

Intelligence-Powered:

The Next Evolution in Email Marketing

A portrait of Neej Gore, a man with dark hair and a slight beard, wearing a dark blazer over a black shirt. He is looking directly at the camera with a neutral expression. The background behind him is a gradient of blue and purple with a pattern of small white dots.

Neej Gore

Chief Data Officer, Zeta Global



WORLD
ECONOMIC
FORUM

GenAI will be worth Trillions. Here's
a roadmap For harnessing it

MIT
Technology
Review

Generative AI is changing Everything.
But what's left when the hype is gone?

We are in a time of **great change...**

CMSWIRE

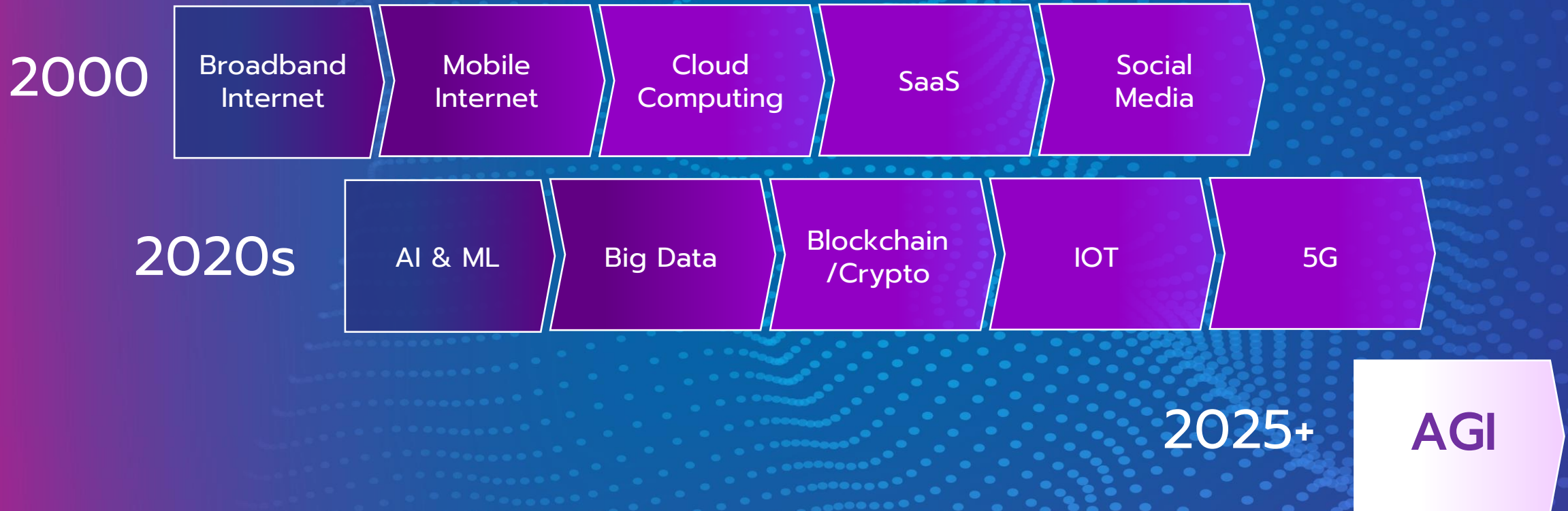
Altman's Astonishing Forecast: AI to
Overhaul 95% of Marketing Tasks

MarketingWeek

Generative AI isn't marketing's future,
it's already part of its present

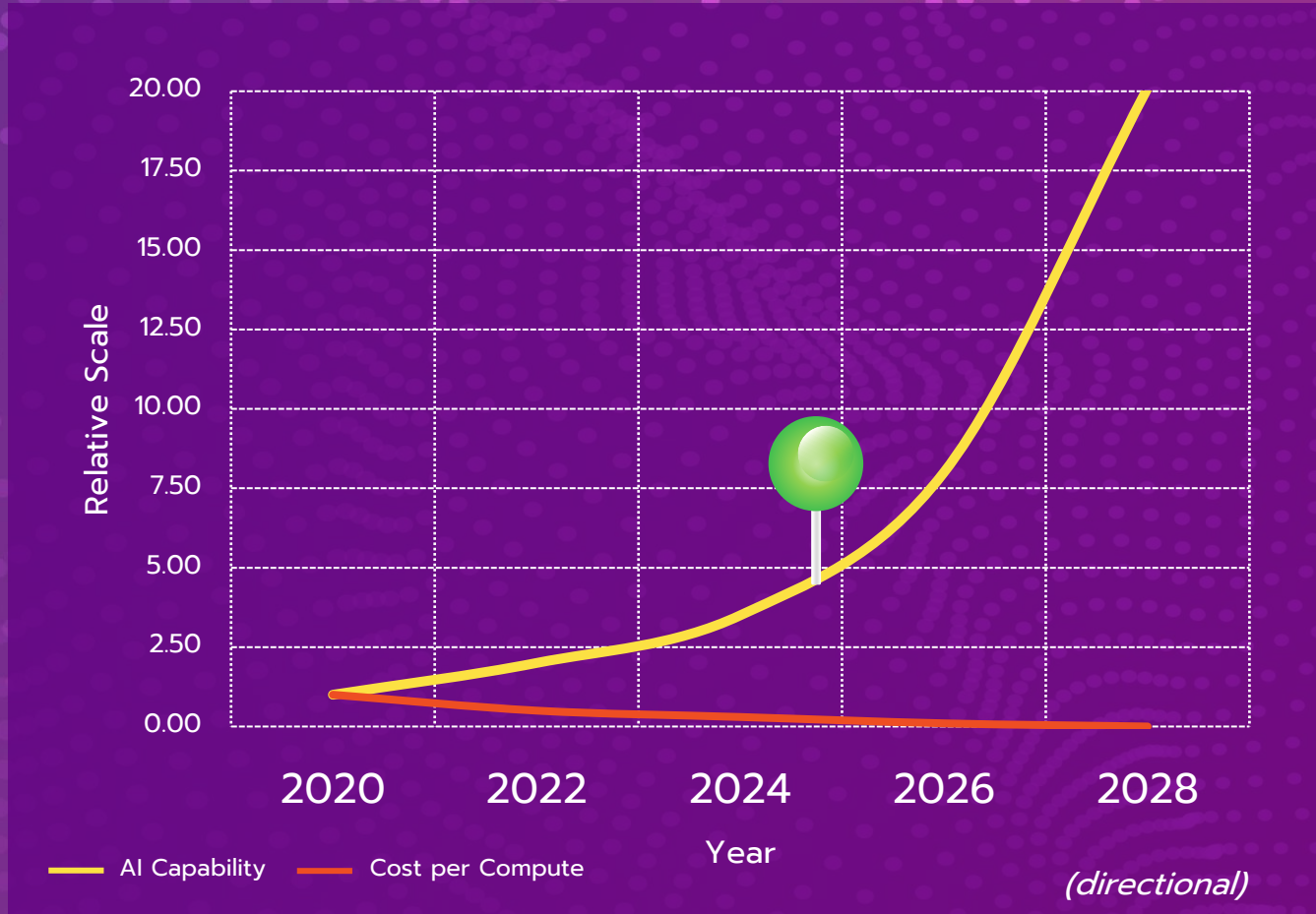
What I've seen in 25 years...

...will not compare to what's coming in the next 5.



The future of email marketing is being rewritten as we speak.

“The best way to predict the future is to invent it.”



