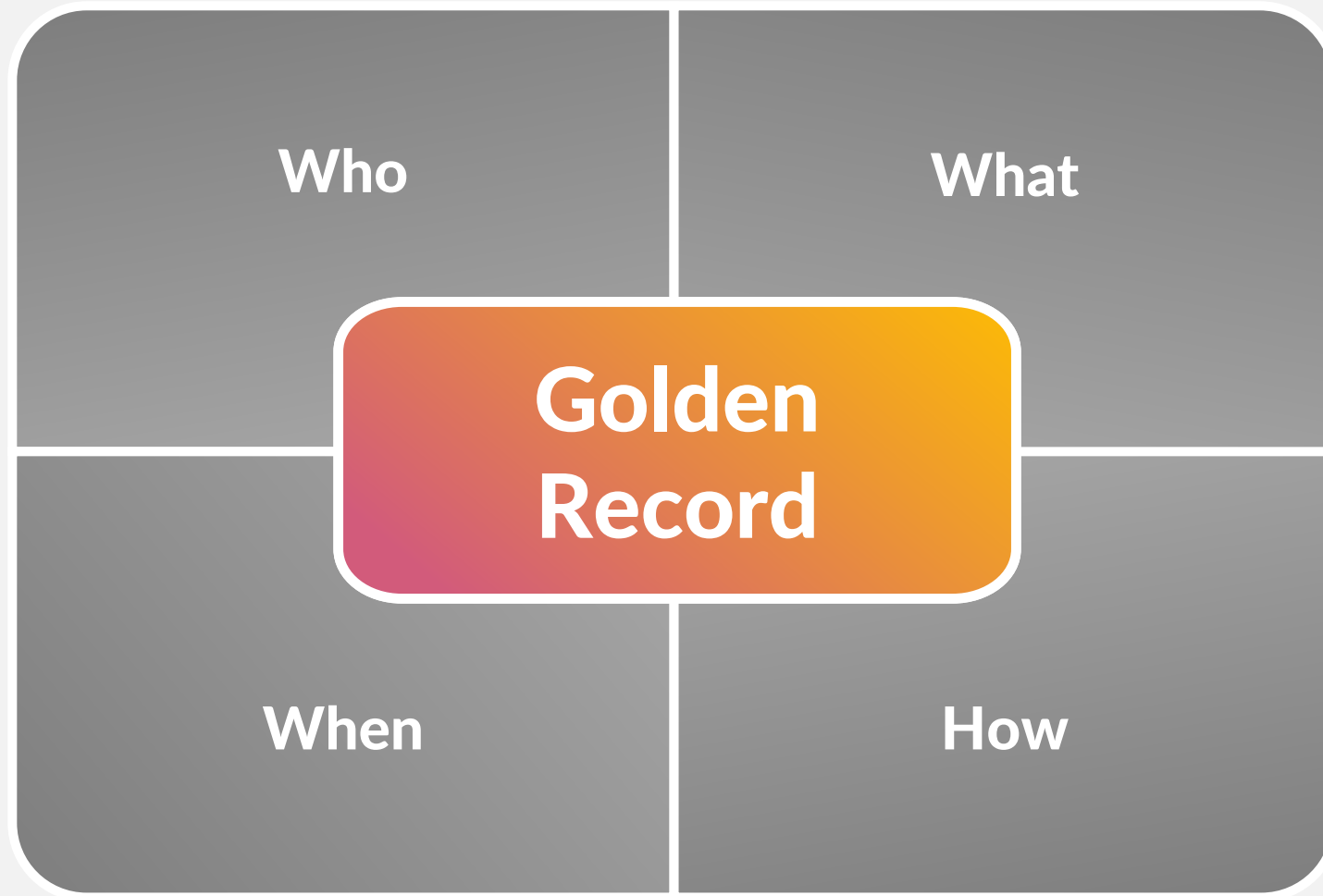


Identity Ignites Personalized Marketing

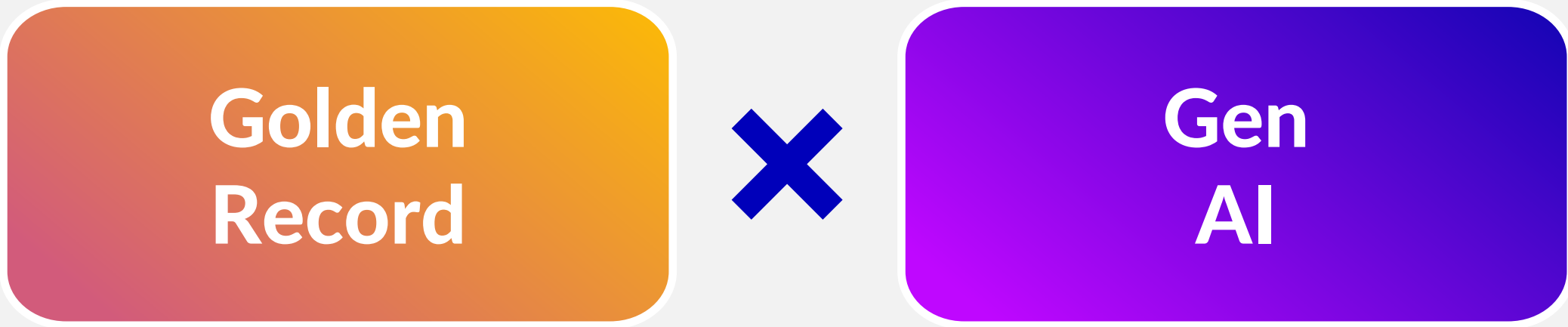
Authoritative Identity Unlocks Better Outcomes



It's So Valuable It's Known As the Golden Record



We Are Entering the Golden Age of Personalization

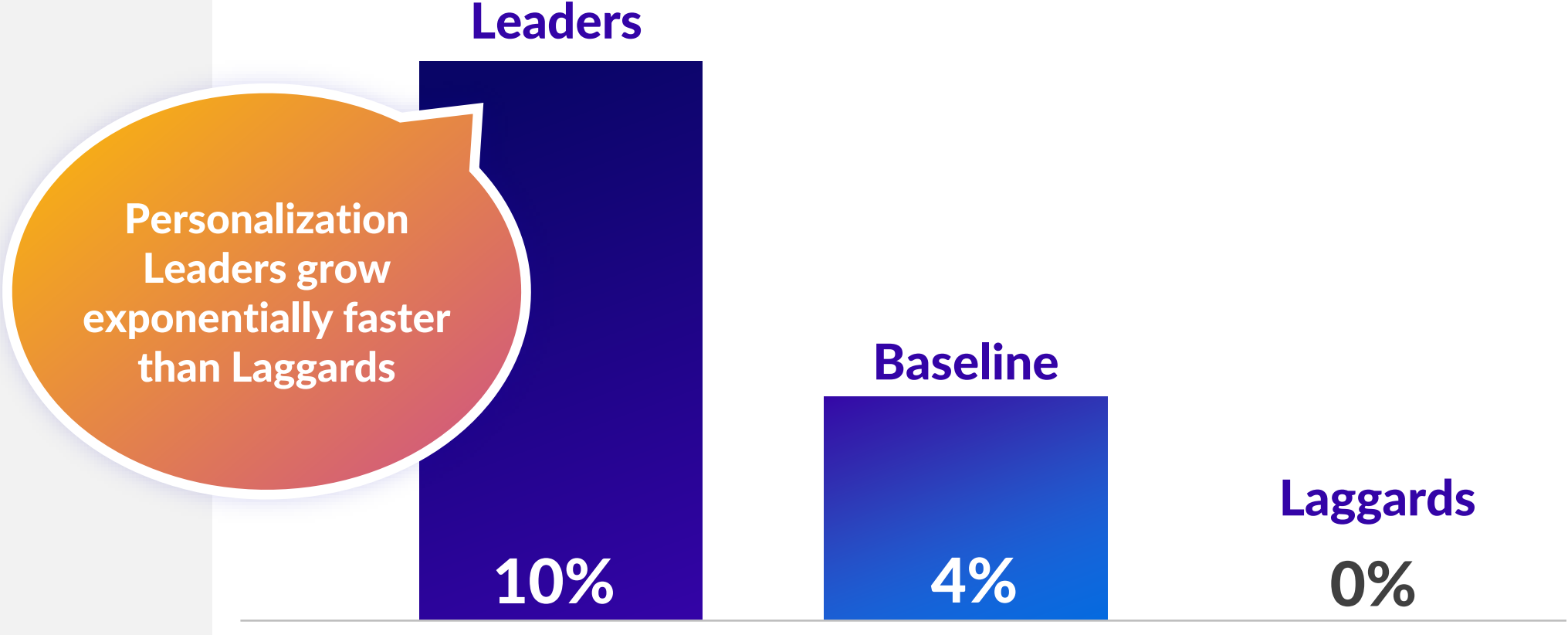


GenAI Is the Force Multiplier

Personalization Is Uniquely Valuable

Mastering Personalization Moves Markets

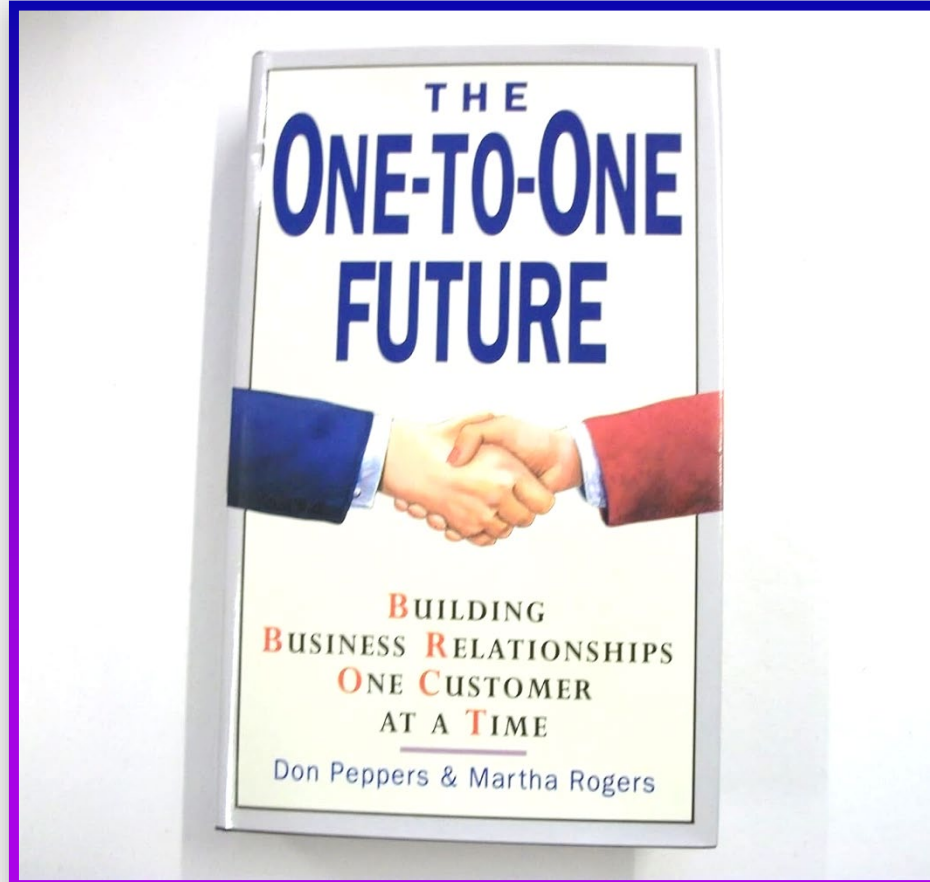
Annual Revenue Growth



Source: BCG, "Profiting from Personalization", 2024

The Promise of Personalization Is Not New Big Hype, Little Payoff

1:1 Marketing Defined



Marketing Re-Defined

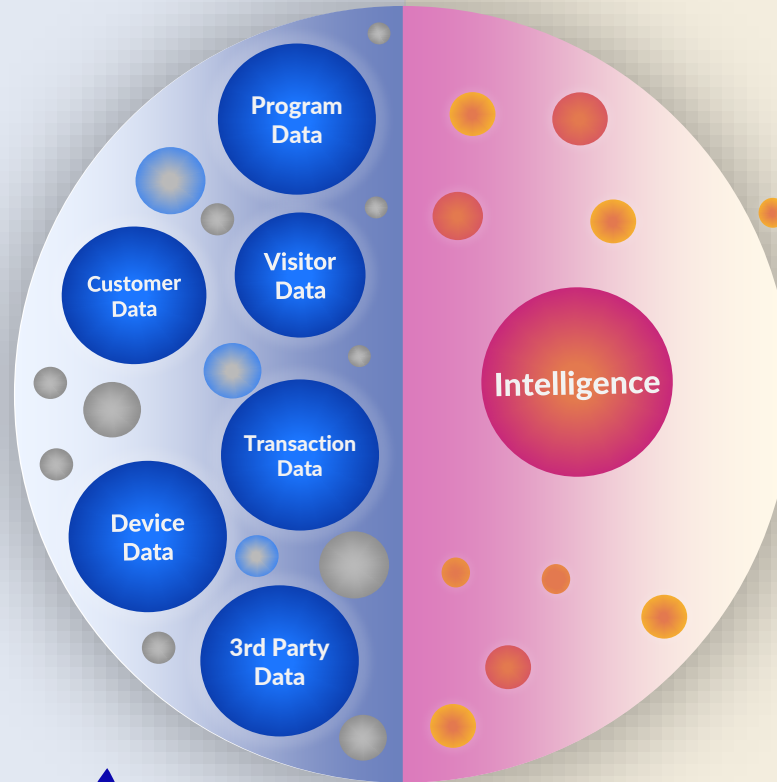


The Fundamental Problem

Data is Abundant, Intelligence is Scarce

Abundant Data

90% of the world's data has been created in the last two years



Scarce Intelligence

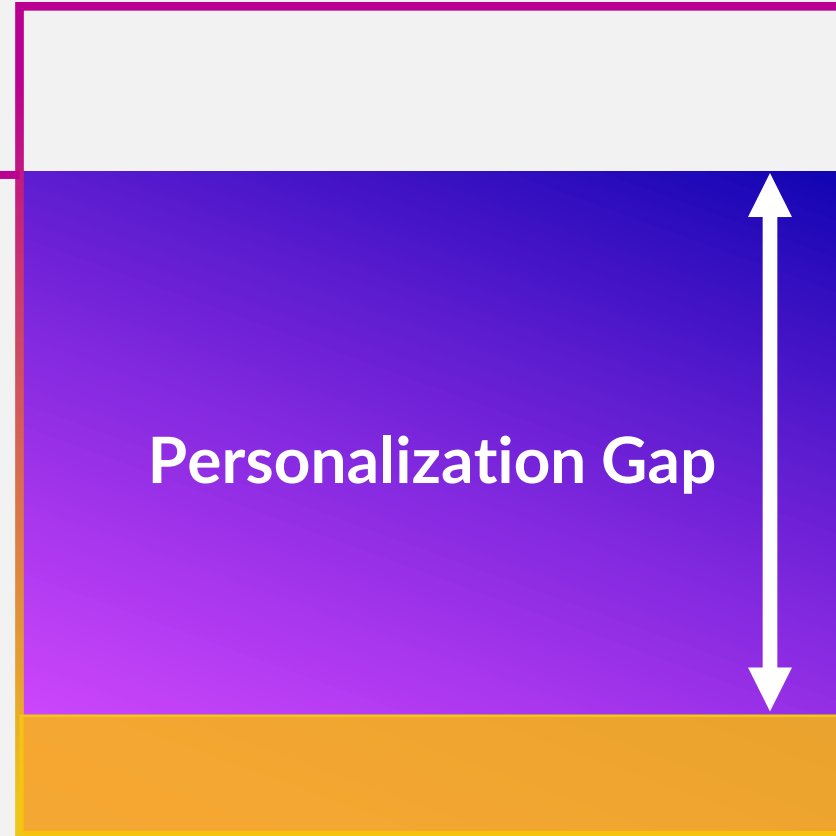
55% of CMOs cannot identify the right strategies to engage customers

