



CDP Overview

April 2022

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Topics

- 1 Introduction: CMO's Challenge – Steve Gerber
- 2 Vision: Where CDPs Must Go – Chris Monberg
- 3 Orbit Around Identity: The \$MM Opportunities – Neej Gore
- 4 Applied Solutions: Marketing Maturity – Matt Mobley
- 5 Q&A

Zeta's Mission...

**We empower Enterprises to
deliver better experiences for
Consumers and better
business results for Marketers**

...Is Fueled By Tailwinds That Have Emerged As Boardroom Initiatives

- **Data as a strategic asset**
- **User experiences as a strategic differentiator**
- **Digital Transformation as a strategic imperative**

Digital Transformation is **Hard**

“

“This is not for the faint of heart.”

- CMO, Fortune 500 Travel & Hospitality Company

CMO's **Dilemma**: Where to Make Marginal investment?

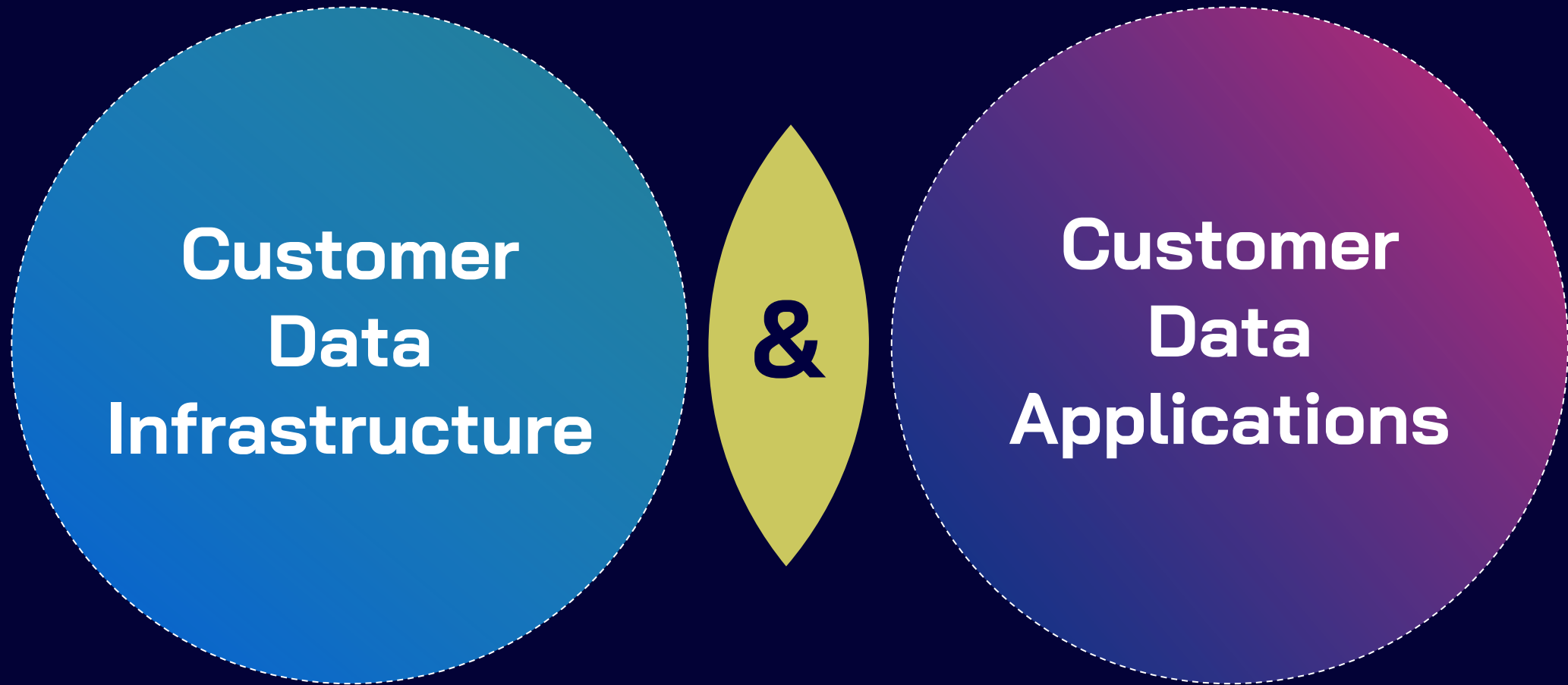


**Customer
Data
Infrastructure**



**Customer
Data
Applications**

Zeta's **Solution**: Make it Easier to Decide Through Convergence



Zeta's Strategy: CDP as a Catalyst for Convergence

CDP+

Bringing Zeta's Strategy to Life



DEFINING A CDP

A platform that centralizes data from multiple sources

creating a persistent, unified customer view

available to systems of insight and engagement ^{1,2}

QUESTIONING A CDP

Preprocessing & ETL?

Relational or Schema-less?

Batch vs Real Time?

Onboarding or Ongoing?

Enriched?

Person-based vs Digital?

ID Resolution?

Customer vs Prospect?

Cookies Wars

Audience Vs Individual?

Real Time Optimization?

Reactive Vs Proactive?

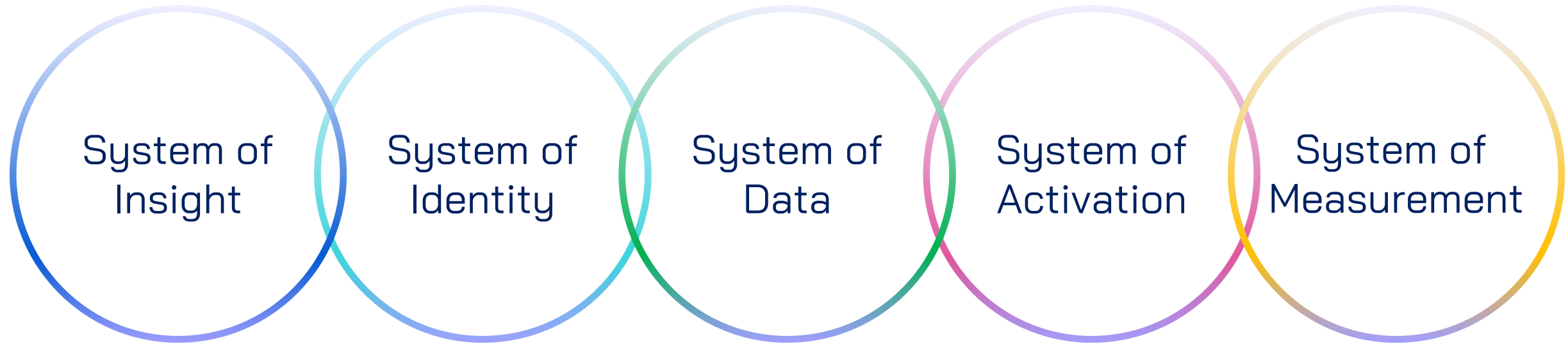
Channel Vs Experience Strategy?

