Intelligence-Powered:

The Next Evolution in Email Marketing

Neej Gore

Chief Data Officer, Zeta Global

ZETA

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

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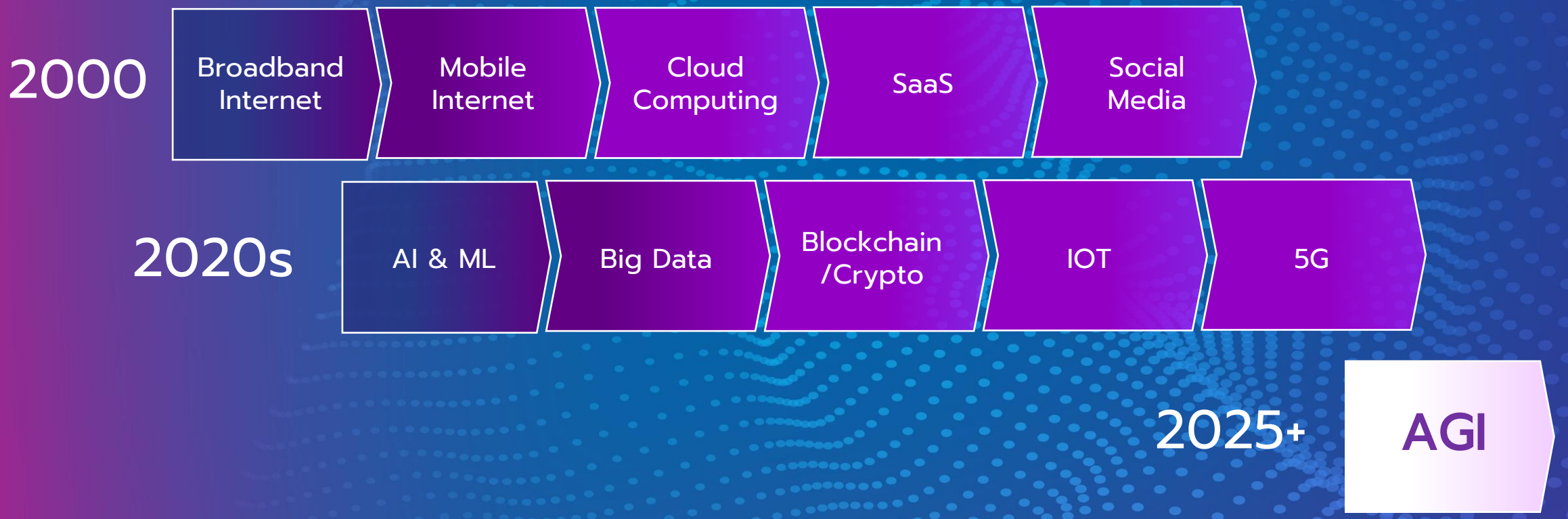
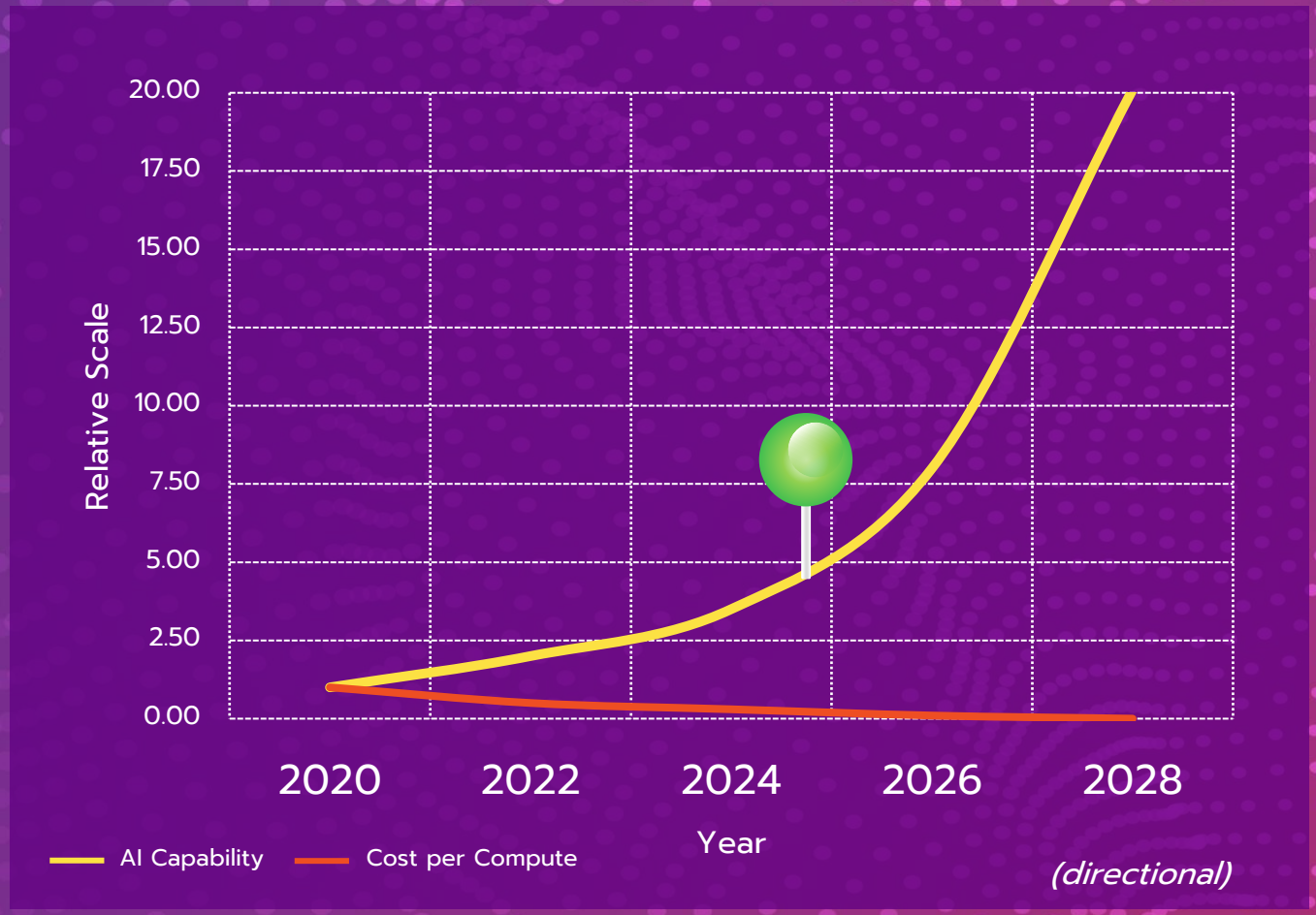
What I've seen in 25 years...