Sources: DemandSage, "Big Data Statistics – Updated 2024," demandsage.com
Forrester, June 2023

This Creates a Personalization Gap

The Personalization Gap is Pervasive Marketers Can't Deliver What Consumers Want

80% of consumers want and expect **personalized experiences**



Only **15%** of companies **get personalization right**

Sources: 'Personalization Done Right,' *Harvard Business Review*, November 2024.
BCG: "Profiting from Personalization"

The Personalization Gap is Pernicious More Misses Than Magic

Not Me

Hi unknown, Welcome to the...
Hi, Valued!
Dear Friend,
We would like to take chance
Hi Colleague,
Dear client,
We greatly value the opportu
Happy Anniversary, [Name] Fname!
HAPPY BIRTHDAY WEEK
When we realized we couldn't sing in an email, we had a better idea. Free Birthday Tacos! Bring in the attached coupon anytime this week, and we'll give you 2 FREE Tacos with any purchase.
Dear %%FIRST_NAME%%, New Homes in Islington
Hey {firstname fallback=fashionista}, check out our new season!
Dear \${first_name},
SUMMER SALE
hey {firstname}

Not For Me

Except I bought a desk, and not a chair. #EmailMarketingFail
In love with your new chair? These innovative desks are for
Amazon mistakenly sends baby registry emails to people with no babies on the way cnn.it/2ycp7oY
Horror Movies
Who Did I Marry?
I've been served this ad for pool skimmers maybe 500,000x in the past four weeks. Only problem: I don't have a pool. #TargetingFail
Skim-A-Round
Increase Surface Water Velocity.
... See More

Not Now

FREE SHIPPING + New DEALS start NOW - SIGNAL - ABANDONED CART
1 Hour Left!
Still thinking it over?
No problem. At On, we let our gear do the talking. But you might want to pick up the pace.
Get my gear
MPOWERED
WE SAVED YOUR CART!
Hey there, thanks for checking us out! Looks like you left something in your cart.
Half...time to start shopping!
February 2, 2014 at 7:11 PM
It's been a while and we'd love to see you
JustBats.com
Up to 50% off COMBAT MAXUM -- toda...
24 Hours Only Save up to 50% on 2018 Combat Maxum BBCOR and Senior League Bats Not re...
JustBats.com
Today only, Marucci Hex for \$69.99
24 Hour Flash Sale is happening now - Save on the Marucci Hex Alloy -10 bat + Holiday Saving...
JustBats.com
Only the Best for the Best
Shop the best BBCOR bats under \$200 + Free shipping Not rendering correctly? View this em...

Closing the Gap Is Not Science Fiction – It is Happening

Ushering In Golden Age of Personalization

Accelerating Replacement Cycle

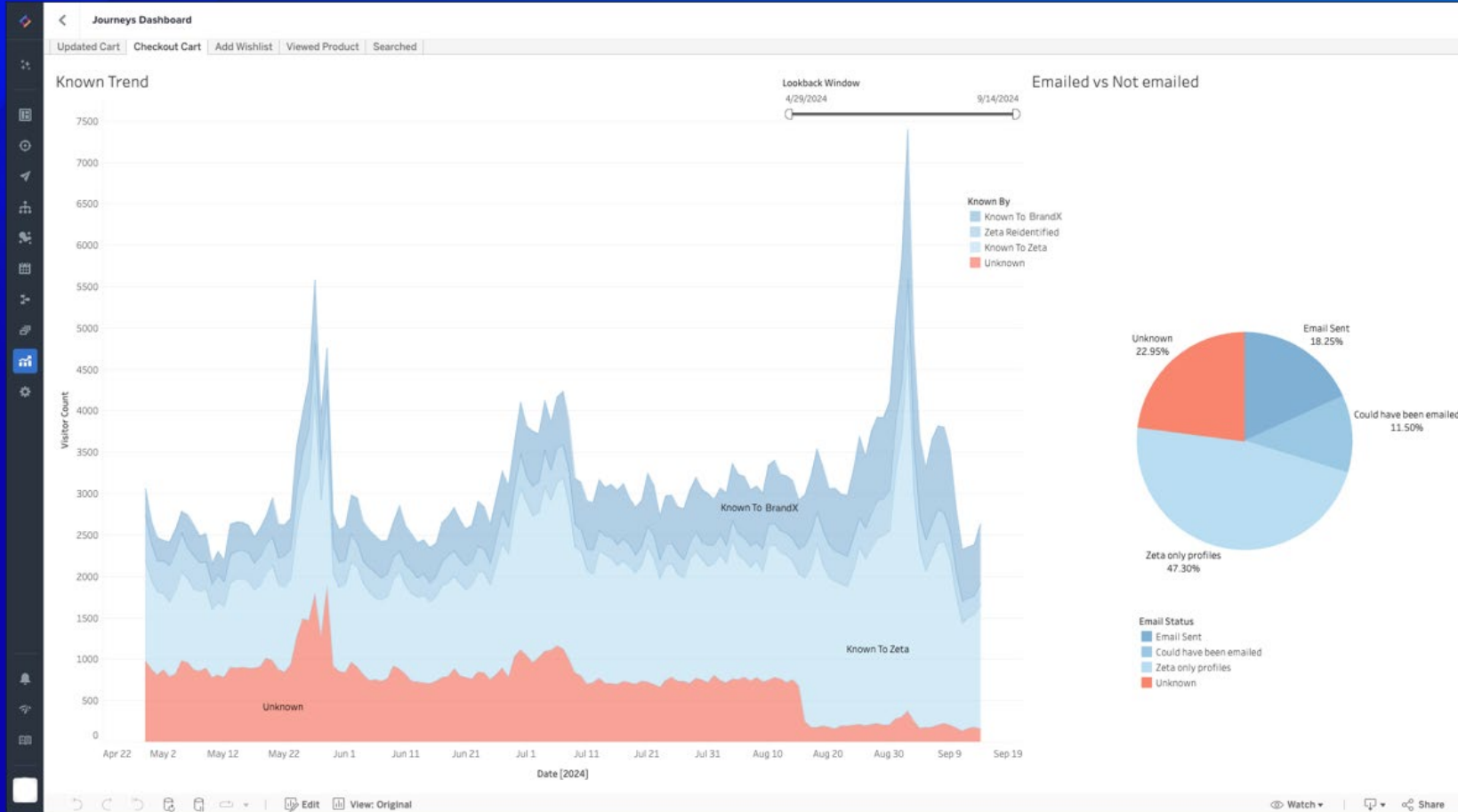
Expanding Use Cases

Step-change in
Win rate

Step-change in
ARPU

Golden Age of Personalization

Identity Resolution at Scale is the Foundation



LiveIntent Elevates Zeta's Identity Resolution to Best in Class

- Greater addressability
- Greater efficiency
- More relevant experiences
- More precise measurement

Golden Age of Personalization

From Activity to Intent to Impact

Zeta's Intent Scores

- Capture both Loud and Latent signals
- Provide broad and deep coverage
- Draw from a diverse range of sources
- Are dynamic, improving with every interaction

Explore Prospect Audiences

Demographic Psychographic **Behavior** Transaction Visitation Financial & Household Business to Person CPG Vehicle Ownership

Audiences are curated using the online browsing behavior exhibited by consumers within the Zeta Data Cloud. US

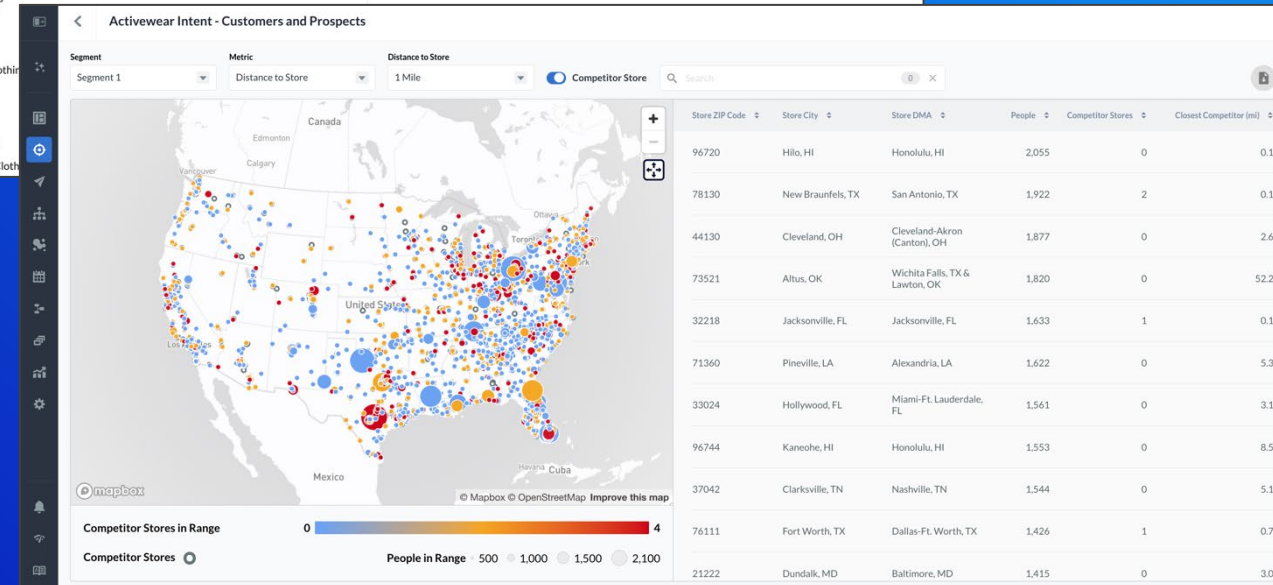
activewear

Retail & Consumer Goods
Clothing & Accessories
Activewear
Basics - Neutrals
Fashion Trends
Handbags
Jeans
Luggage
Men's Clothing
Shorts
Skirts
Sweaters
Tactical Clothing

Below are the key characteristics of the selected audience:

Audience Name: Activewear
Addressable Audience: 361,590

Learn More Activate Audience




Golden Age of Personalization

Hidden Signals to High Impact

What Zeta Knows

What The Brand Knows



- Contract Ending in 41 Days
- Bad Customer Service Experience

Anya L
Zeta ID: 759253



Rise in Pre-Mover Score

Viewing Cord Cutting Guides

Received Job Promoted

Subscribed to a New Streaming Service

Researching New iPhone

Visiting Competitor Store

Golden Age of Personalization

Predictable & Profitable Growth

Forecasting

123 Audience Size

Insights

Forecaster

Sample Audience

Audience Forecaster

Be ahead of the competition. Utilize the Audience Forecaster tool to predict the most likely outcomes from the audience you setup. This helps ensure that you can comfortably deliver media across programmatic campaigns and expected performance for email campaigns.