**Customer Data Platforms
Are a *Technology* Solution That Provide**

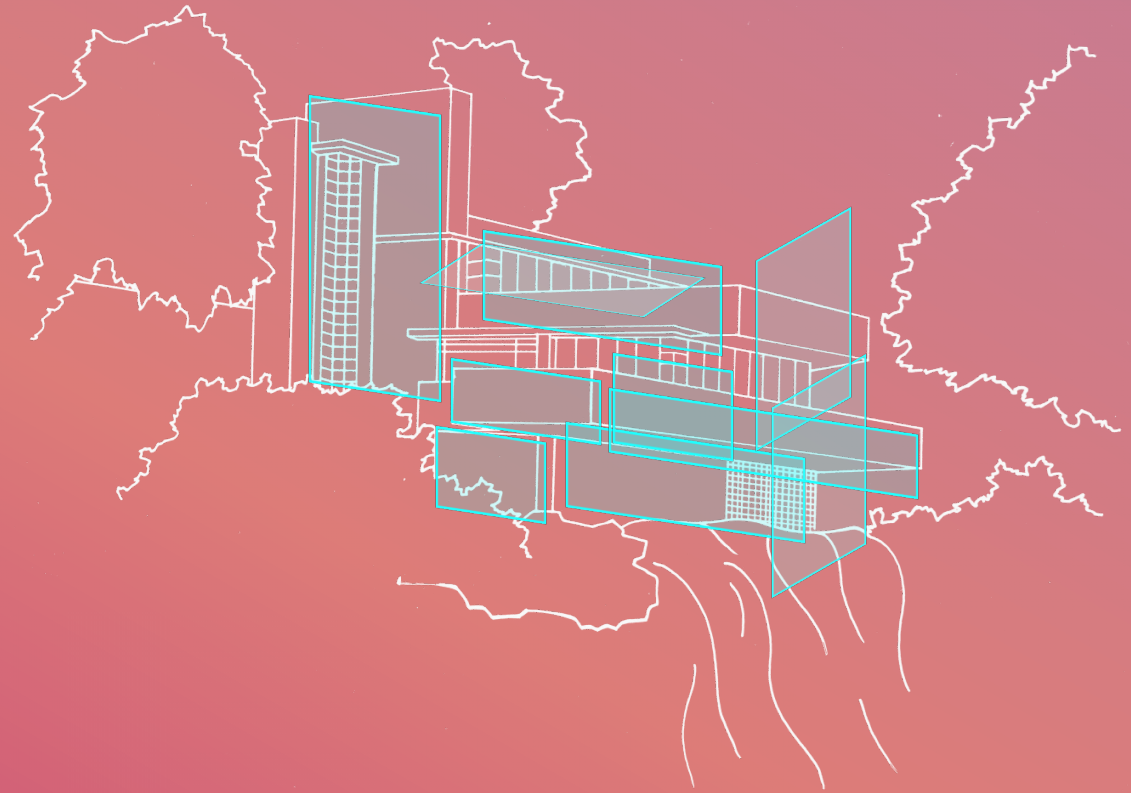
**Better Customer
& Business Outcomes**

But the Industry Is Facing A Strategic Question On Digital Transformation...

Tight Alignment Of Systems Simplifies Outcomes



The vision
of an integrated,
perfect architecture
is easy to design
and hard to build.



The Average Enterprise Has **2.3 CDP Vendors**

Gartner June 2022: Survey Analysis: Customer Data Platform Use Is High, Yet Customer Data Management Challenges Persist

— APPLICATIONS – ENTERPRISE



— OPEN SOURCE



- DATA SOURCES & APIs



— DATA RESOURCES





Complexity vs. Sophistication

Expectations

Have Quickly Expanded

SURVEY SAYS:

Only 1 in 10 respondents say their current CDP meets all of their current needs. Half say their CDP has underperformed business expectations.

Gartner June 2022: Survey Analysis: Customer Data Platform Use Is High, Yet Customer Data Management Challenges Persist

CDP Categories

The CDP Market is Highly Fragmented,
and the vast majority of the market only solves part of the problem.