GenAI is accelerating far beyond our current horizon:

Current vs Next 5 Years

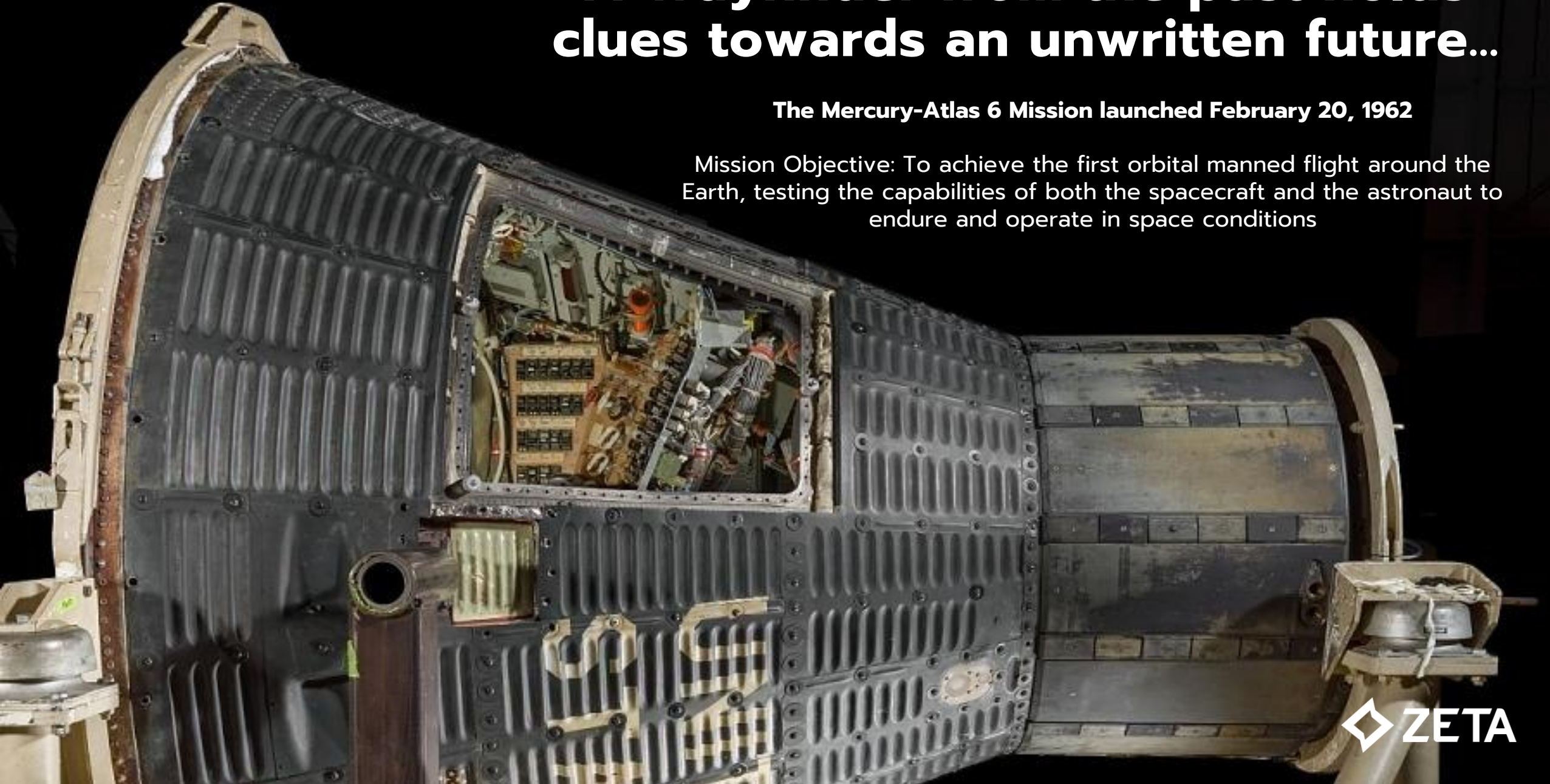
- Cost Per Compute 50 – 90% ↓
- AGI Capabilities 300 – 500% ↑

How do we invent the future, together?

A Wayfinder from the past holds clues towards an unwritten future...

The Mercury-Atlas 6 Mission launched February 20, 1962

Mission Objective: To achieve the first orbital manned flight around the Earth, testing the capabilities of both the spacecraft and the astronaut to endure and operate in space conditions



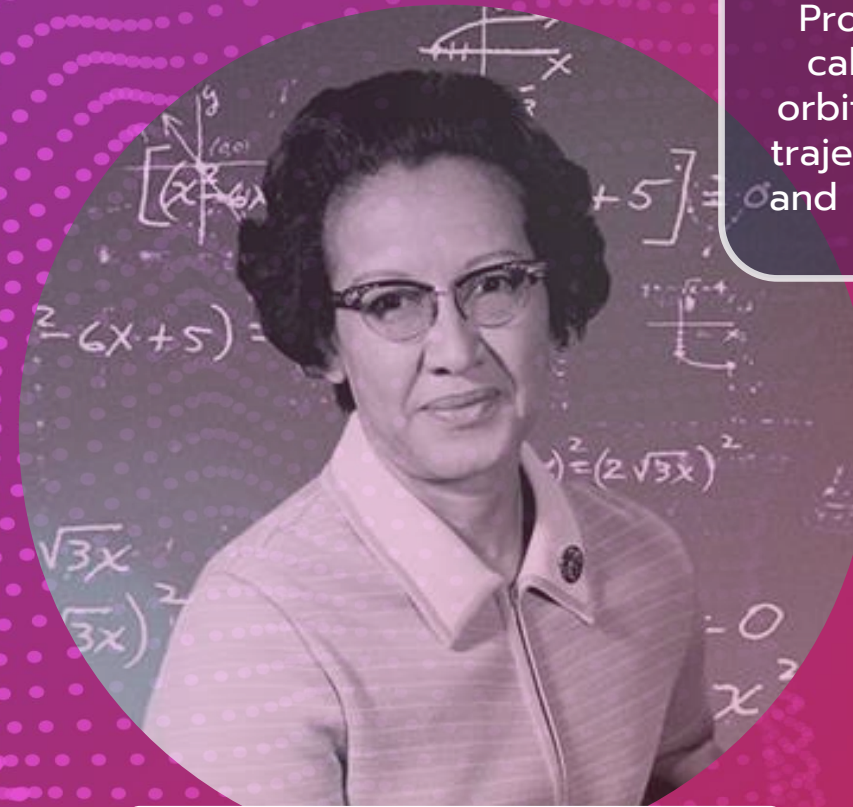
The Friendship 7 required two powerful forces...