7 Days 30 Days 90 Days

Email Within 10% of accuracy

Impressions 2M	People/Impression 719k
Average Media Cost \$0.13	Partner Margin \$0.2
Bid Requests 302k	

Measuring

Attribution

TOTALS FROM 678 SOURCES

Last 30 days Last Interaction Create Attribution Model

336,392,507 Opens	13,443,468 Clicks	35,422 Conversions	0% Conversion Rate	634,438,048 Website Visits
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Channels

- Website Visits
- Customer Email
- Email

TOP 10 SOURCES

www.ticketatwork.com	High
www.clubmonaco.com	Medium-High
www.workingadvantage.c...	Medium
t1_lifecycle_postregwelc...	Medium-Low
HAG_20241202_HCOM_C...	Low
November-29-2024-MME...	Low
ECQ Order Receipt_v5	Low
Trigger_Welcome_Attentl...	Low
Order Acknowledged (Up...	Low
www.plumbenefits.com	Low

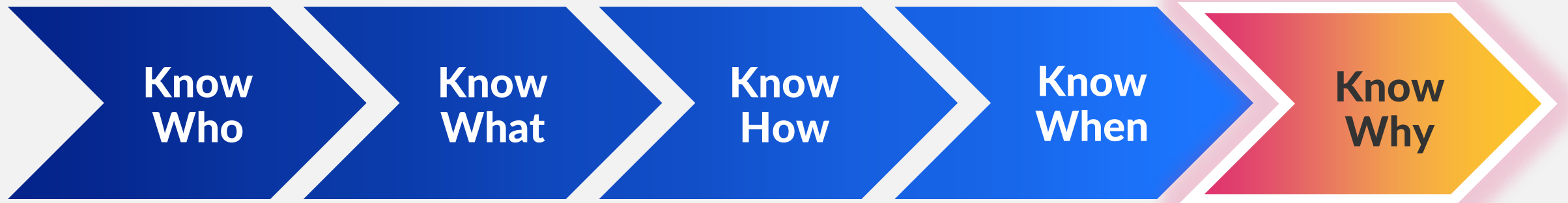
OVERLAP

Website Visits SMS Email

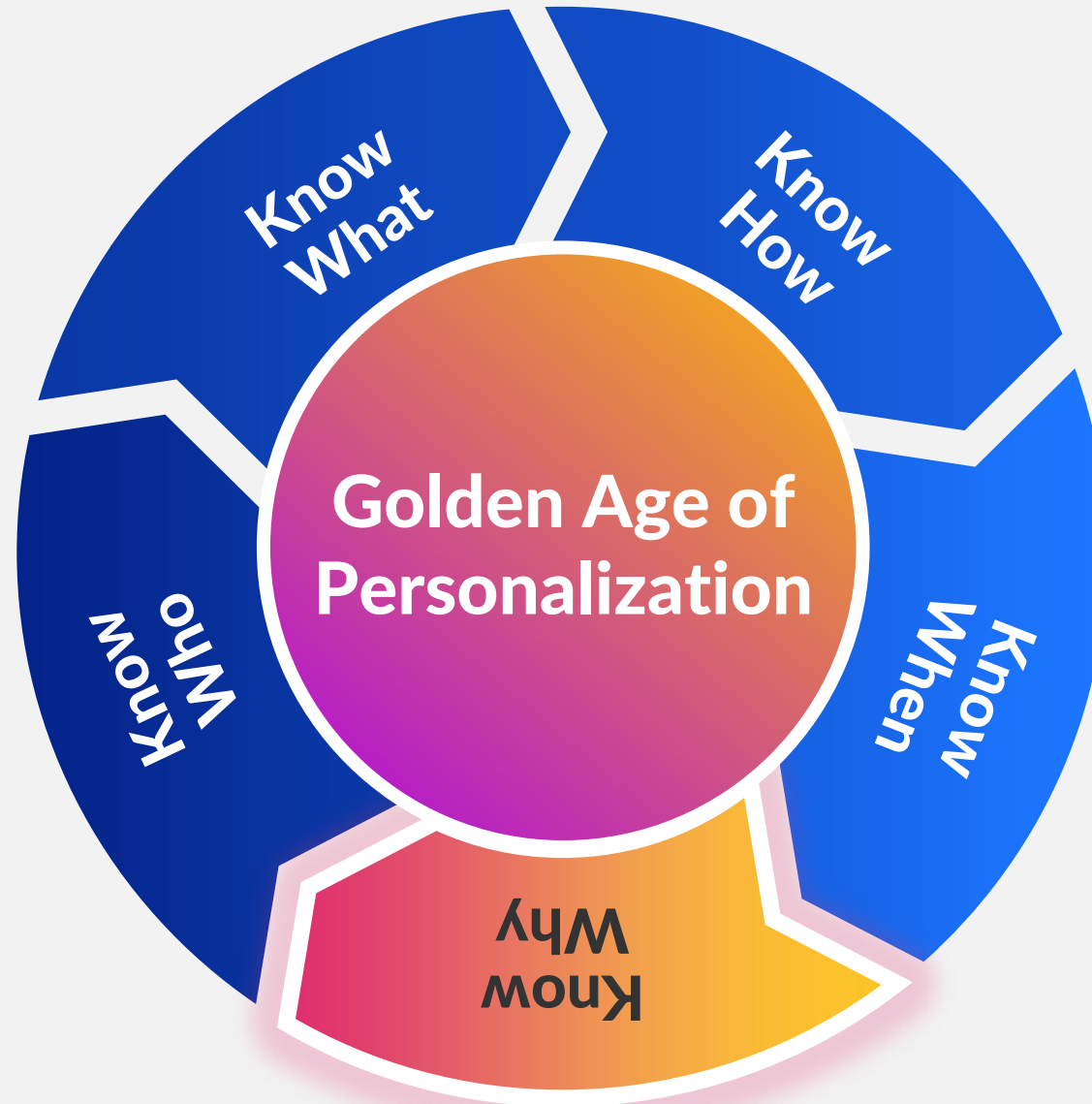
Top 10 Contributing Experiences

- 97 People: Trizzer, Wel, Trizzer, Wel, Trizzer, Wel, Trizzer, Wel
- 81 People: GovX- Post Purchase..., GovX- Post Purchase..., GovX- Post Purchase..., +2
- 79 People: Verification Text_Mobile, Confirmation Text_Mobile, Confirmation Text_Mobile, Confirmation Text_Mobile
- 64 People: HAG 20241, HAG 20241, HAG 20241, HAG 20241

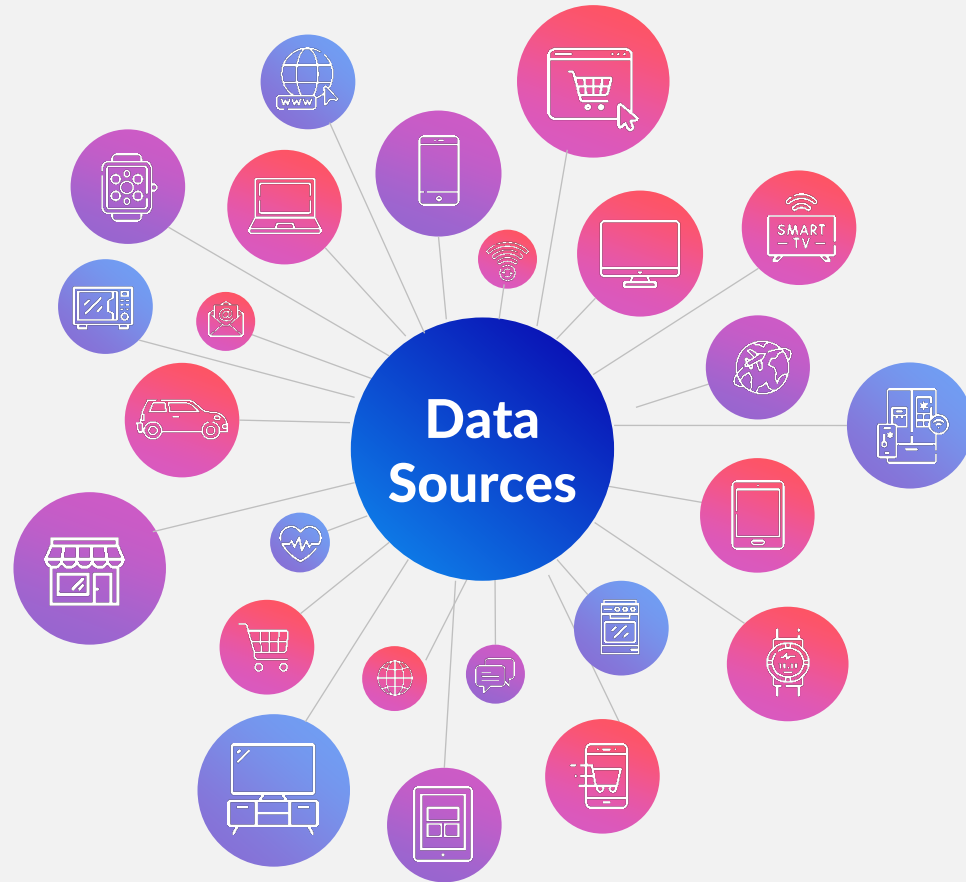
Knowing Why Is the North Star of the Golden Age...



...Why Ignites A Personalization Flywheel



New Connections Creates New Meaning



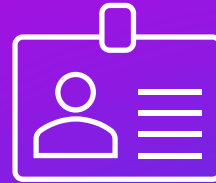
One Platform, Born From Conviction

Acquire | Retain | Grow

Customer
Data
(CDP)

Omnichannel
Messaging
(ESP)

Media
Activation
(DSP)



Data & Identity

Speed and access to unified closed-loop and proprietary data connected by identity & AI is the foundation of all activity.



Intelligence

Campaign Managers will work as behavioral psychologists fueled by responsive, generative & indispensable insights.



Activation

Acquisition and retention channels will unify around a single, contextual understanding of the customer.



Data & Identity

DE
Data
Enrichment

IM
Identity
Manager

DM
Data
Manager



Intelligence

OE
Opportunity
Explorer

AC
Analytics
Central

F
Forecasting



Activation

RTO
Real Time
Optimization

EB
Experience
Builder

AE
Audience
Explorer

ZETA MARKETING PLATFORM

Modular Design With A Data Foundation



Wraps Around Your Marketing Stack



Data & Identity

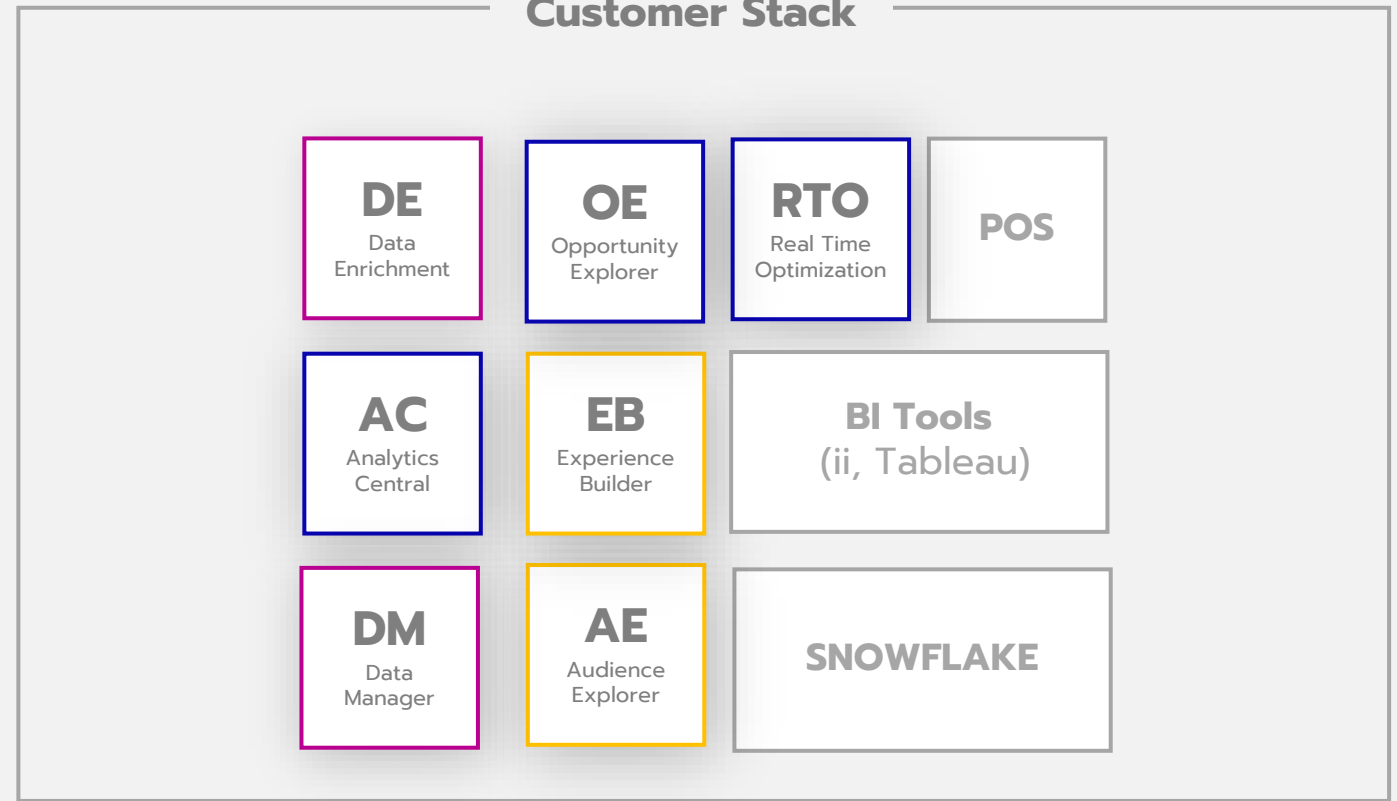


Intelligence



Activation

Customer Stack



To Be The Best Marketing Cloud:

Be The Best At Data & Identity



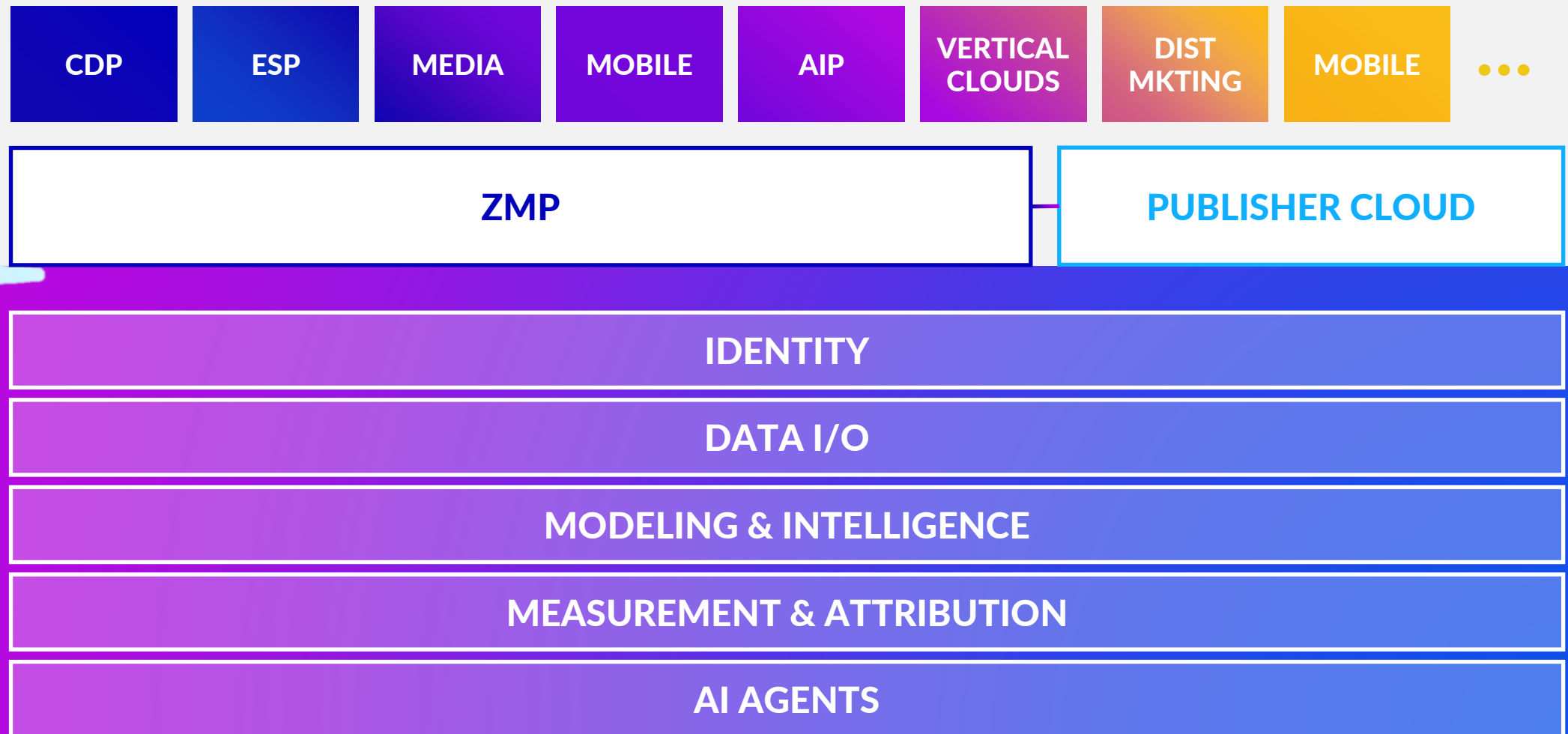
Data & Identity

Speed and access to unified closed-loop and proprietary data connected by identity & AI is the foundation of all activity.