70% of CDPs

Data CDP

Data Assembly

Analytics CDP

*Data Assembly +
Analytics*

Campaign CDP

*Data Assembly +
Analytics + Customer
Treatments*

Delivery CDP

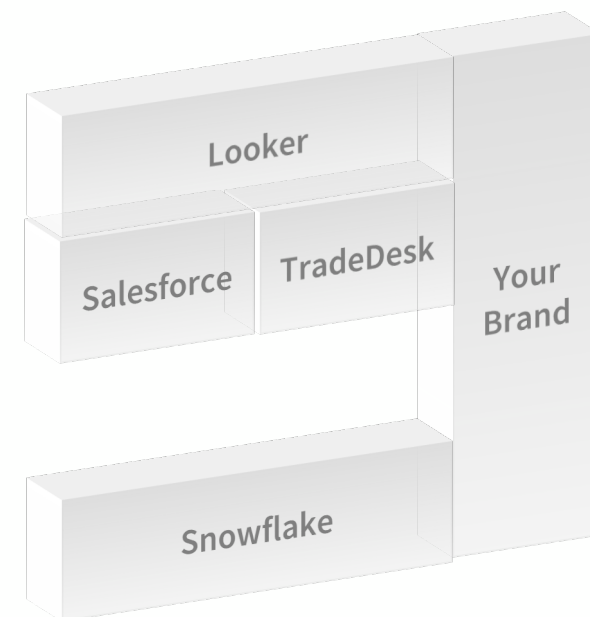
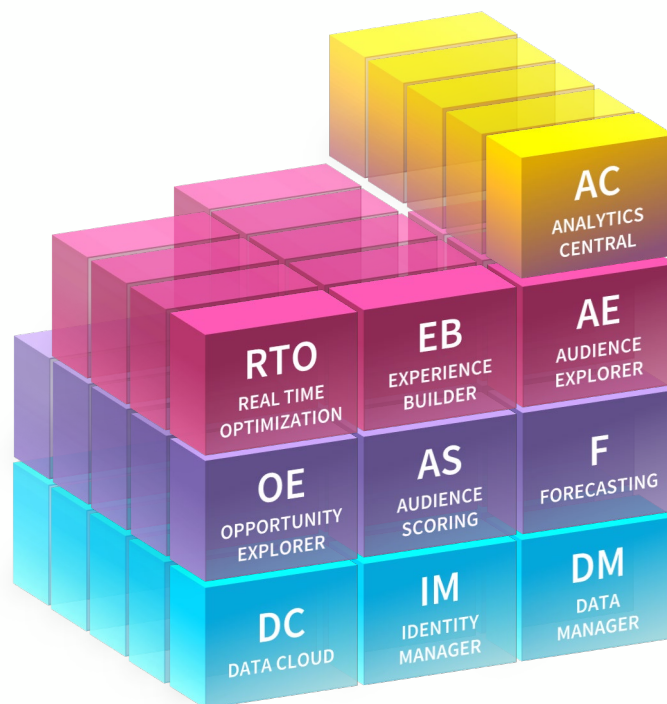
*Data Assembly +
Analytics + Customer
Treatments + Message
Delivery*

Each category is additive and includes functions provided by the previous categories.

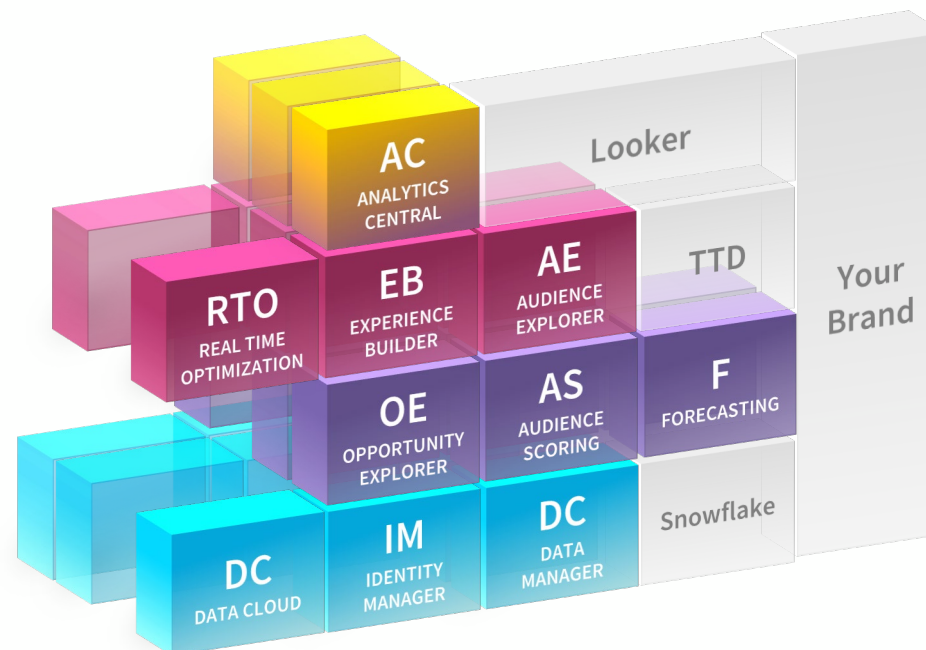
Sophistication

Brands need a flexible solution that wraps around their MarTech ecosystem.

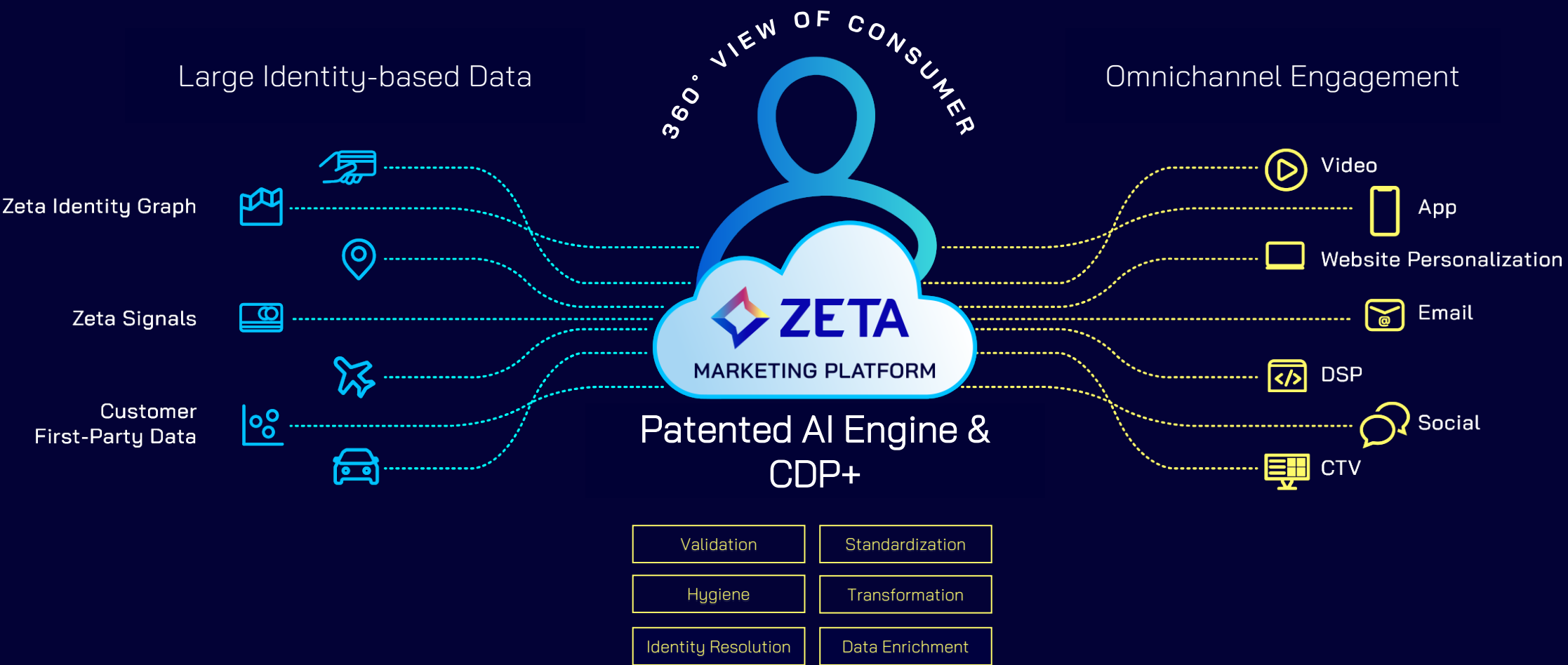
You'll Need One Platform, Modular Design