Operate and monitor the spacecraft, and react quickly to any changes and challenges



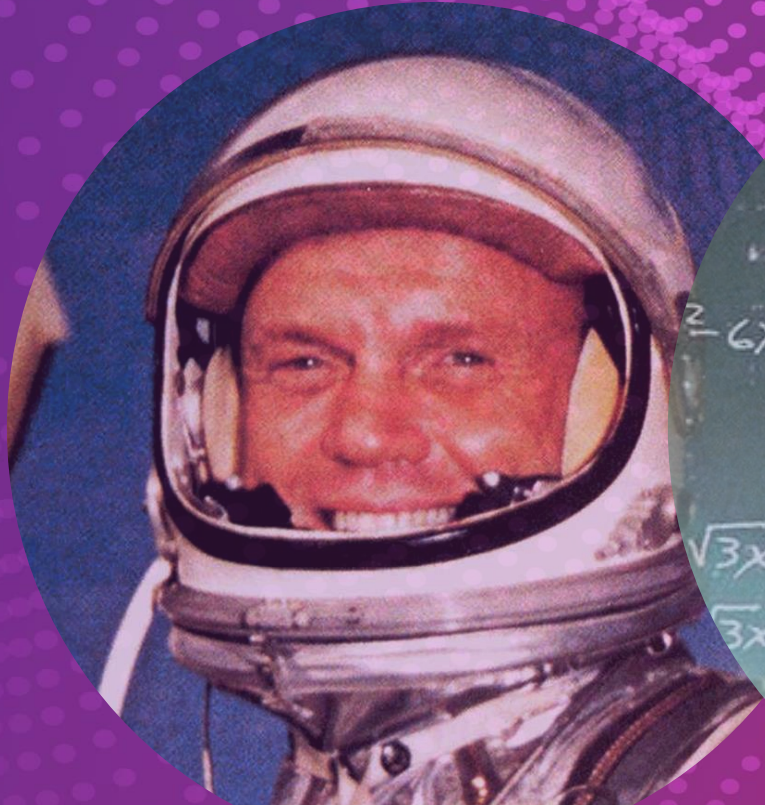
JOHN GLENN

Provide precise calculations on orbital mechanics, trajectory analysis, and re-entry paths

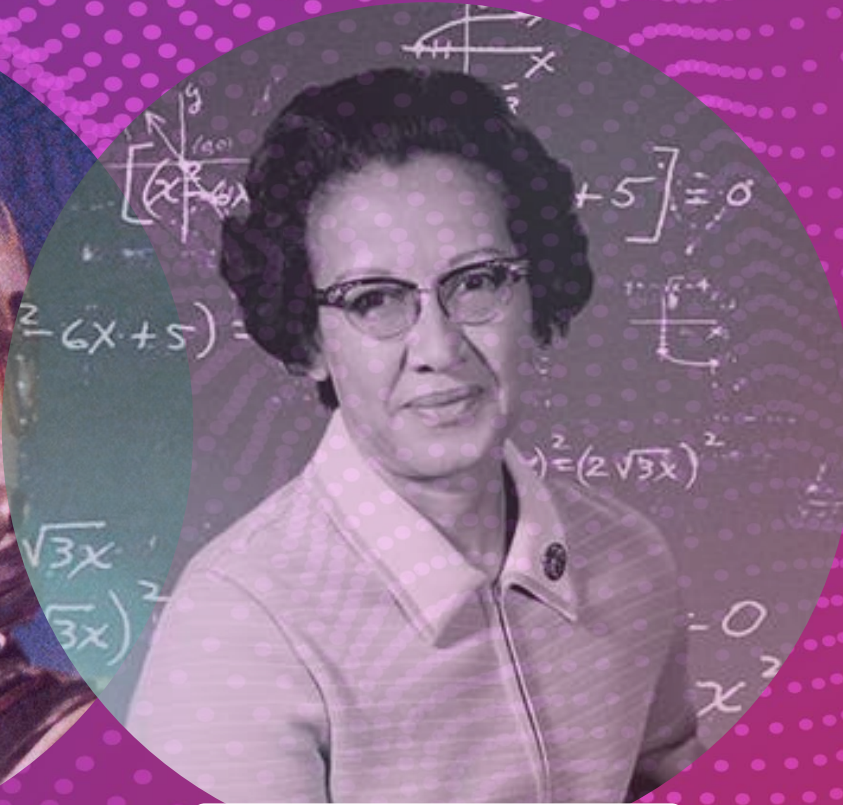


KATHERINE JOHNSON

Bringing the “navigator” & “map” together was the key to unlocking their success



NAVIGATOR



MAP

“If she says they’re
good, then
I’m ready to go.”

Friendship 7 successfully
carried astronaut John Glenn on
his historic mission as the first
American to orbit the Earth.

As we invent the Email Marketing Future, Agents are our navigators and Intelligence is our map

NAVIGATOR

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

MAP



Combining Agents + Intelligence reduces the distance between data and action

NAVIGATOR

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

MAP



Enabling

**EASIER
FASTER
BETTER**

data-driven decision-making
at every marketing
automation touchpoint

At Zeta, we are leading the charge in reinventing the Future of Email Marketing

The Forrester Wave™: Email Marketing Service Providers, Q3 2024

Zeta Named a Leader Among Email Marketing Service Providers

"Zeta Global stands out with a solution that suits the most types of marketers."



What should you look for in a Next-Gen ESP solution?

Next-Gen ESPs bring Agents + Intelligence together to **UNCOVER NEXT-LEVEL OPPORTUNITY**



PRODUCTIVITY

Agents with Intelligence will eliminate the need for human involvement in many routine marketing tasks



PERSONALIZATION

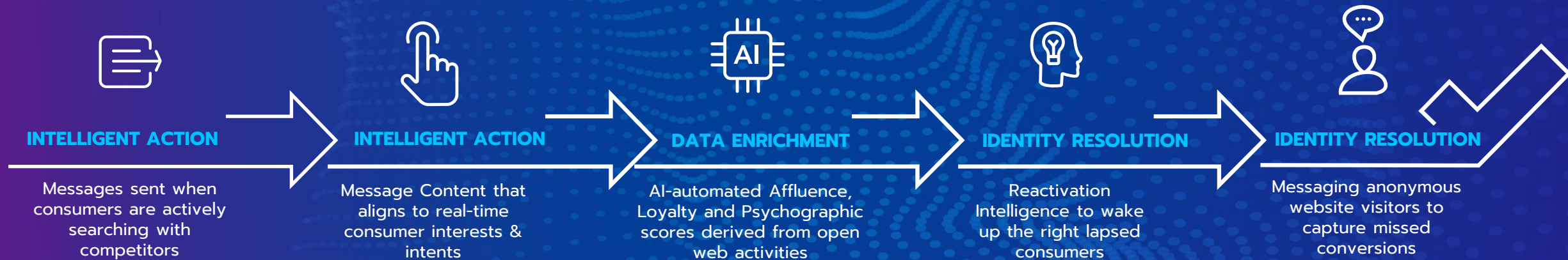
Agents with Intelligence will create deeply personalized customer experiences that feel almost human



PRESCIENCE

Agents with Intelligence will anticipate market shifts and consumer needs before they even emerge

Capabilities of a Next-Gen ESP, Powered by Agents & Intelligence



PRODUCTIVITY, PERSONALIZATION, & PRESCIENCE AGENTS WORKING IN THE BACKGROUND

**Intelligence within
your ESP should unlock
understanding of your
customers, category, and
competitive landscape.**



IMAGINE IF...

You could monitor and target **existing and new customers** who desire your products, all in real time.

Next-Gen ESPs give you an integrated view of intent across existing and new customers

The screenshot displays the 'Explore Prospects' interface for Zeta Audience Solutions. At the top, it shows the company name and a navigation bar with tabs for Audience Interests, Technology Interests (selected), Non-Technology Interests, Popular Websites, Geographic Distribution, and Brand Preferences. A highlighted 'Cellular & Wireless' category indicates that 3MM people are currently interested. Below this, a table lists technology categories with their relevancy scores and response propensities.

Look for our [links](#) to explore and activate audiences!