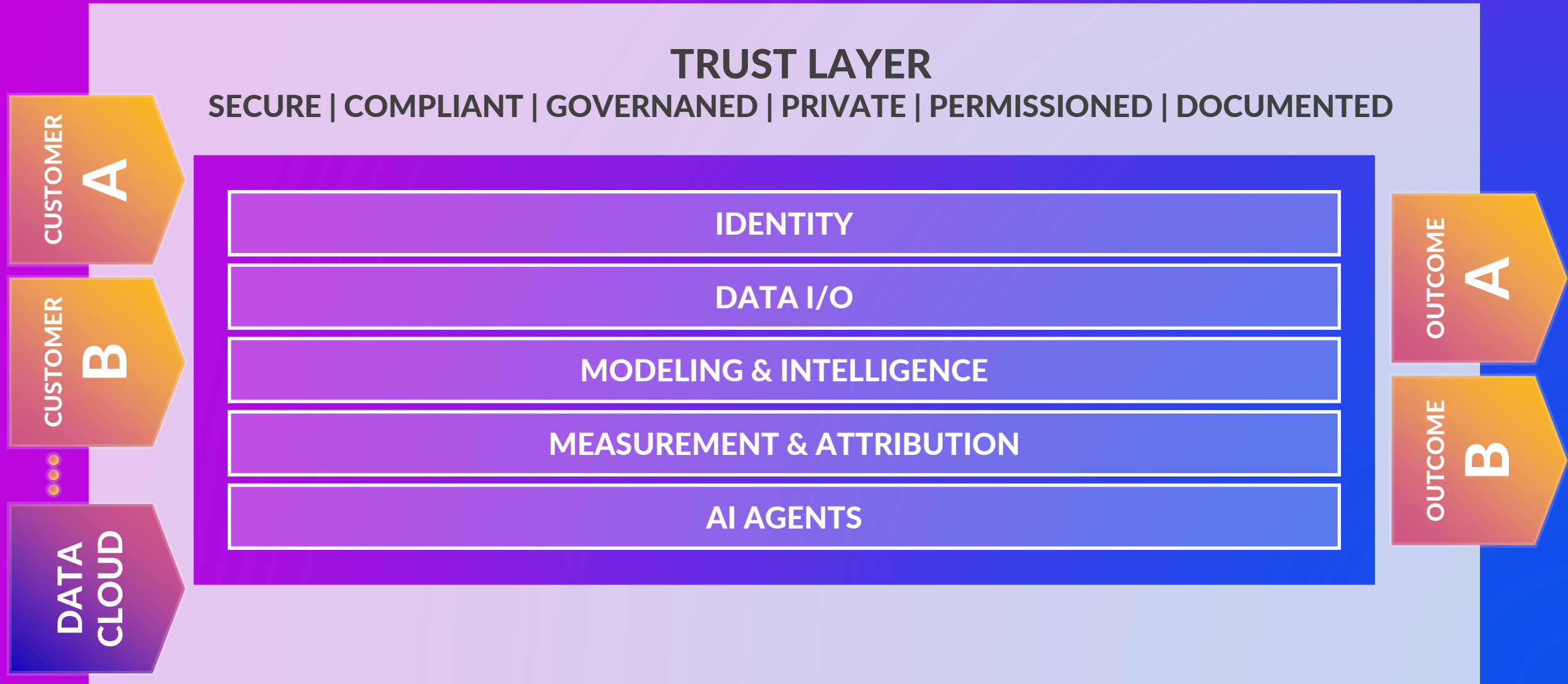
Deep Investment In Zeta's Data Layer



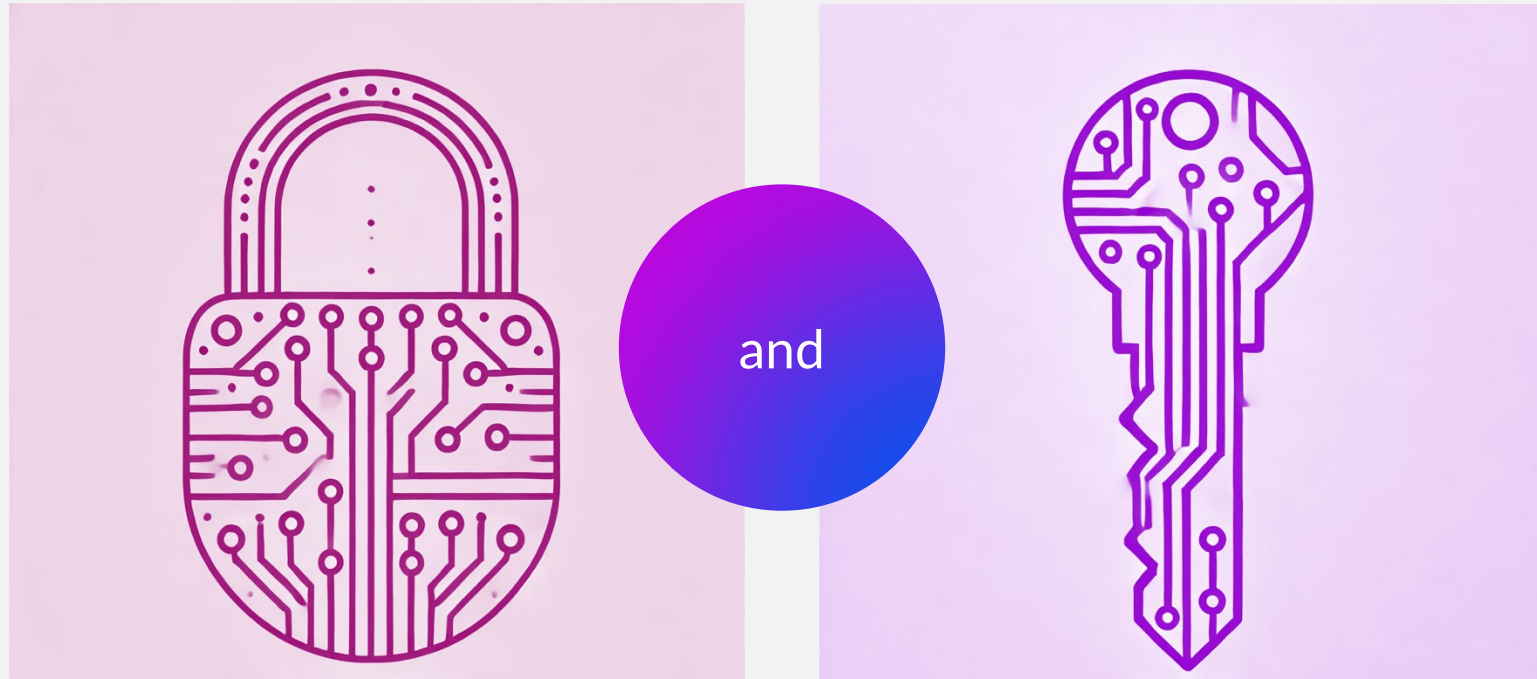
Consolidated Data Creates The Connected Platform



DATA IN, MAGIC OUT



AI & The Modern Marketing Platform



AI Without Data Is Limited

Data Without AI Is Limited

Zeta's Technology & Data: Designed As One

The Next Frontier In Activating Intelligence

Optimizing Experiences & Creating Them



Predictive AI

Analyzes data inputs, recognizes patterns, and makes predictions

Examples:

Netflix recommendations

Send time and channel optimization

Lookalike models



Generative AI

Uses massive amounts of data to create something new (text, images, video, etc.)

Examples:

LLMs

Content Generation

You Build The Agents

Intelligence

Purpose

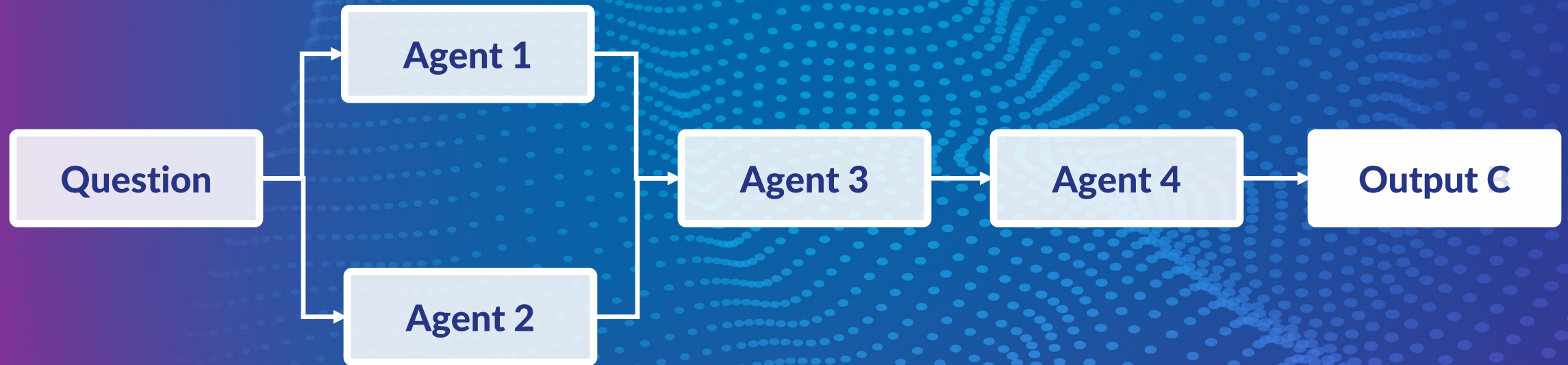
Context

Action

Linking


Secure, Compliant, Governed

Personalize & Automate Action For Each AI Workflow



Data Strategy – Looking Ahead

Data Mesh
Identity & Enrichment
Secure | Governed | Compliant



Intelligence Agents
Personalized | Productive | Prescience



Business Applications
Experiences | Measurement | Outcomes





Imagine

If You Could Just...

INDUSTRY EXPERT PANEL

Personalization

David Edelman | Executive Advisor – Edelman Advisory Services

Ted Schweitzer | Consultant, currently serving as Head of Customer Experience at Red Roof Inn, LLC

Shiv Singh | Co-Founder – AI Trailblazers

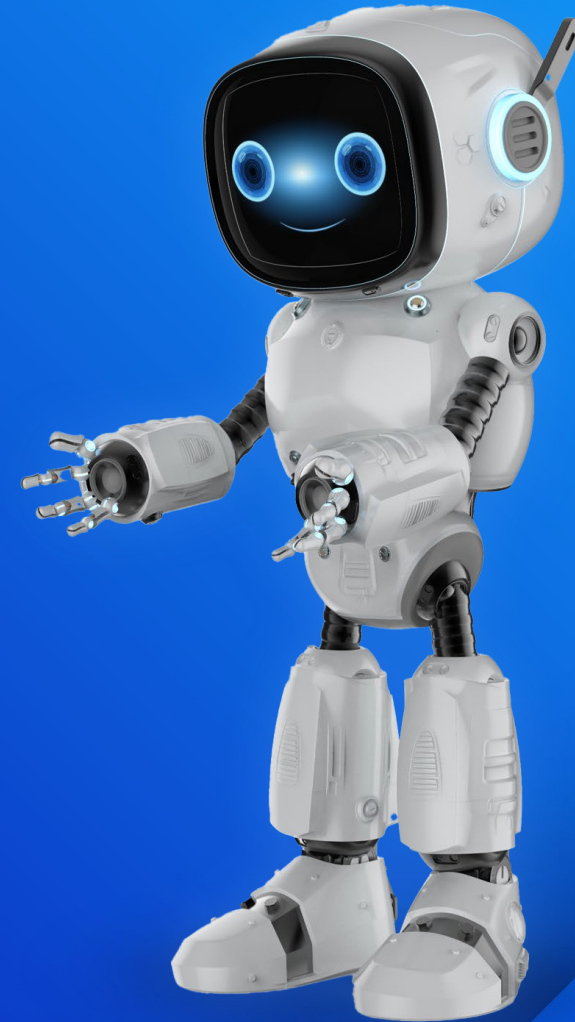
Joe Stanhope | VP & Principal Analyst – Forrester