Ease of Integration With Your Marketing Stack



Zeta Enables Enterprises to Identify and Engage Consumers While Benefiting from Ecosystem Changes



DEFINING A CDP

A platform that centralizes data from multiple sources

creating a persistent, unified customer view

available to systems of insight and engagement^{1,2}

FULFILLING A CDP

Preprocessing & ETL

Relational & Schema-less

Batch & Real Time

Onboarding & Ongoing

Enrichment

Person-based & Digital

ID Resolution

Customer & Prospect

Cookies Wars

Audience & Individual

Real Time Optimization

Reactive & Proactive

Channel & Experience Strategy

DEMO



Applying Zeta's CDP To Customers

A collage of hands holding smartphones, each displaying a different digital marketing or social media term. The terms visible include 'Notification', 'Like', 'Social Media', 'Message', 'Screen', 'Inter', 'News', 'comment', and 'post'. The phones are held in various orientations, creating a dynamic and interconnected visual.

Marketers today are **BUILDING A STRATEGY**
to attract and retain a **DIGITAL CONSUMER**
while contending with **CONSISTENT DISRUPTION.**

A Dichotomy Exists

The Business

“Our primary focus is on customer acquisition, which was up 34% this quarter over fiscal 2019, and then generating repeat visits driving greater lifetime value.”

- Harvey Kanter,
Destination XL President & CEO

The Technology

Batch vs Real Time?

Preprocessing & ETL?

Relational or Schema-less?

Audience Vs Individual?

Person-based vs Identifier?

ID Resolution?

Customer vs Prospect?

Cookies?

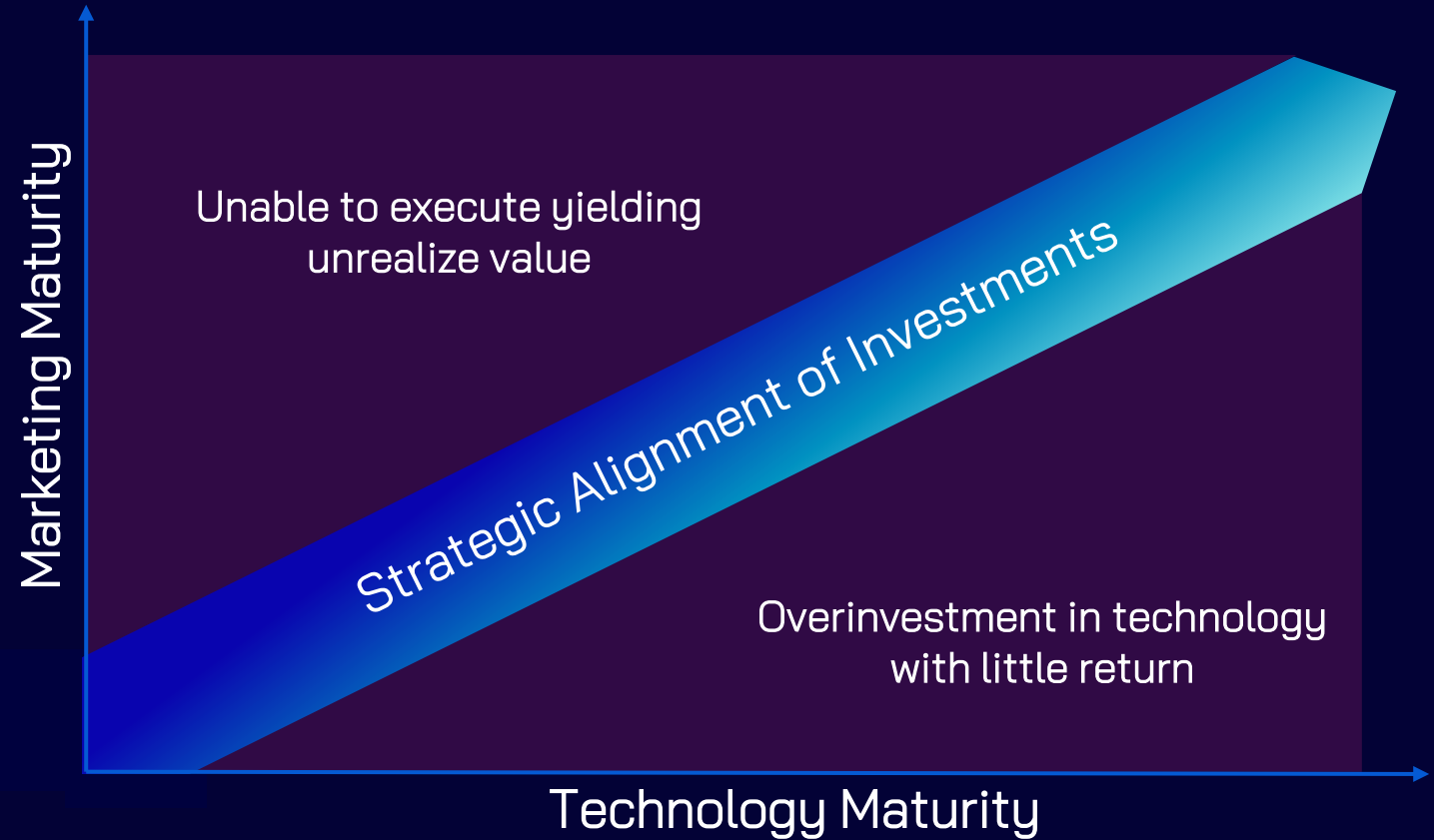
Test & Learn Vs Spray & Pray?