Cellular & Wireless 3MM people are currently Cellular & Wireless intenders

Audience Interests **Technology Interests** Non-Technology Interests Popular Websites Geographic Distribution Brand Preferences

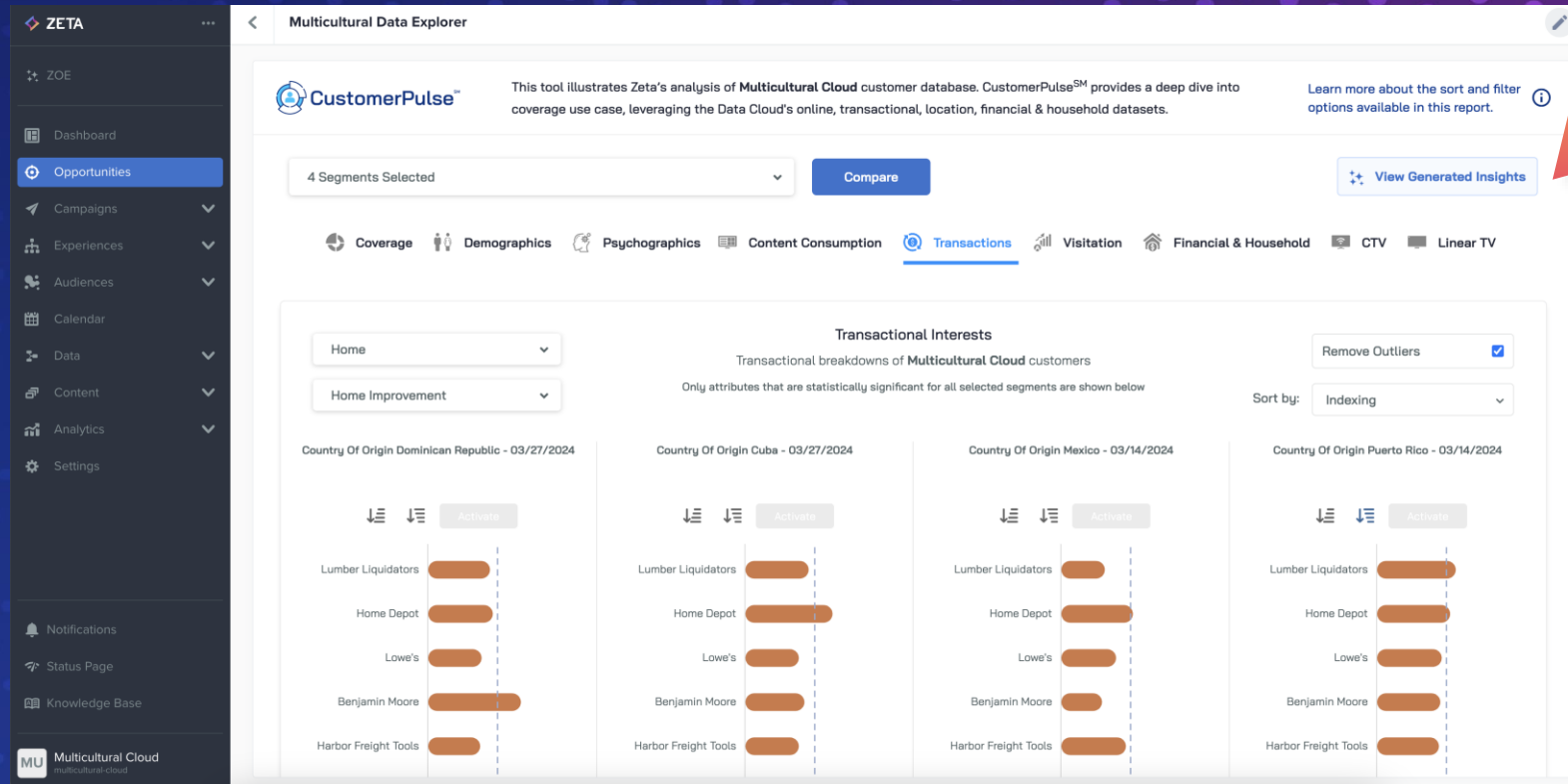
The **Cellular & Wireless** audience engages and responds most frequently to the **Technology** categories listed below.

Audience Interest ?	Relevancy Score ?	Response Propensity ?
Social Networking	40.0 %	Medium
Internet	53.9 %	Medium
Online Storage	0.4 %	Medium
Mint Mobile	0.7 %	Medium
LG	0.2 %	Medium
Boost Mobile	0.2 %	Medium
Android	2.0 %	Medium

IMAGINE IF...

You could get an **analyst sidekick** to look at complex data in real time.

Next-Gen ESPs proactively suggest your best strategy to connect with customers



Key Insights and Recommendations

Insight:

The data indicates that among the Multicultural customer segments from Puerto Rico, Cuba, the Dominican Republic, and Mexico, Home Depot appears to be a consistently highly indexed brand for Home Improvement purchases. This demonstrates a significant transactional interest across all segments, suggesting a strong affinity for the brand and its product offerings in comparison to the industry average.

Recommendation:

Given the strong indexing of Home Depot across multiple cultural segments, a tailored marketing strategy focusing on the unique home improvement needs of these multicultural groups could be highly effective. A campaign that celebrates cultural diversity and showcases how Home Depot products can contribute to creating a home that reflects their heritage could resonate deeply. Collaboration with interior designers and influencers from these communities could be leveraged to create relatable content and build brand trust. In addition, localized promotions coinciding with culturally significant events could further drive engagement and sales.