GenAI Demo

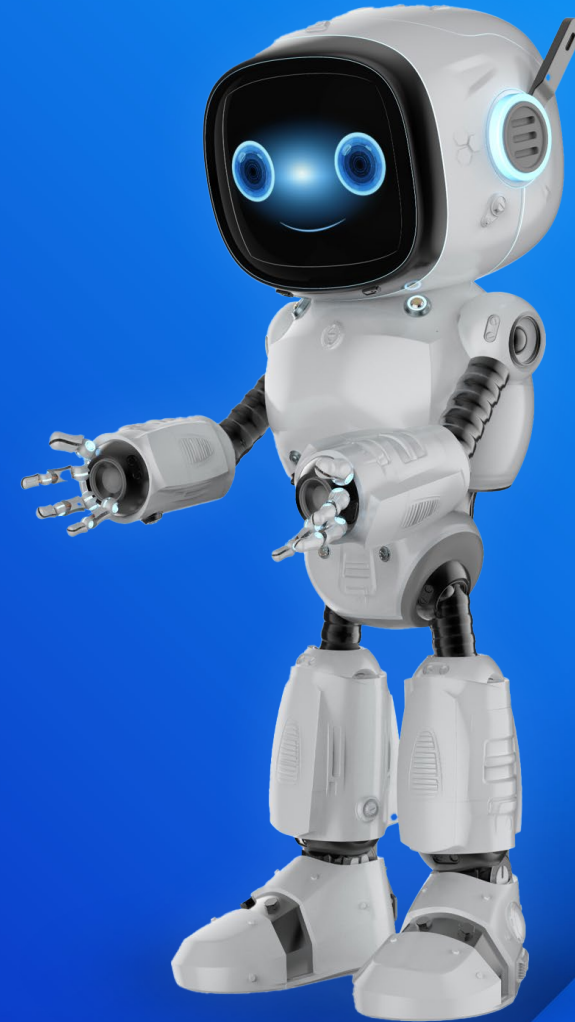
Roman Gun | VP Product

Zeta AI // ZOE

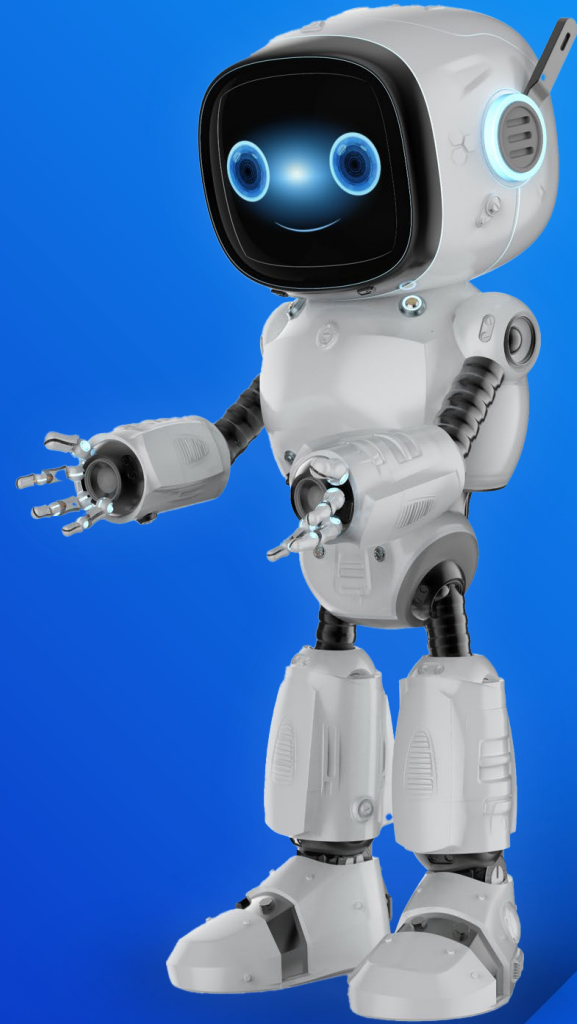
Make Sophisticated Marketing Simple



By Making Data
Simple &
Actionable



Simple For Customer Data

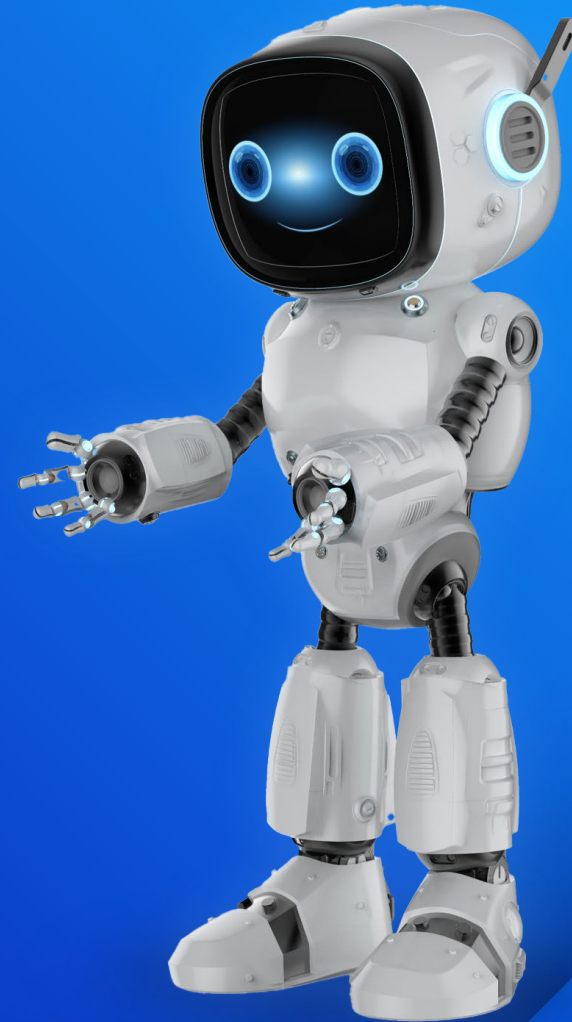


- ZOE
- Dashboard
- Onboarding
- Opportunities
- Campaigns
- Experiences
- Audiences
- Data
- Content
- Analytics
- Labs
- Calendar
- Settings
- Notifications
- Status Page
- Knowledge Base

Hello Roman 🙌,
 What can I do to assist you today?

Message Toast POS 🎤 📎 Send

Simple For Activation





Campaign Monitoring

Monitor and adjust your entire campaign

Campaign ▼

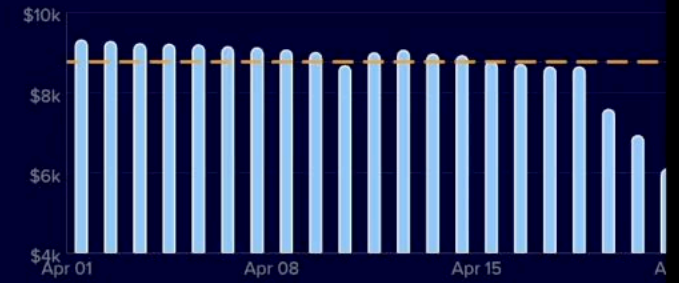
Alerts & Recommendations

Media Channel	ID	Details
Behavioral Display	606511	⚠ Delivery at Risk
Behavioral Video	606519	⚠ Ad Status Change
Native	610741	⚠ Pixel Dropoff
CTV	610743	👍 Performance Trending Up

Pacing

Mar 19, 2024

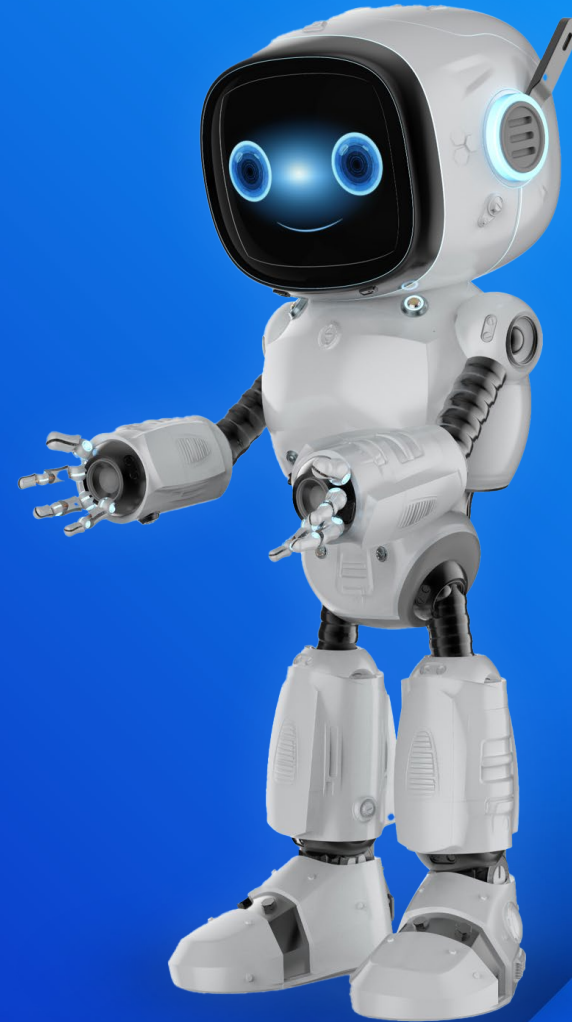
Total Spend to Date **\$194,536.56**
 Expected Spend to Date: **\$196,316.13**
 % on Pace: **99%**
 Total Budget: **\$264,600.00**
 Remaining Budget: **\$70,063.44**
 Days Left: **8**
 Daily Budget: **\$9,195.83**
 Daily Budget Needed: **\$8,757.93**



Opportunity		Id	Active		Daily Budget	Days Left	% on Pace	Today's Spend	Today's Imps	CTR	CPA
Spring Promo 2024		199557	<input checked="" type="checkbox"/>	...							
Behavioral Display	Display	606511	<input checked="" type="checkbox"/>	...	\$12.77						
Behavioral Video	Display	606519	<input checked="" type="checkbox"/>	...	\$18.16						
Native	Display	610741	<input type="checkbox"/>	...	—						
CTV	Display	610743	<input type="checkbox"/>	...	—						
Audio	Display	610745	<input type="checkbox"/>	...	—						



Simple For Intelligence





This tool illustrates Zeta's analysis of **your** customer database. CustomerPulseSM provides a deep dive into coverage use case, leveraging the Data Cloud's online, transactional, location, financial & household datasets.

Learn more about the sort and filter options available in this report.



Gatorade Purchasers

Compare

View Generated Insights

- Coverage
- Demographics
- Psychographics
- Content Consumption
- Transactions**
- Visitation
- Financial & Household
- CTV
- Linear TV

4 selected

Select Sub Category

Transactional Interests

Transactional breakdowns of **your** customers

Only attributes that are statistically significant for all selected segments are shown below

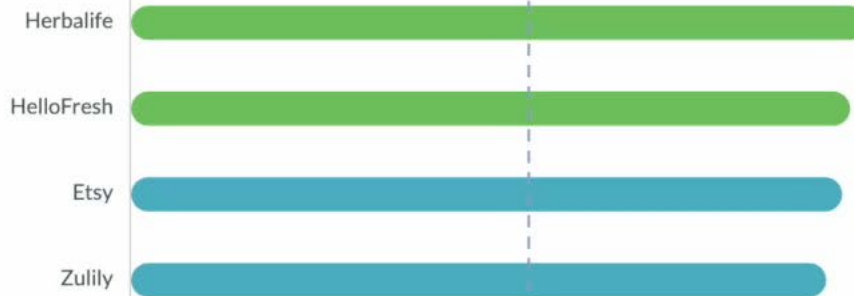
Remove Outliers

Sort by: Indexing

Gatorade Purchasers

Activate

Network Baseline



LLMS Make This Possible



LLMS have near
infinite knowledge
But no point
of view



We're on a
journey from
using tools to
guiding them



Agents are your
best friends at work
AI that acts via
your instructions





ZOE

Dashboard

Opportunities

Campaigns

Experiences

Audiences

Calendar

Data

Content

Analytics

Labs

Settings

Notifications

Status Page

Knowledge Base

Create

Configure

Configure

Agent Name

Claude 3.5 Opus


Description

Instructions

Agent Documentation

Reference Documents

Our platform welcomes your creativity and data in various formats for an effortless experience. We accept: JPEGs, PNGs, CSVs, PDFs with Plain Text.



Assistant Preview

Start by defining your Assistant first

Challenge

Building targeted audiences is a cumbersome process plagued by inefficiency and complexity.

Solution

Intelligent Audience



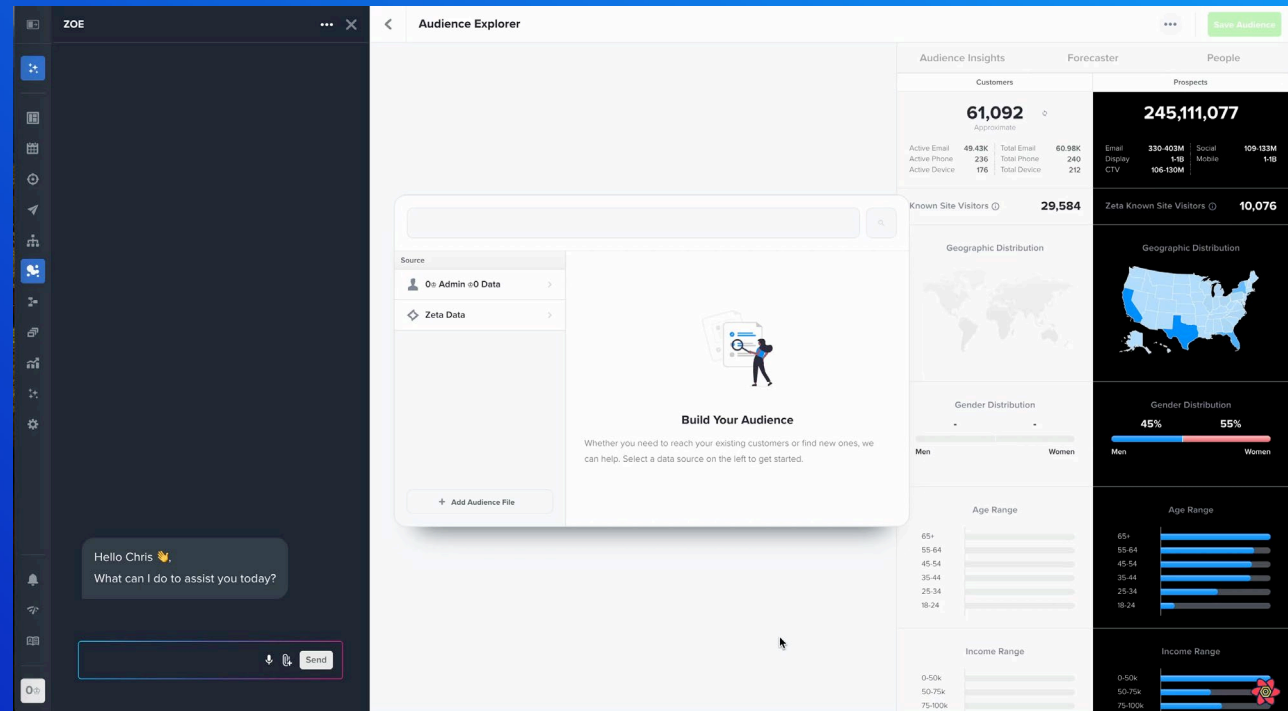
Deploy an Audience Building Agent that makes creating precise, effective audiences as simple as articulating a request.