Reactive Vs Proactive?

Real Time Optimization?

Balancing Vision and Execution

Organizations need both a mature marketing strategy to meet the needs of the customer and a cohesive enablement strategy to execute.



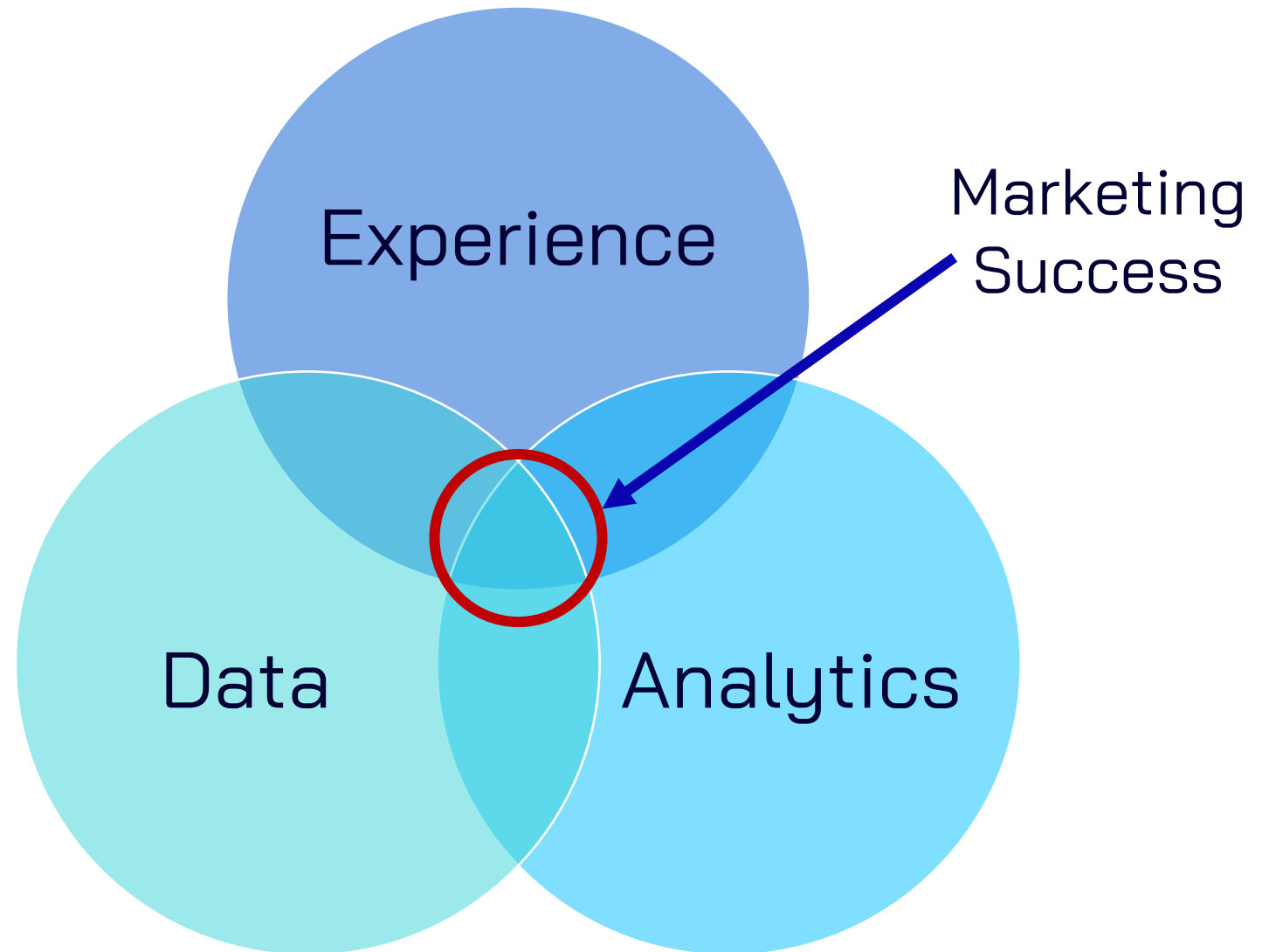
The Role of Data and Analytics

*In this model,
organizations also need
to capitalize on data
and analytics to
maximize their efforts.*





Enablement Goals



CDP Requirements Evolution

Majority of current CDP solutions are falling short of user expectations.



CAPABILITIES GAP

Only 10% feel their CDP meets all needs. That number drops to 1% that believe their CDP answers future requirements



SERVICE GAP

Fundamentals like tech support, reporting, and discovery of results are top gaps for current CDP owners