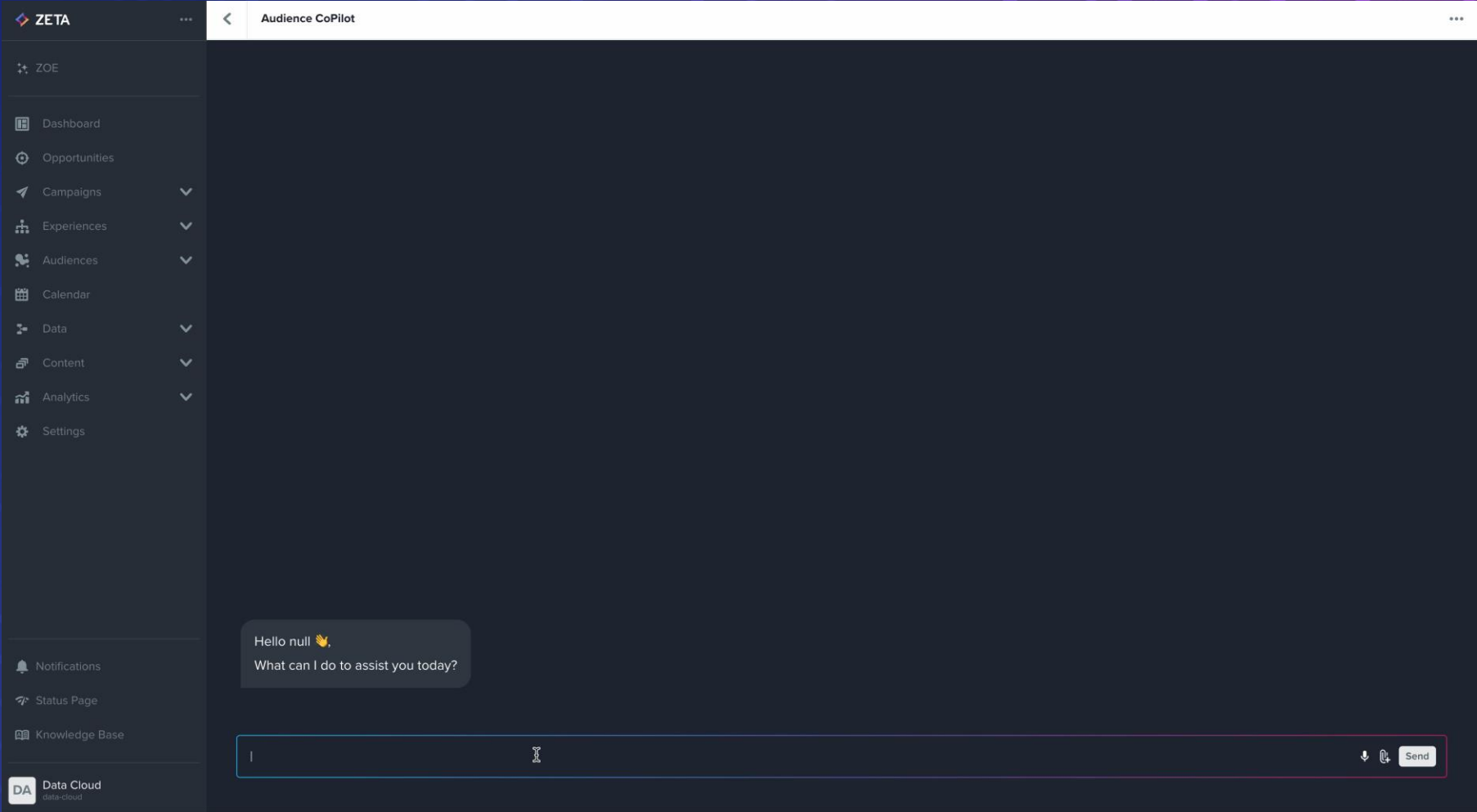
PRODUCTIVITY



IMAGINE IF...

You could get **instant audience gratification** to find your best prospective customers.

Next-Gen ESPs give you instant, actionable audience insights to expand your ideation



IMAGINE IF...

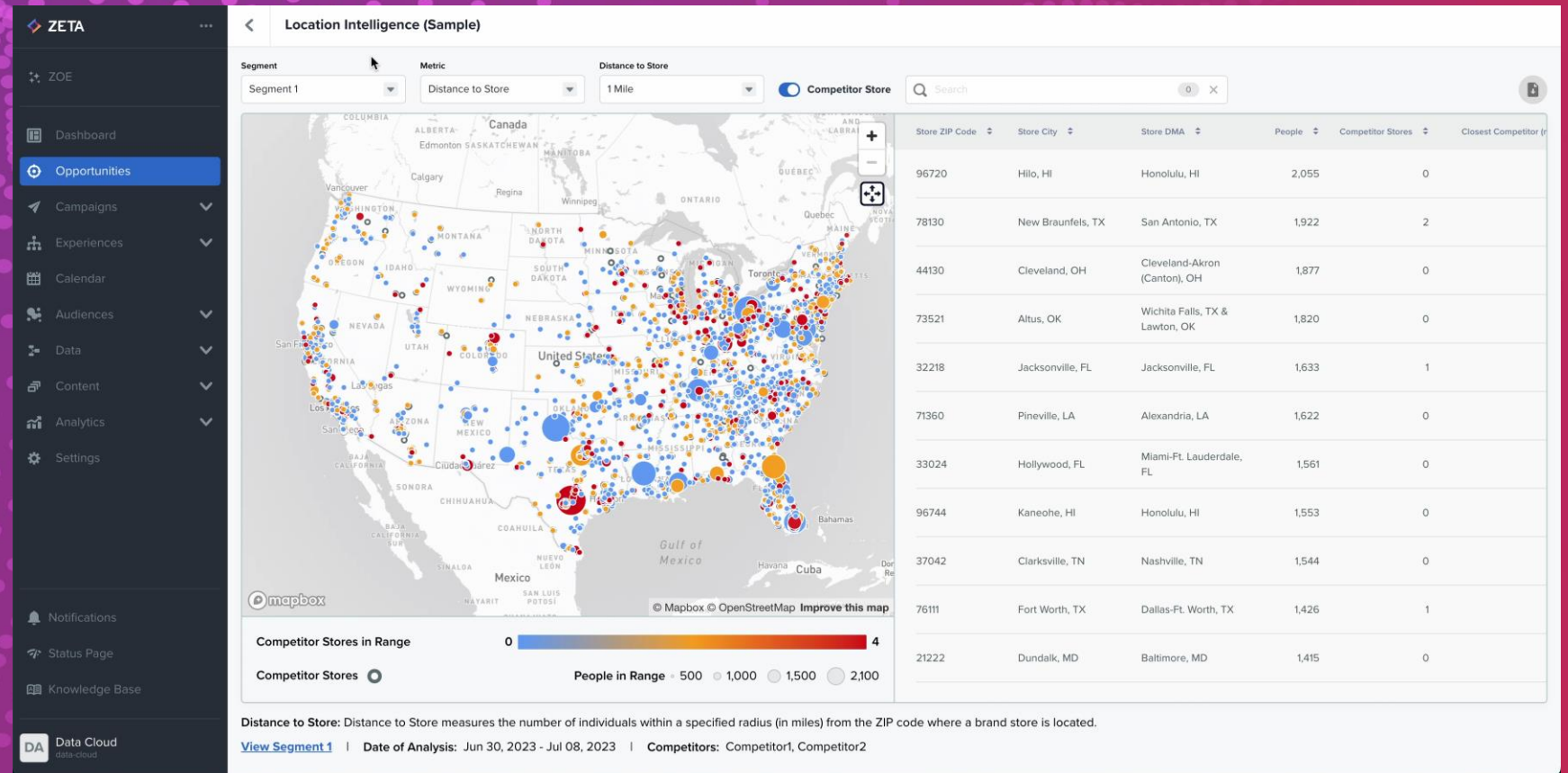
You could pinpoint store locations that possess **massive untapped** opportunity.

Next-Gen ESPs leverage IRL data to inform your next best market opportunities

Identify and engage high-value markets.

Compare and contrast geo-intelligence across key customer and prospect segments.

Unlock growth and optimization for new markets.



IMAGINE IF...

There were an
'Easy' button for
ID resolution.