Makes building an Audience as easy as saying "I want to target East Coast Sneakerheads"



In Beta



Challenge

Building campaigns is a cumbersome process plagued by inefficiency and complexity.

Solution

Visual Composer



Simplify omni-channel content creation



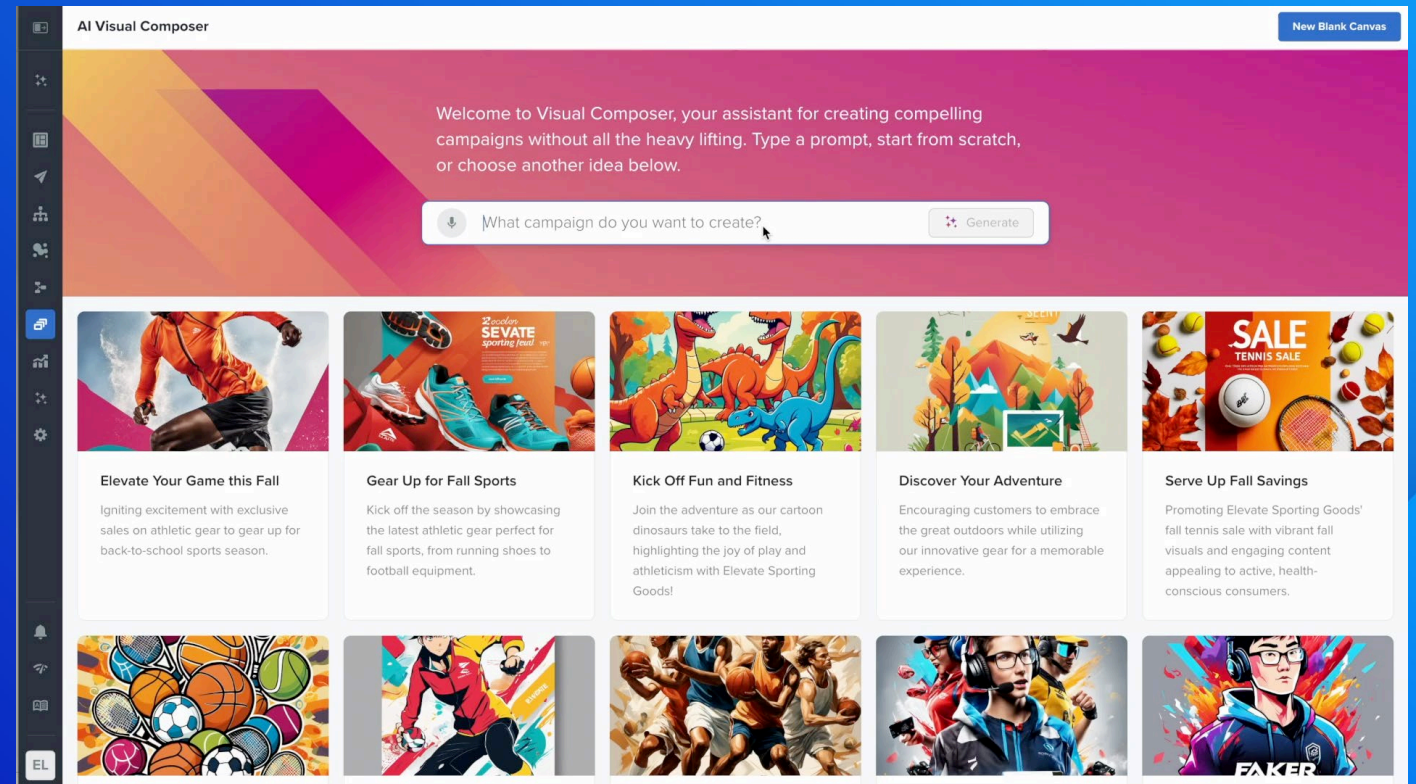
Tight integration into asset management



Powerful personalization features



GenAI tools to ideate and refine



Agent Use Cases

How Can Agents Help You

Email Body Content

QBR Prep

HTML Generation

Strategy for Promotional Offers

Liquid Script Generation

Custom Analytics

Engagement Insights

Generational & Multi-Cultural
Tones

Audience Segment

Analytics Guidance (what
reports run)

Clustering

Oh.
We're Not Done

Make
Sophisticated
Marketing
Simple

ONE TOOL:
To Unify All
Jobs To Be Done



Let's craft a new workflow for your AI agents. Provide a detailed prompt to help us generate the workflow efficiently and seamlessly.

+ Compose a precise and detailed prompt to create a workflow... Generate

Media Optimization
Hey Zoe, I want to optimize ou...

Project Scope and Delivery Estim...
Hey Zoe, I have a new client w...

Data Onboarding
Given an unstructured sample

Back to School Campaign Planner
Hey Zoe, I need to create a ba...

Location & Preferred Channel Ins...
Hey Zoe, I want to understand ...

Zeta Data Cloud Audience Reco...
Given a suggestion for an audi...

Legacy Data Onboarding and Au...
Hey Zoe, I'm onboarding a ne...

Map and See
Data Mapping with an Image

This workflow targets individuals...
Life Change Targeting Workflow
Identify individuals with life cha...

Pre-Mover / New Mover
Hey Zoe, I want to target indivi...

This workflow identifies lapsed c...

This workflow analyzes customer...

Organic Intelligence.
Bringing Your Intelligence
to the ZMP



Bring Your Own Model

Connect, your best in-house intelligence to the ZMP

AI Model Mapping

Of the 44 features intended for this model, 1 of 4 did not map successfully. Please review the suggested features below:

Data Preprocessing 88%

Map Feature to:
Age

Age:
19

Link a data source if feature mapping fails
Data Source

Next

Upload AI Model

Save Model

Name: Sales Forecast Predictor

Description - Required: Optimizes inventory and financial planning by predicting future sales with historical data accuracy.

Model Type: Forecaster

Model Requirements:

- PMML format is required
- Any data the model needs to function properly, must reside within the ZMP

Upload Photo

Evaluating Model Performance

A success metric quantitatively evaluates a model's performance in achieving its intended outcomes, such as accuracy, precision, or recall, serving as a crucial benchmark to assess effectiveness in real-world applications.

Success Metric

The features listed below have been successfully aligned with this model.

Model Frequency: Monthly | Model Cost: \$100,000

Model Feature	Zeta Feature	Confidence Score	Data Sample	
hh_income	hh_income	90%	100,000	...
hh_income	hh_income	90%	100,000	Map to Feature
hh_income	hh_income	90%	100,000	Reshuffle Data Sample
hh_income	hh_income	90%	100,000	...
Sample Output	Cedric Meriau	San Francisco, CA	100,000	...

Marketer Model Workbench

We're Upleveling Marketers into Data Scientists

The screenshot displays the Marketer Model Workbench interface, which is designed to help marketers create AI models. The interface is divided into several sections:

- Chatbot:** A chatbot named Cedric is providing guidance. It says, "Hello Cedric! I'm your Model Builder. Ready to create a model? Let me guide you through the setup!" and "Click here to upload a data source for your model." The chatbot's source is set to "Model Builder".
- Code Editor:** A code editor shows Python code for data preprocessing and model training. The code includes comments and function calls for feature selection, data splitting, and XGBoost initialization.
- Results Panel:** The "Results" tab is active, showing a True Positive Rate (ROC) curve. The test AUC is 0.83. The y-axis is labeled "True Positive Rate" and ranges from 0.4 to 0.6. The x-axis is labeled "False Positive Rate".
- Feature Selection Panel:** A panel titled "Model Features" allows users to add and manage features. It includes options for "Add Additional Features", "Optimized Model Features" (Metrics, Insights, Efficiency, Predictability, Flexibility), and "Custom Feature Creation". The "Custom Feature Creation" section is checked, and a "Create" button is visible. Below this, there are lists for "1st Party Features" and "3rd Party Features", and a section for "Data Preparation and Feature Engineering" with a "Feature Selection" option.

Goals & Recommendations

You tell us your KPIs,
We tell you how to get there

The image displays a marketing dashboard interface. On the left, a sidebar lists various recommendations with their respective KPIs:

- Dynamic Display Ads Optimization: 12% increase in brand awareness
- Referral Program Incentive Strategy: 8% increase in customer acquisition
- SEO-Driven Blog Content: 20% increase in organic traffic
- SMS Flash Sale Campaign: 18% increase in response rate
- Cart Abandonment Email Sequence: 14% decrease in cart abandonment
- Email Product Recommendations: 12% increase in upsell revenue
- Lookalike Audience Targeting: 9% increase in conversions
- A/B Testing for Landing Page Design: 9% increase in conversion rate
- Optimize Email Send Times: 10% increase in open rate

The main content area is titled "Explore These Options" and features two recommendation cards:

- Adjust Ads Bidding**: Shows a +8% ROI. Description: "Lower bids 10% for low ads, raise 15% on high-conversion keywords to maximize spend." Includes a "Why This Option" link and "Revise" and "Apply" buttons.
- Personalized Emails**: Shows a +12.5% Open Rate. Description: "Use dynamic text to insert names in subject lines for personalized engagement." Includes a "Why This Option" link and "Revise" and "Apply" buttons.

Overlaid on the right is a "Why This Option" modal for "Optimize Email Send Times". The modal text reads: "Send emails at 10 AM on weekdays for Segment A, and 6 PM on weekends for Segment B, targeting peak engagement." It includes a "Try This" button.

Below the recommendations is a "Goals" section. It features a chat interface with a user named "ZOE*" and a "New Goal" button. The chat contains a message: "Hello Maggie, Let's create your first goal. Which metric would you like to associate with it?" and a response: "These are the five most commonly selected metrics by users. Or feel free to type your own." Below the chat are buttons for "Increase Conversion Rate", "Decrease Bounce Rate", "Improve Email Engagement", "Reduce Cart Abandonment", and "Boost Customer Retention".

To the right of the chat is a "Track Progress and Optimize Strategies" section. It includes a progress bar for "Reduce Bounce Rate" showing 20% (On Track) with a goal of 22%. A "109 Days to Go" indicator and a "Reach Your Goal Faster" button are also present.

Completed

Dynamic Display Ads Optimization

12% increase in brand awareness

Referral Program Incentive Strategy

8% increase in customer acquisition

SEO-Driven Blog Content

20% increase in organic traffic

SMS Flash Sale Campaign

18% increase in response rate

Cart Abandonment Email Sequence

14% decrease in cart abandonment

Email Product Recommendations

12% increase in upsell revenue

Lookalike Audience Targeting

9% increase in conversions

A/B Testing for Landing Page Design

9% increase in conversion rate

Optimize Email Send Times

10% increase in open rate

Explore These Options

Categories

Adjust Ads Bidding

+8% ROI

Lower bids 10% for low ads, raise 15% on high-conversion keywords to maximize spend.

[Why This Option >](#)

Revise

Adjust Email Send Time

+1.4% Open Rate

Send Segment A emails at 10 AM weekdays, Segment B at 6 PM weekends for engagement.

[Why This Option >](#)

Revise

Personalized Emails

+12.5% Open Rate

Use dynamic text to insert names in subject lines for personalized engagement.

[Why This Option >](#)

Revise

Adjust Paid Search Bids

+7.5% Conversion Rate

Raise bids by 20% for high CTR but low conversion keywords to boost visibility.

[Why This Option >](#)

Revise

Why This Option

Optimize Email Send Times

Send emails at 10 AM on weekdays for Segment A, and 6 PM on weekends for Segment B, targeting peak engagement.

Forecasted Impact

We anticipate a 15% increase in open rates and a 10% increase in click-through rates across both segments.

+15% Open Rate

+10% Click Through Rate

Why Are We Recommending?

Model Feature Set: The model applies deep learning to analyze historical open and click rates across different times of day and week.

Data Utilization: Merges first-party (browsing history) with third-party demographic data to create personalized emails.

Business Logic: Optimizing send times increases open rates, click-through rates, and overall engagement, boosting conversions.

Tracking

We will monitor the actual open and click-through rates against these forecasts using our real-time analytics.