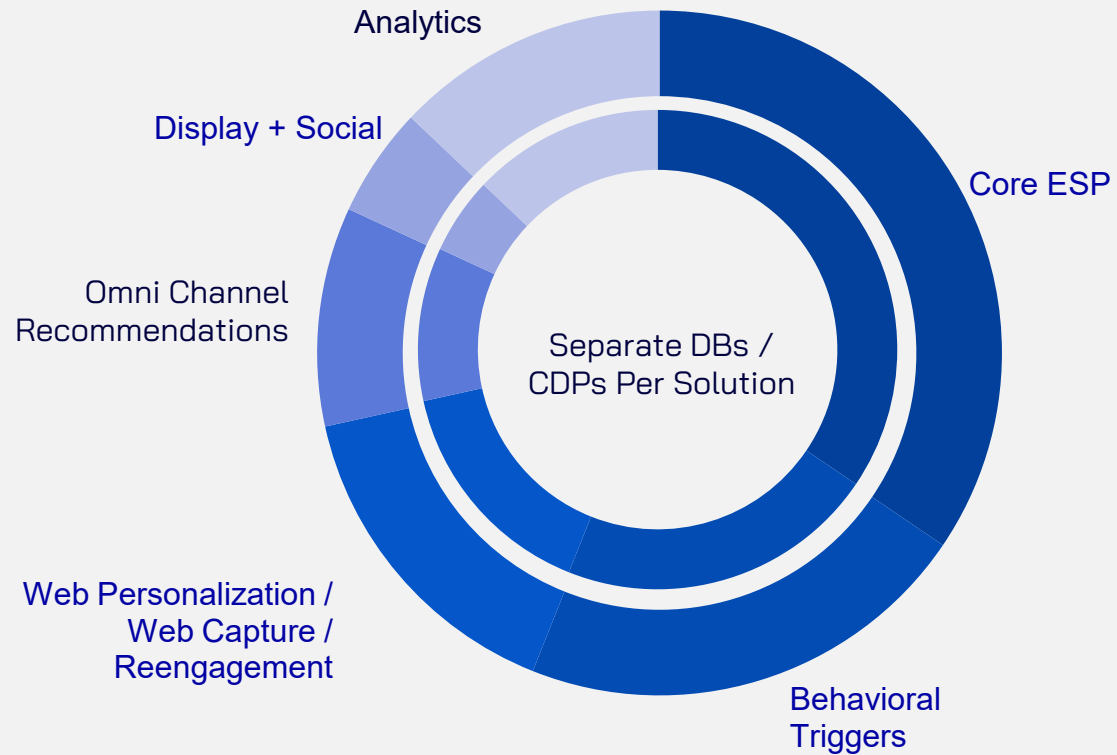


INCREASING COMPLEXITY

Multiplying channels, devices, and touchpoints is the top concern marketers expect their CDP to address in the future.

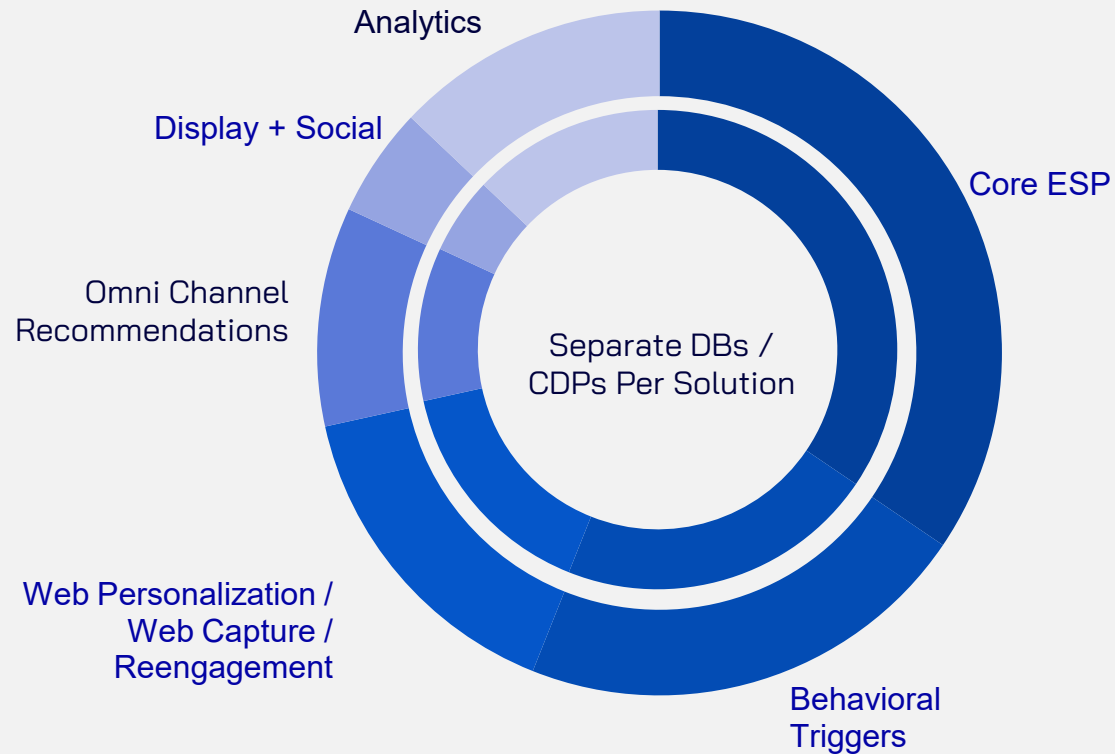
Point Solutions vs. ZETA

Typical Brand Ad and MarTech Setup

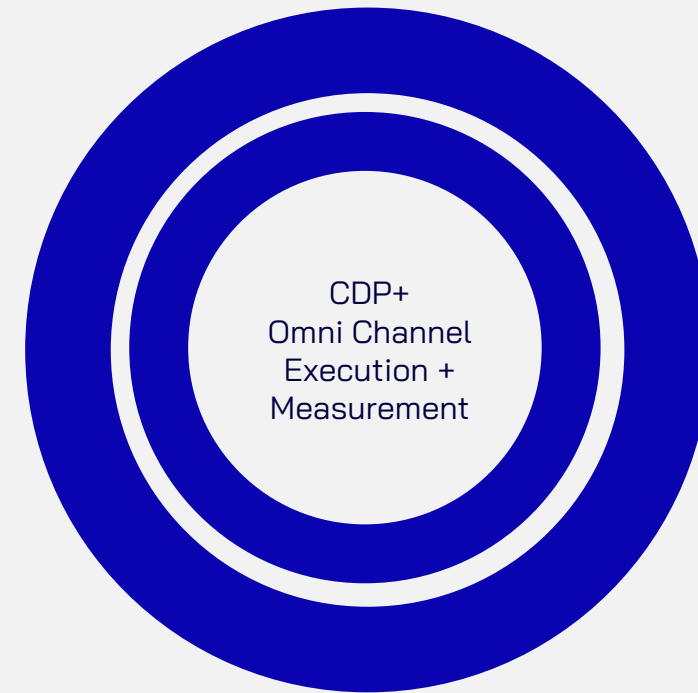


Zeta Delivers a Higher ROI with Lower Total Cost of Ownership Across the Customer Lifecycle Through a Single Platform

Typical Brand Ad and MarTech Setup



ZETA MARKETING PLATFORM



Customer Challenges

Retail

Drive more personalized experiences to increase brand loyalty and conversions.

Challenge

- Fragmented identity
- Deprecation of 3rd party cookies

Solution

- Unify identity assets
- Additional data assets to increase connections and identification of unknowns

Financial Services

Improve customer retention rates and increase the number of products by customer.

Challenge

- Multiple data silos
- No clear understanding of customer

Solution

- Unify 1st party data assets + enhanced with additional data
- At-hand intelligence that can be immediately activated across channels

Travel

React quicker to supply and demand changes by being faster to market with messages across channels.