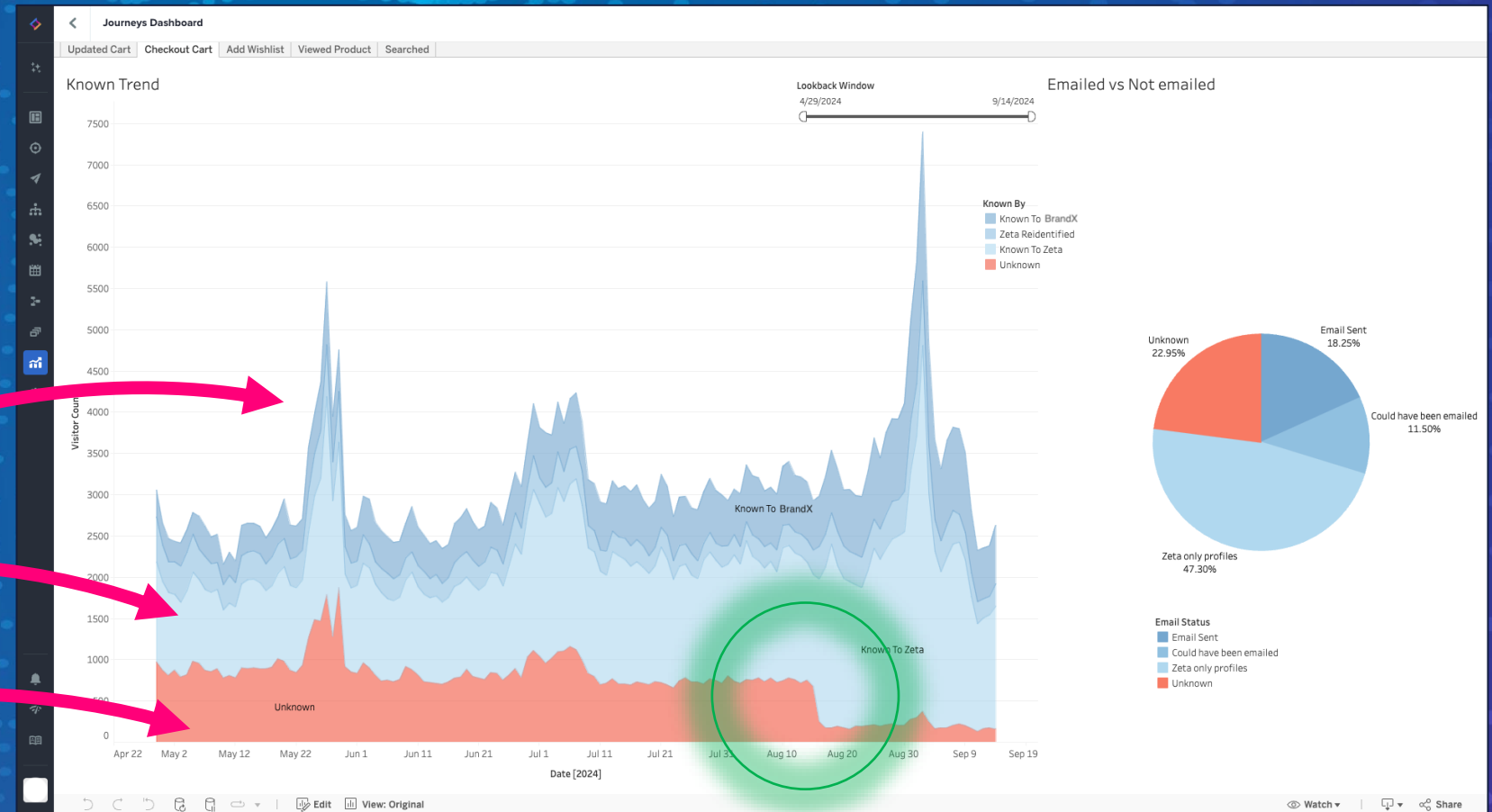
Next-Gen ESPs provide ID resolution in an out-of-the-box way to deliver enhanced experiences

50%+ of anonymous web traffic can now be resolved by Zeta.

Known to customer

Known to Zeta

Unknown



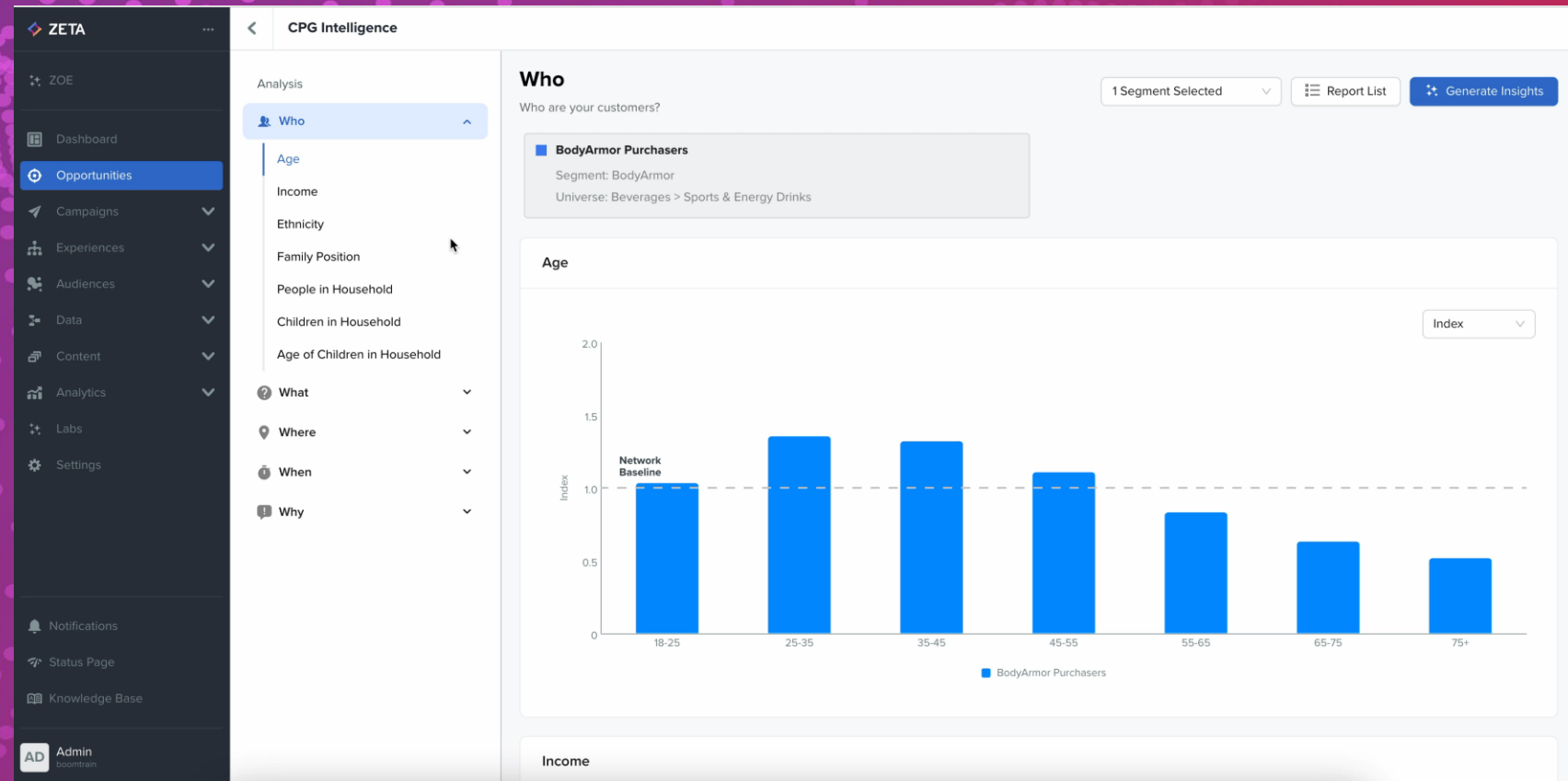
IMAGINE IF...

| Your marketing
solution **had a PhD**
in your vertical.

Next-Gen ESPs bring vertical intelligence around categories like CPG and Commerce to your fingertips

Understand who your customers are, what they're purchasing, where they're purchasing from and most importantly, **why** they purchase.

Find others just like them!



IMAGINE IF...

You could actually
read the tea
leaves of success.

Next-Gen ESPs give you a time machine to explore leading indicators to key buying decisions

Look back and find interests and intent that led up to the conversion event.

Uncover when and what to engage in-market intenders with based on fluctuations in their intent score.

Reveal hidden, less intuitive signals that extend your total addressable market.



IMAGINE IF...

You could **visualize**
and chat with your
most valuable
marketing personas.