To Summarize



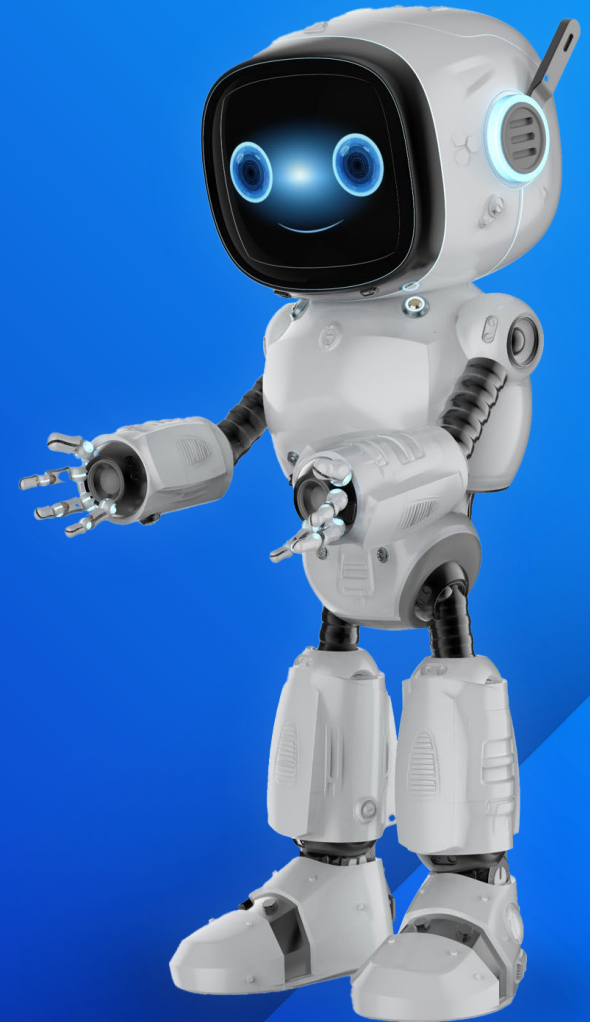
You're now in charge of the AI's Jobs
to Be Done

You're the Director of this AI Movie

Conceptualize, Validate, Operationalize in days

Total Transparency

Happy Customers



MARKETING EXPERT PANEL

Customer Interview

Winnie Shen | EVP, Data Cloud – Zeta

Yousef Kattan | President & CEO – TRUth

Exponential Impact: The Power of TRUth + Zeta

A Formula for Growth



Win + Grow

Data-driven intelligence enables TRUth and Zeta to win and grow business at scale

Regional Restaurant Chain



AdTech + MarTech

Zeta empowers TRUth by expanding its capabilities with robust CDP and ESP functionalities, creating a seamless ecosystem that bridges data-driven advertising and personalized marketing, driving unparalleled outcomes

D2C Pet Pharmacy



1st Party Unlock

Ability to onboard and access 1P data intelligence unlocks competitive advantages

Tax Prep Service Provider

Optimizing Market Prioritization with Location Intelligence

ZETA

- ZOE
- Dashboard
- Opportunities
- Campaigns
- Experiences
- Audiences
- Calendar
- Data
- Content
- Analytics
- Settings
- Notifications
- Status Page
- Knowledge Base

Location Intelligence

Competition and Opportunity by Market

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Bubble Size Metric: Competitive Intensity

Bubble Color: All-in-One Weighted Metric: 0.26 to 0.78

Inputs for analysis:
Prospects: Visitors to fast casual restaurants in L30 Days
Competitors: Brand 1, Brand 2, Brand 3, Brand 4, Brand 5

All-in-One Metric Weights Show Details

Competitive Intensity Weighting	Competitor Locations Weighting	FY2023 Sales Weighting	Prospect Count Weighting
0.25	0.25	0.25	0.25

DMA	Brand Location Count	Competitive Intensity Percentile Rank	Competitor Locations Percentile Rank	FY2023 Total Sales Percentile Rank	FY2023
Orlando-Daytona Beach-Melbourne FL	26	1.00	0.33	1.00	\$167,0
West Palm Beach-Fort Pierce FL	9	0.94	0.56	0.83	\$49,6
Ft. Myers-Naples FL	4	0.83	0.72	0.61	\$28,1
Jacksonville FL	6	0.78	0.61	0.67	\$34,3
Miami-Ft. Lauderdale FL	8	0.39	0.39	0.72	\$48,8
Chattanooga TN	2	0.72	0.83	0.44	\$10,6
Tampa-St.Petersburg (Sarasota) FL	10	0.56	0.22	0.78	\$49,1
Philadelphia PA	11	0.33	0.11	0.89	\$51,9
Gainesville FL	1	0.89	1.00	0.17	\$5,9
New York NY	11	0.00	0.00	0.94	\$58,7
Atlanta GA	7	0.50	0.17	0.50	\$21,4
Tallahassee FL-Thomasville GA	1	0.67	0.94	0.11	\$4,2
Mobile AL-Pensacola (Ft. Walton Beach) FL	2	0.44	0.78	0.39	\$9,7
Chicago IL	7	0.11	0.06	0.56	\$27,8
Wilkes Barre-Scranton PA	1	0.61	0.83	0.00	\$3,7
Baltimore MD	2	0.22	0.50	0.33	\$8,1
Washington DC (Hagerstown MD)	2	0.17	0.28	0.28	\$7,6
Harrisburg-Lancaster-Lebanon-York PA	1	0.28	0.67	0.06	\$3,9
Nashville TN	2	0.06	0.44	0.22	\$7,2

* Zeta Marketing Platform

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ZETA 103

Optimizing Market Prioritization with Location Intelligence

All-in-One Metric Weights

[Show Details](#)

Competitive Intensity Weighting

0.25

Competitor Locations Weighting

0.25

FY2023 Sales Weighting

0.25

Prospect Count Weighting

0.25

**Closest to the
brand vs
competitors**

**Number of
nearby
competitors**

**2023
Sales**

**Prospects
in Geo**

* Zeta Marketing Platform

Optimizing Market Prioritization with Location Intelligence

DMA	Brand Location Count	Competitive Intensity Percentile Rank	Competitor Locations Percentile Rank	FY2023 Total Sales Percentile Rank	FY2023
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Jacksonville FL	6	0.78	0.61	0.67	\$34,3
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Chattanooga TN	2	0.72	0.83	0.44	\$10,6
Tampa-St.Petersburg (Sarasota) FL	10	0.56	0.22	0.78	\$49,1
Philadelphia PA	11	0.33	0.11	0.89	\$51,9
Gainesville FL	1	0.89	1.00	0.17	\$5,9
New York NY	11	0.00	0.00	0.94	\$58,7
Atlanta GA	7	0.50	0.17	0.50	\$21,4

* Zeta Marketing Platform

Optimizing Market Prioritization with Location Intelligence

ZETA

- ZOE
- Dashboard
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- Settings
- Notifications
- Status Page
- Knowledge Base

Location Intelligence
✎

Competition and Opportunity by Market

© 2024 Mapbox © OpenStreetMap

Bubble Size Metric: Competitive Intensity

Bubble Color: All-in-One Weighted Metric 0.31 0.67

Inputs for analysis:

Prospects: Visitors to fast casual restaurants in L30 Days

Competitors: Brand 1. Brand 2. Brand 3. Brand 4. Brand 5

[Show Details](#)

Competitive Intensity Weighting	Competitor Locations Weighting	FY2023 Sales Weighting	Prospect Count Weighting
0.05	0.3	0.05	0.6

DMA	Brand Location Count	Competitive Intensity Percentile Rank	Competitor Locations Percentile Rank	FY2023 Total Sales Percentile Rank	FY2023
Miami-Ft. Lauderdale FL	8	0.39	0.39	0.72	\$48,8
Orlando-Daytona Beach-Melbourne FL	26	1.00	0.33	1.00	\$167,0
New York NY	11	0.00	0.00	0.94	\$58,7
Philadelphia PA	11	0.33	0.11	0.89	\$51,9
Chicago IL	7	0.11	0.06	0.56	\$27,8
West Palm Beach-Fort Pierce FL	9	0.94	0.56	0.83	\$49,6
Jacksonville FL	6	0.78	0.61	0.67	\$34,3
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Tampa-St.Petersburg (Sarasota) FL	10	0.56	0.22	0.78	\$49,1
Atlanta GA	7	0.50	0.17	0.50	\$21,4
Chattanooga TN	2	0.72	0.83	0.44	\$10,6
Washington DC (Hagerstown MD)	2	0.17	0.28	0.28	\$7,69
Baltimore MD	2	0.22	0.50	0.33	\$8,15
Mobile AL-Pensacola (Ft. Walton Beach) FL	2	0.44	0.78	0.39	\$9,70
Tallahassee FL-Thomasville GA	1	0.67	0.94	0.11	\$4,20
Gainesville FL	1	0.89	1.00	0.17	\$5,90
Nashville TN	2	0.06	0.44	0.22	\$7,25
Harrisburg-Lancaster-Lebanon-York PA	1	0.28	0.67	0.06	\$3,90
Wilkes Barre-Scranton PA	1	0.61	0.83	0.00	\$3,70

* Zeta Marketing Platform

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ZETA 106

Optimizing Market Prioritization with Location Intelligence

All-in-One Metric Weights

[Show Details](#)

Competitive Intensity Weighting

0.05

Competitor Locations Weighting

0.3

FY2023 Sales Weighting

0.05

Prospect Count Weighting

0.6

* Zeta Marketing Platform

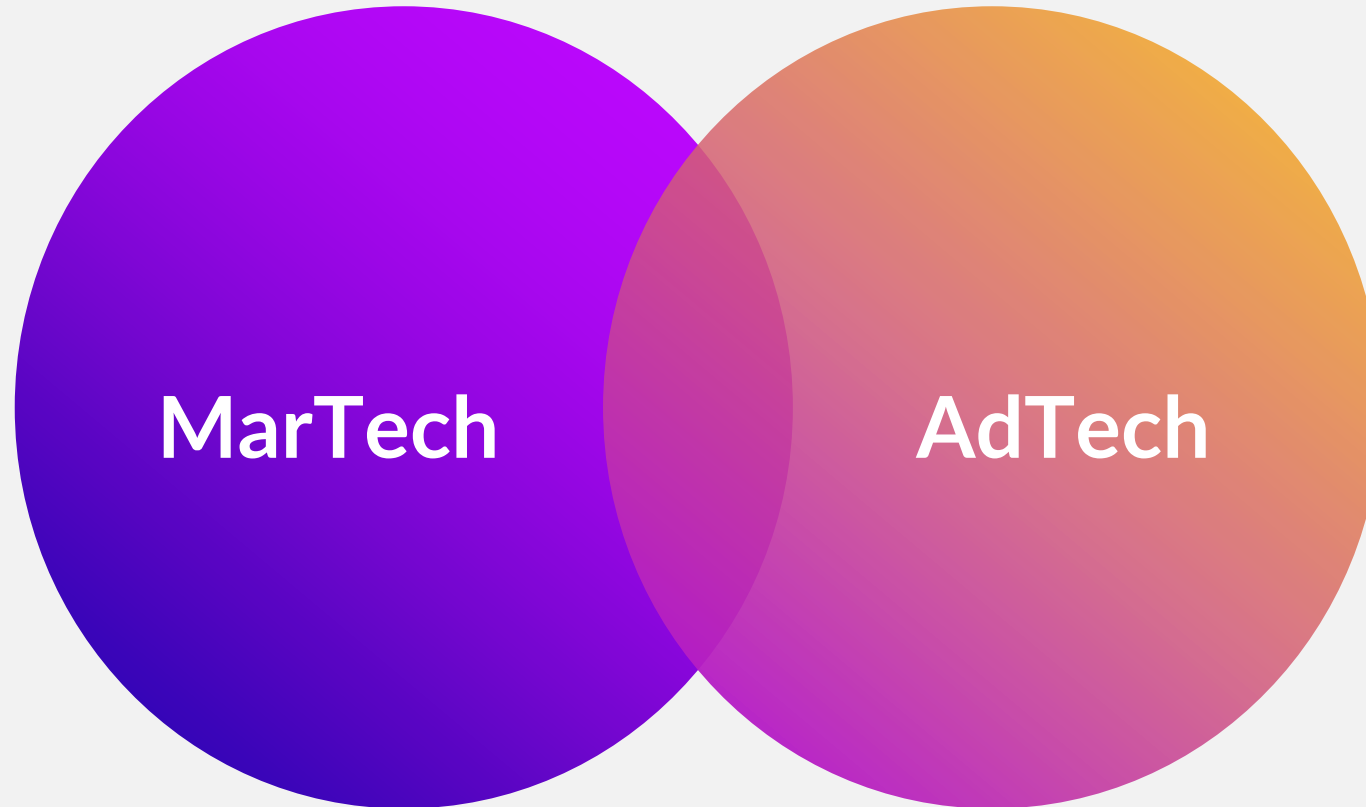
Optimizing Market Prioritization with Location Intelligence

DMA	Brand Location Count	Competitive Intensity Percentile Rank	Competitor Locations Percentile Rank	FY2023 Total Sales Percentile Rank	FY2023
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Orlando-Daytona Beach-Melbourne FL	26	1.00	0.33	1.00	\$167,000
New York NY	11	0.00	0.00	0.94	\$58,700
Philadelphia PA	11	0.33	0.11	0.89	\$51,900
Chicago IL	7	0.11	0.06	0.56	\$27,800
West Palm Beach-Fort Pierce FL	9	0.94	0.56	0.83	\$49,600
Jacksonville FL	6	0.78	0.61	0.67	\$34,300
Ft. Myers-Naples FL	4	0.83	0.72	0.61	\$28,100
Tampa-St.Petersburg (Sarasota) FL	10	0.56	0.22	0.78	\$49,100
Atlanta GA	7	0.50	0.17	0.50	\$21,400
Chattanooga TN	2	0.72	0.83	0.44	\$10,600

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Convergence of MarTech and AdTech Fuels Growth

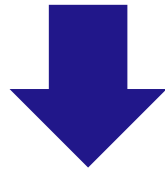
How We Do It



Convergence of MarTech and AdTech Fuels Growth

Growing Use Cases

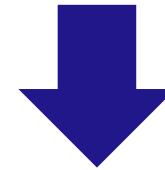
Acquisition



Growth & Retention

Growing Channels

Programmatic



Acquisition Email

Harnessing the Power of 1P Data for Independent Agencies

Directly Onboard 1P Data

- Empower clients to onboard 1P data directly, integrating seamlessly into a broader suite of marketing solutions and capabilities
- Achieve the highest match rates to minimize media waste and enable deterministic attribution for actionable intelligence

Real-Time Intelligence

- Enhance 1P data with 3,000-5,000 attributes and signals to drive deeper customer understanding
- Leverage real-time intelligence with a 360° view of your customers

Build & Engage Lookalikes

- Suppress existing customers and build robust lookalikes from a 245MM-strong prospect database
- Activate and measure performance across omnichannel solutions to optimize campaign reach and efficiency

Empowering Smarter Marketing Decisions

ZETA

ZOE

Dashboard

Opportunities

Campaigns

Experiences

Audiences

Calendar

Data

Content

Analytics

Settings

Notifications

Status Page

Knowledge Base

Omni-Channel Attribution
✎

Attributed Results Summary

Date: 11/1/2023 - 2/27/2024

Purchase Channel: (All)

Credit Distribution Model: Even Channels

Store State: (All)

Media View: Channel

Store City: (All)