Challenge

- Too many marketing technologies
- Organization working in silos

Solution

- Singular data asset that crosses the entire company
- Unified interface to create cross-channel campaigns
- Common platform for disparate groups



Analyst & Industry Recognition

CDP Institute Has Designated Zeta A Delivery CDP, the Most Functionally Rich Category

Data CDP

Data Assembly

- + Gather customer data from source systems, link data to customer identities, assemble unified customer profiles, and store the results in a database available to external systems
- + Minimum set of functions required to meet CDP Institute's definition

Analytics CDP

Data Assembly + Analytics

- + Analytics includes customer segmentation and sometimes extends to machine learning, predictive modeling, revenue attribution, and journey mapping
- + Often automate data distribution to other systems

Campaign CDP

Data Assembly + Analytics + Customer Treatments

- + Treatments can be different for different individuals within a segment (e.g., personalized messages, outbound marketing campaigns, real time interactions, or product or content recommendations)
- + Often include features to orchestrate customer treatments across channels

Delivery CDP

Data Assembly + Analytics + Customer Treatments + Message Delivery

- + Delivery may be through email, website, mobile apps, CRM, advertising, or multiple channels
- + Often started as delivery systems and added CDP functions to support advanced analytics, personalization, or multichannel campaigns

Each category is additive and includes functions provided by the previous categories.



Source: [CDP Institute](#)

[Zeta Vendor Page Link](#)



CDP Institute Has Certified Zeta as a RealCDP

"Zeta CDP+ is a RealCDP with **powerful capabilities enhanced by a strong services offering**...Zeta's global footprint, B2B and B2C capabilities, and strong data-driven marketing services provide an **excellent fit for large companies in any industry** looking to take results to the next level."

Download Zeta's full certification report [HERE](#)



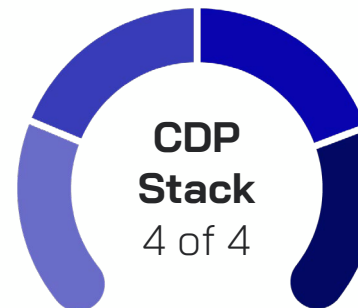
Zeta CDP+ Meets All Requirements



- ✓ Ingest Data
- ✓ Maintain Data
- ✓ Store Historical
- ✓ Unifies Customer Profile
- ✓ Privacy
- ✓ Share Customer Data
- ✓ Real Time Data Updates



- ✓ Channels Supported
- ✓ Data Sources Supported
- ✓ 3rd Party Applications
- ✓ Real Time Processing
- ✓ Data Hygiene
- ✓ End User Training



- ✓ Analytics & Reporting
- ✓ Model Building & Scoring
- ✓ Personalization
- ✓ Journey Orchestration

Zeta Is Proud to Be Recognized in the Automation CDP Functionality Segment by Forrester

Each segment has varying, albeit not mutually exclusive, capabilities

FORRESTER®

Data Management CDPs

Assemble high-fidelity customer profiles

- Persistent single view of customers
- Data transformation, schema management, attribute calculation, matching, and profile compilation
- Near-real-time data access

Measurement CDPs

Provide a data pipeline for insights

- Export data to specialty analysis solutions
- Natively offer reporting, modeling, and analysis features
- Ingest third-party model code for scoring

Orchestration CDPs

Coordinate cross-channel customer engagement

- Build customer profiles and segments
- Provide a segmentation interface to provide audiences to engagement platforms
- Personalization and product recommendations



Automation CDPs

Streamline targeting and delivery

- Campaign design interface
- Natively execute campaigns such as email and mobile
- Embed a decision engine to automate campaign orchestration
- Native execution marks the primary difference vs. orchestration CDPs



Source: [Forrester Now Tech: Customer Data Platforms, Q1 2022](#)



Most "high functionality" capabilities of all four segments



Stream data between Snowflake and the Zeta Marketing Platform and engage active, loyal consumers when they are looking to purchase.



Optimize and measure your performance across media and channels with the benefit of zero data loss and confidence in the most accurate, up-to-date insights available anywhere.



Accomplish this while lowering your cost of doing business.





Zeta works with AWS to develop solutions, e.g. clean room, as well as ensure scale and stability in our operations.



Provides co-sell support through AWS sales teams and account base, go-to-market funding, and marketing development funding.



Accelerates sales cycle and automates customers' procurement experience.

WHY WE WIN

Seamless Identity + Data + Technology in a Single Platform

CDP+ Brings Applications, Infrastructure & Data to Proprietary Identity



With centralized Identity, Zeta's CDP+ brings the power and effectiveness of Walled Gardens to the Open Web

ZETA'S PRINCIPLES

- Identity over identifiers
- Identity that transcends channels
- Identity that is actionable

We are Entering a Golden Age of Identity

Tailwinds

- Identity Ownership Transitioned From Desirable to Strategic
- Identity Benefits Fully Enabled by Modern Technology
- Identity Value-Exchanges Between Consumer & Advertiser Sharpened