Next-Gen ESPs visualize Audience Segmentation, Prospect Counts, and Introspection

The image shows a split-screen view. On the left is a chat window with a dark theme. The chat history includes a message from 'YOU' asking 'Hi Convenience Hunter Casey, what creative resonates the most with you?' and a response from 'YOU' stating 'My top values are reliability, authenticity, and sincerity. I love Cottage and Farmhouse styles and live with my partner and kittens. I'd love to see creative featuring products from your modern rustic and farmhouse lines, showing a couple enjoying a cozy night in. Include customer testimonials highlighting product reliability, durability, and positive in-store experiences.' A follow-up question asks 'Great! Can you pick out which creative aligns with your recommendation from my Asset Library?' and the response is 'Sure can! Find my favorite here!'. At the bottom, a prompt asks 'What do you want to learn next?' with a 'Send' button.

On the right is the 'Generative Personas CustomerPulse' dashboard. The header includes the 'CustomerPulse' logo and a description: 'This tool illustrates Zeta's analysis of Home Furniture customer database. CustomerPulseSM provides a deep dive into coverage use case, leveraging the Data Cloud's online, transactional, location, financial & household datasets.' Below this, it shows '4 Segments Selected' and a 'Compare' button. A navigation bar includes 'Know Your Customer' (active), 'Coverage', 'Demographics', 'Psychographics', 'Content Consumption', 'Transactions', 'Visitation', 'Financial & Household', 'CTV', and 'Linear TV'. The main content area features a heading: 'Generative Personas displays the top indexing personality types of your customers as identified by the Zeta Data Cloud, arranged in the order of their relative sizes.' Below this heading are four image-based personality segments: 1) A man in a blue shirt standing in a clothing store with a rack of clothes. 2) A man in a dark suit holding a shopping bag. 3) A woman in a plaid shirt sitting at a desk with a laptop, labeled 'DIY Designer Devin'. 4) A woman in a blue top and orange coat sitting on a balcony.

IMAGINE IF...

You could leverage
personality to be
more personal.

Next-Gen ESPs help your messaging and creative to resonate with the values of your diverse customers

GenAI-powered insights and recommendations built on AI-derived values of your customers.

Fortify against competitors by doubling down on your strengths.

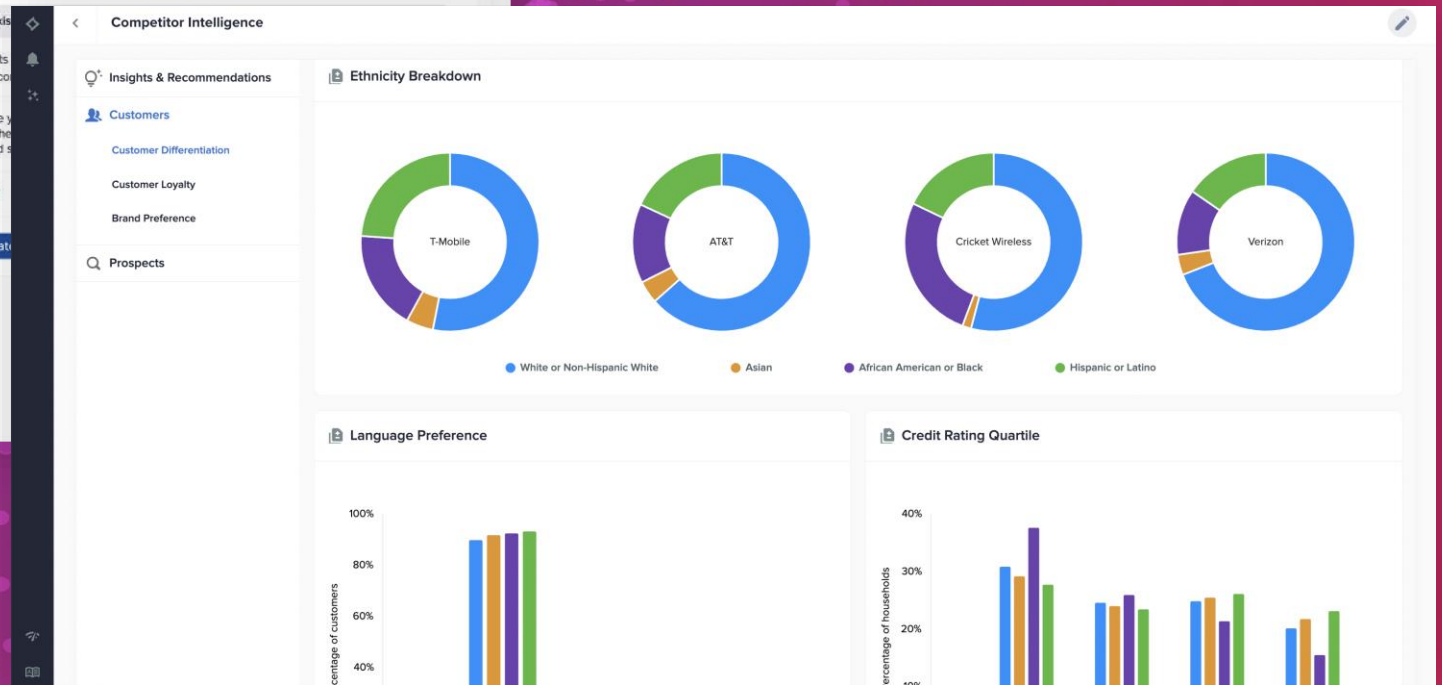
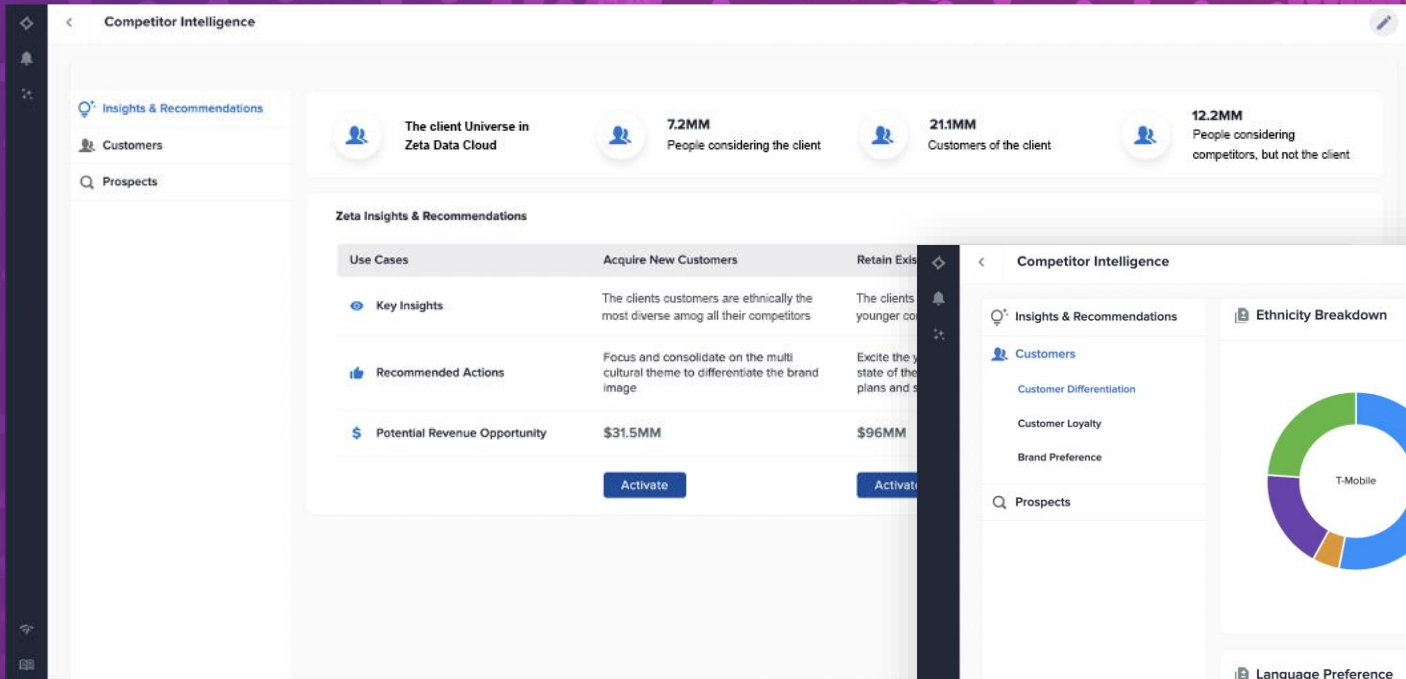
Expose perception gaps where a brand's promoted values are an impediment to growth.