Visual: Revenue

Channel	Revenue
affiliate	\$13,524,734
audio	\$56,211,391
ctv	\$3,385,362
display	\$55,501,449
emailacq	\$5,939,162
emailcrm	\$41,004,895
linear tv	\$8,842,435
olv	\$41,409,855
searchpaid	\$17,926,817
social	\$12,107,569

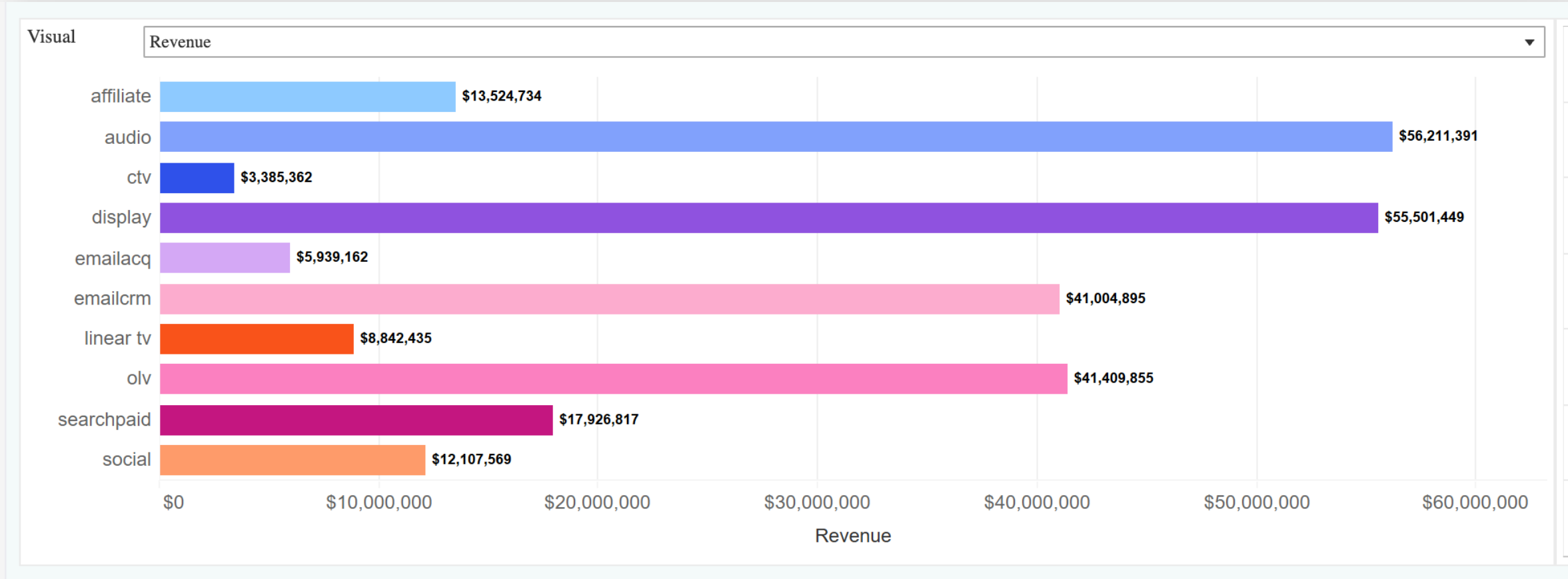
Transactions	365,338
Revenue	\$255,853,668
AOV	\$700.32
New Customer %	82.4%
Avg Number of Exposures	39
Avg First Touch Latency (Days)	15
Avg Last Touch Latency (Days)	7

Pathway Summary

Media Pathway	Attributed Transactions	% of Attributed Transactions	Attributed Revenue	% of Attributed Revenue	AOV	Avg Number of Exposures	Avg First Touch Latency (Days)	Avg Last Touch Latency (Days)
display independent	53,291	14.6%	\$35,451,541	13.9%	\$665.24	11	15	11
audio independent	50,242	13.8%	\$35,499,293	13.9%	\$706.57	13	17	8

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Omni-Channel Attribution

Attribution Model Comparison

Date: 11/1/2023 - 2/27/2024
 Metric: Revenue
 Media View: Channel
 Purchase Channel: (All)
 Store State: (All)
 Store City: (All)

Media	Even Channels	Even Touchpoints	Even Touchpoints Exposure Type Weighted	First Touch	Last Touch	U-Shaped	U-Shaped Exposure Type Weighted
affiliate	\$13,524,734	\$12,691,372	\$14,856,868	\$10,472,084	\$16,074,875	\$13,106,805	\$13,577,116
audio	\$56,211,391	\$59,879,472	\$56,692,848	\$66,214,921	\$60,120,494	\$62,051,122	\$61,296,993
ctv	\$3,385,362	\$2,177,158	\$2,076,699	\$2,368,953	\$2,219,914	\$2,247,676	\$2,236,466
display	\$55,501,449	\$58,367,003	\$56,075,920	\$55,287,340	\$54,239,662	\$55,919,249	\$55,299,521
emailacq	\$5,939,162	\$4,999,025	\$4,913,677	\$5,105,846	\$6,090,819	\$5,352,187	\$5,343,728
emailcrm	\$41,004,895	\$46,553,273	\$46,897,177	\$44,864,575	\$46,396,300	\$46,011,206	\$46,146,694
linear tv	\$8,842,435	\$8,487,198	\$8,738,381	\$7,970,126	\$9,267,572	\$8,667,764	\$8,787,959
olv	\$41,409,855	\$35,043,540	\$33,255,870	\$35,309,707	\$32,127,689	\$34,122,106	\$33,774,014
searchpaid	\$17,926,817	\$16,836,095	\$19,856,063	\$16,886,548	\$18,033,970	\$17,238,017	\$17,893,952
social	\$12,107,569	\$10,819,533	\$12,490,165	\$11,373,569	\$11,282,373	\$11,137,536	\$11,497,226

Media	Even Channels	Even Touchpoints	Even Touchpoints Exposure Type Weighted	First Touch	Last Touch	U-Shaped	U-Shaped Exposure Type Weighted
affiliate	5.3%	5.0%	5.8%	4.1%	6.3%	5.1%	5.3%
audio	22.0%	23.4%	22.2%	25.9%	23.5%	24.3%	24.0%
ctv	1.3%	0.9%	0.8%	0.9%	0.9%	0.9%	0.9%

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Attributed Total

Media	Even Channels	Even Touchpoints	Even Touchpoints Exposure Type Weighted	First Touch	Last Touch	U-Shaped	U-Shaped Exposure Type Weighted
affiliate	\$13,524,734	\$12,691,372	\$14,856,868	\$10,472,084	\$16,074,875	\$13,106,805	\$13,577,116
audio	\$56,211,391	\$59,879,472	\$56,692,848	\$66,214,921	\$60,120,494	\$62,051,122	\$61,296,993
ctv	\$3,385,362	\$2,177,158	\$2,076,699	\$2,368,953	\$2,219,914	\$2,247,676	\$2,236,466
display	\$55,501,449	\$58,367,003	\$56,075,920	\$55,287,340	\$54,239,662	\$55,919,249	\$55,299,521
emailacq	\$5,939,162	\$4,999,025	\$4,913,677	\$5,105,846	\$6,090,819	\$5,352,187	\$5,343,728
emailcrm	\$41,004,895	\$46,553,273	\$46,897,177	\$44,864,575	\$46,396,300	\$46,011,206	\$46,146,694
linear tv	\$8,842,435	\$8,487,198	\$8,738,381	\$7,970,126	\$9,267,572	\$8,667,764	\$8,787,959
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social	\$12,107,569	\$10,819,533	\$12,490,165	\$11,373,569	\$11,282,373	\$11,137,536	\$11,497,226

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Omni-Channel Attribution

Attributed Results Over Time

Media View: Channel | Credit Distribution Model: Even Channels | Date: 11/1/2023 - 2/27/2024 | Media Channel: (All) | Media Agency: (All) | Media Channel Agency: (All)

Purchase Channel: (All) | Store State: (All) | Store City: (All)

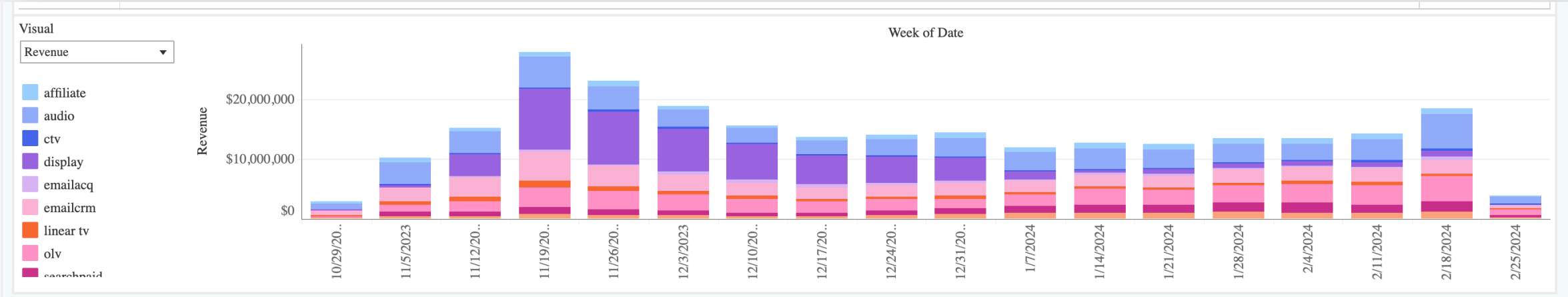
	affiliate	audio	ctv	display	emailacq	emailcrm	linear tv	olv	searchpaid	social	Grand Total
Transactions	21,970	77,949	4,872	83,470	5,534	52,674	16,962	49,747	32,084	20,076	365,338
Revenue	\$13,524,734	\$56,211,391	\$3,385,362	\$55,501,449	\$5,939,162	\$41,004,895	\$8,842,435	\$41,409,855	\$17,926,817	\$12,107,569	\$255,853,668

Visual: Revenue

Week of Date	affiliate		audio		ctv		display		emailacq		emailcrm		linear tv		olv		searchpaid	
	Transactions	Revenue	Transactions	Revenue	Transactions	Revenue	Transactions	Revenue	Transactions	Revenue	Transactions	Revenue	Transactions	Revenue	Transactions	Revenue	Transactions	Revenue
02/25/24	276	\$185,498	1,399	\$1,197,702	70	\$62,440	196	\$148,454	110	\$155,809	515	\$511,973	94	\$100,981	915	\$969,463	469	\$3,385,362
02/18/24	1,683	\$1,104,902	7,725	\$5,723,474	462	\$329,890	1,224	\$941,182	542	\$617,408	2,820	\$2,294,340	553	\$387,308	4,711	\$4,300,661	2,911	\$12,107,569
02/11/24	1,576	\$917,796	4,984	\$3,529,918	409	\$312,324	1,106	\$705,001	256	\$283,304	2,906	\$2,347,166	641	\$458,128	3,662	\$3,287,258	2,756	\$12,107,569

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Q&A

Appendix

Non-GAAP measures

In order to assist readers in understanding the core operating results that our management uses to evaluate the business, we describe our non-GAAP measures referenced in this presentation below. We believe these non-GAAP measures are useful to investors in evaluating our performance by providing an additional tool for investors to use in comparing our financial performance over multiple periods.

Adjusted EBITDA: is a non-GAAP financial measure defined as net loss adjusted for interest expense, depreciation and amortization, stock-based compensation, income tax (benefit) / provision, acquisition related expenses, restructuring expenses, change in fair value of warrants and derivative liabilities, certain dispute settlement expenses, gain on extinguishment of debt, certain non-recurring capital raise related (including IPO) expenses, including the payroll taxes related to vesting of restricted stock and restricted stock units upon the completion of the IPO, and other expenses. Acquisition related expenses and restructuring expenses primarily consist of professional services fees, severance and other employee-related costs, which may vary from period to period depending on the timing of our acquisitions and restructuring activities and distort the comparability of the results of operations. Change in fair value of warrants and derivative liabilities is a non-cash expense related to periodically recording “mark-to-market” changes in the valuation of derivatives and warrants. Other expenses consist of non-cash expenses such as changes in fair value of acquisition related liabilities, gains and losses on extinguishment of acquisition related liabilities, gains and losses on sales of assets and foreign exchange gains and losses. In particular, we believe that the exclusion of stock-based compensation, certain dispute settlement expenses and non-recurring capital raise related (including IPO) expenses that are not related to our core operations provides measures for period-to-period comparisons of our business and provides additional insight into our core controllable costs. We exclude these charges because these expenses are not reflective of ongoing business and operating results.

Adjusted EBITDA margin: is a non-GAAP financial measure defined as Adjusted EBITDA divided by the total revenues for the same period.

Free Cash Flow: is a non-GAAP financial measure defined as cash from operating activities, less capital expenditures and website and software development costs, adjusted for the effect of exchange rates on cash and cash equivalents.

Adjusted EBITDA, Adjusted EBITDA margin, and Free Cash Flow provide us with useful measures for period-to-period comparisons of our business as well as comparison to our peers. We believe that these non-GAAP financial measures are useful to investors in analyzing our financial and operational performance. Nevertheless our use of Adjusted EBITDA, Adjusted EBITDA margin, and Free Cash Flow has limitations as an analytical tool, and you should not consider these measures in isolation or as a substitute for analysis of our financial results as reported under GAAP. Other companies may calculate similarly-titled non-GAAP financial measures differently than us, thereby limiting the usefulness of these non-GAAP financial measures as a comparative tool. Because of these and other limitations, you should consider our non-GAAP measures only as supplemental to other GAAP-based financial performance measures, including revenues and net loss.

We calculate forward-looking non-GAAP Adjusted EBITDA, Adjusted EBITDA margin, and Free Cash Flow based on internal forecasts that omit certain amounts that would be included in forward-looking GAAP net income (loss) margin and GAAP cash flows from operating activities, respectively. We do not attempt to provide a reconciliation of forward-looking non-GAAP Adjusted EBITDA, Adjusted EBITDA margin, and Free Cash Flow guidance to forward looking GAAP net income (loss), margin, and GAAP cash flows from operating activities respectively, because forecasting the timing or amount of items that have not yet occurred and are out of our control is inherently uncertain and unavailable without unreasonable efforts. Further, we believe that such reconciliations would imply a degree of precision and certainty that could be confusing to investors. Such items could have a substantial impact on GAAP measures of financial performance.