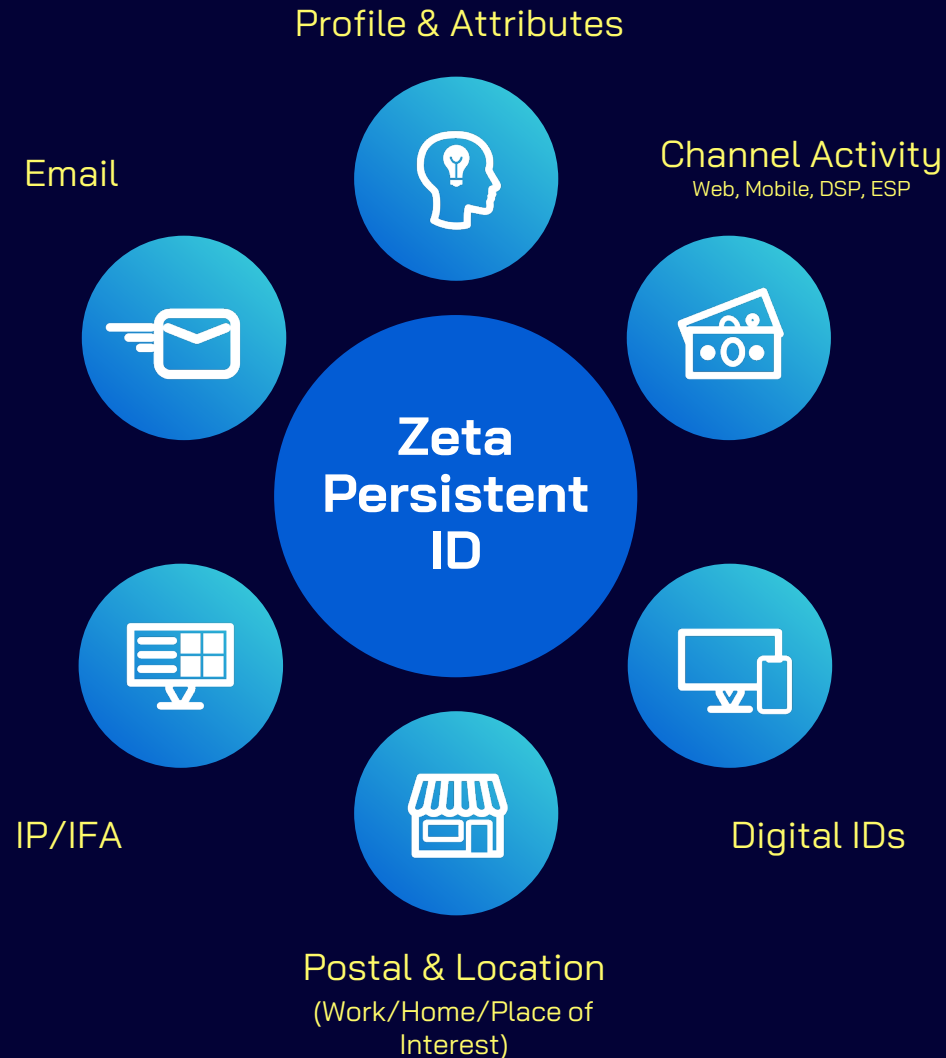


Opportunities

- **Category Leaders**
- **Defensible Moats**
- **Growth**

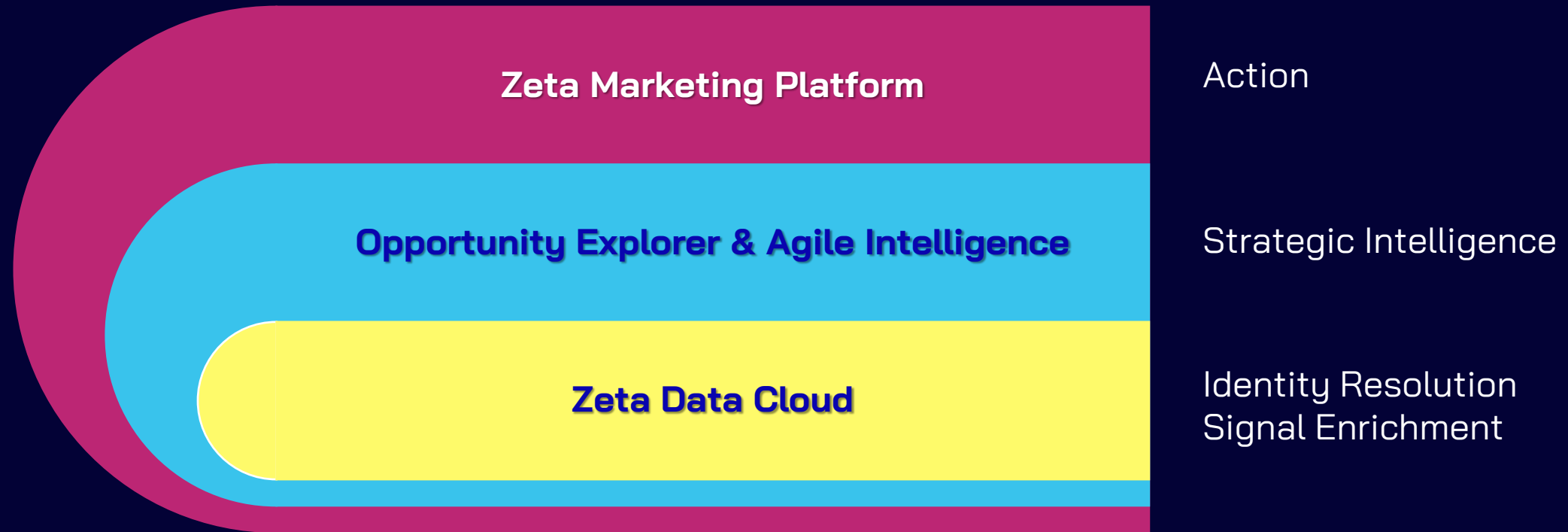
Zeta's Identity Graph is Built for People-Based Marketing

Zeta Understands Consumer Behavior and Intent on 235M+ US Individuals



- Recently moved to Hayward, California
- Prefers to shop at Best Buy and Lowes
- Currently in-market for new computer and desk
- Has 3 credit cards open
- Responsive to Email, CTV, Direct Mail

Indispensable Intelligence Is Fully Integrated into the CDP+



- 1.Identity At The Core
- 2.Data Onboarding & Syndication Tools
- 3.People-based Opportunities
- 4.Integrated Omnichannel Orchestration
- 5.Closed Loop Attribution

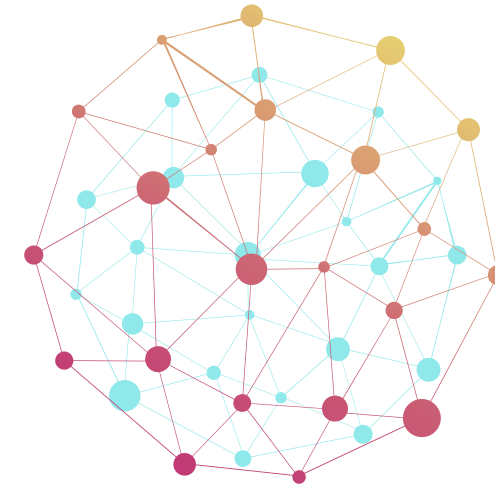
Develop Durable, Multifaceted Identity Solutions

Orbit Around Identity



Identity Resolution needs to be sewn into your data access, not just a destination along the way.

Flex Your Graph



Anticipate ecosystem changes to cookies with UID2.0, RampID, Topics, etc.