The screenshot displays the ZETA Persona Pulse dashboard. On the left is a dark sidebar with navigation options: ZETA, ZOE, Dashboard, Opportunities (highlighted), Campaigns, Experiences, Audiences, Data, Content, Analytics, Labs, Settings, Notifications, Status Page, Knowledge Base, and Admin. The main content area is titled 'Persona Pulse' and includes a 'Generate Insights' button. Below this is a 'Select Brands' section with a search box and a 'Select a brand to view the data' instruction. A modal window titled 'Audiences' is open, showing a search bar and a list of categories: Apparel & Accessories, Automotive, Consumer Services, Entertainment, Food & Pharmacy, Home, and Mass Retailers. At the bottom of the dashboard, it shows 'Data Source: Zeta Transactional Data' and 'Date of Analysis: Apr 01, 2023 - Jun 30, 2023'.

IMAGINE IF...

You could easily understand how to take wallet-share from competitors.

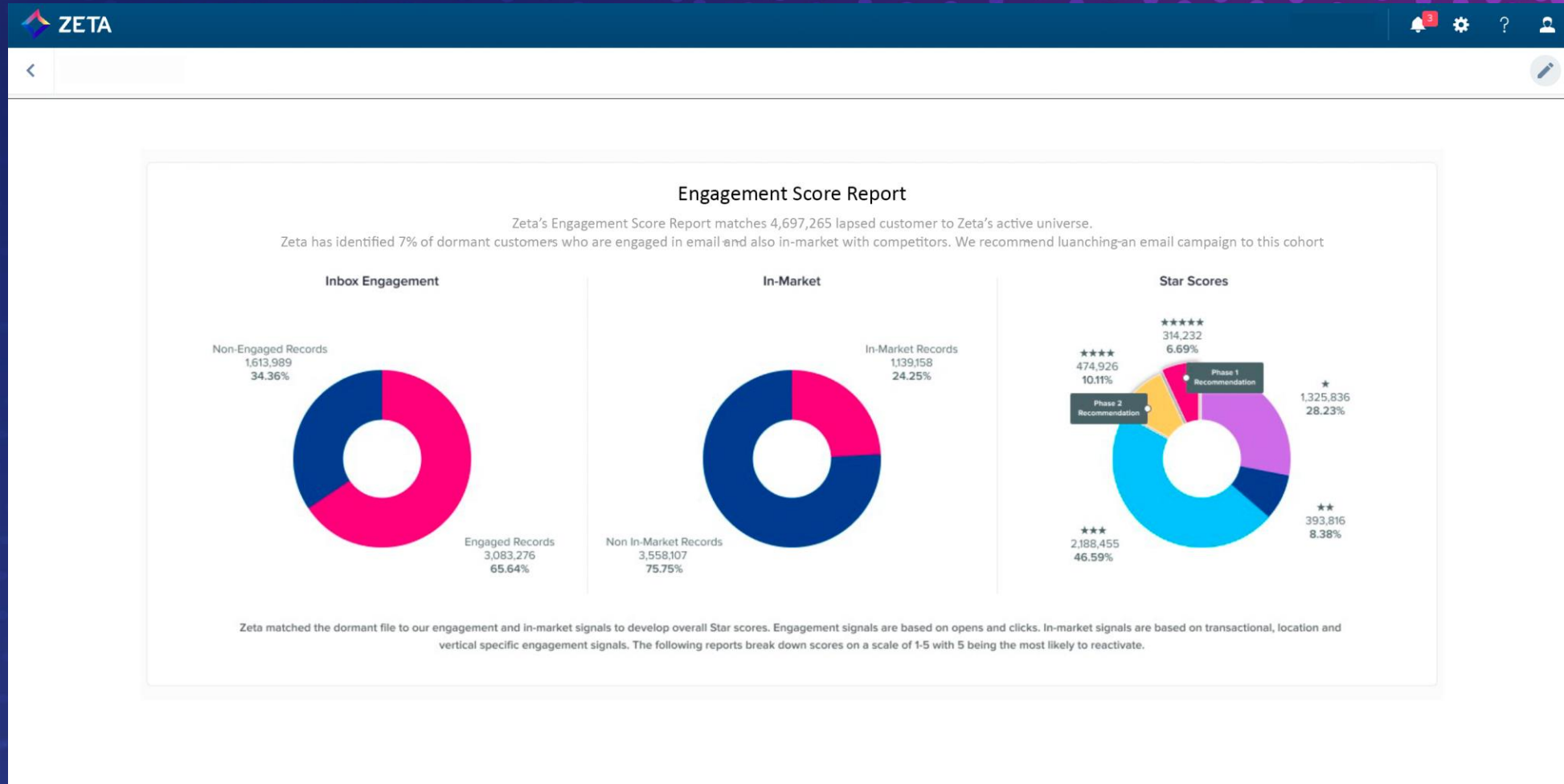
Next-Gen ESPs uncover conquest opportunities to expand market share



IMAGINE IF...

You knew which lapsed customers were potentially the most valuable.

Next-Gens ESPs know which dormant customers to re-introduce into marketing programs



IMAGINE IF...

You had the
tools to literally
build the future.

With Next-Gen ESP, it's you who builds the Agents...

Intelligence

Purpose

Context

Action

Linking

Secure, Compliant, Governed

Agent Builder

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

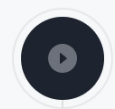
Start by defining your Assistant first

Workflow: Link your Agents together



- ZOE
- Dashboard
- Opportunities
- Campaigns
- Experiences
- Audiences
- Calendar
- Data**
 - Connectivity
 - Data Flows
 - Data Mappings
 - Files
 - Models & Agents
 - Workflows
- Content
- Notifications
- Status Page
- Knowledge Base

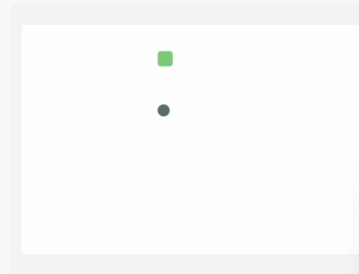
- ⋮
- ✦
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Start

Start Instructions

[Empty text box for instructions]



[-] [Slider] [+]

Future-forward ESPs empower you as a marketer



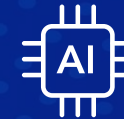
Let you focus on cultivating a customer-centric mindset



Invest in your education and training



Help your teams embrace data and AI-driven decision making



Enable collaboration with our AI experts



Reduce burden by having us focus on ethical AI use



Thank you.