...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

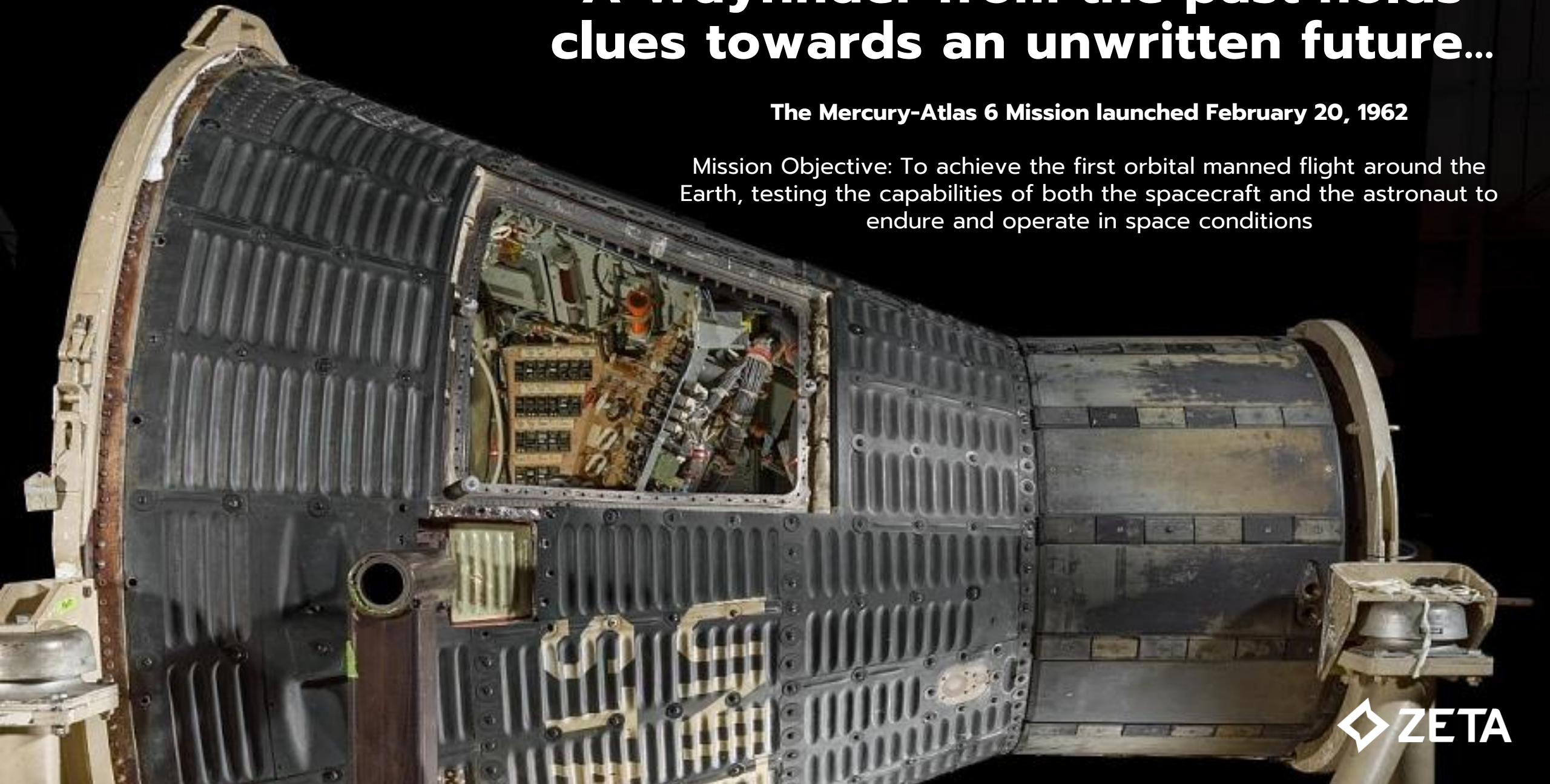
- Cost Per Compute 50 – 90% ↓
- AGI Capabilities 300 – 500% ↑

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



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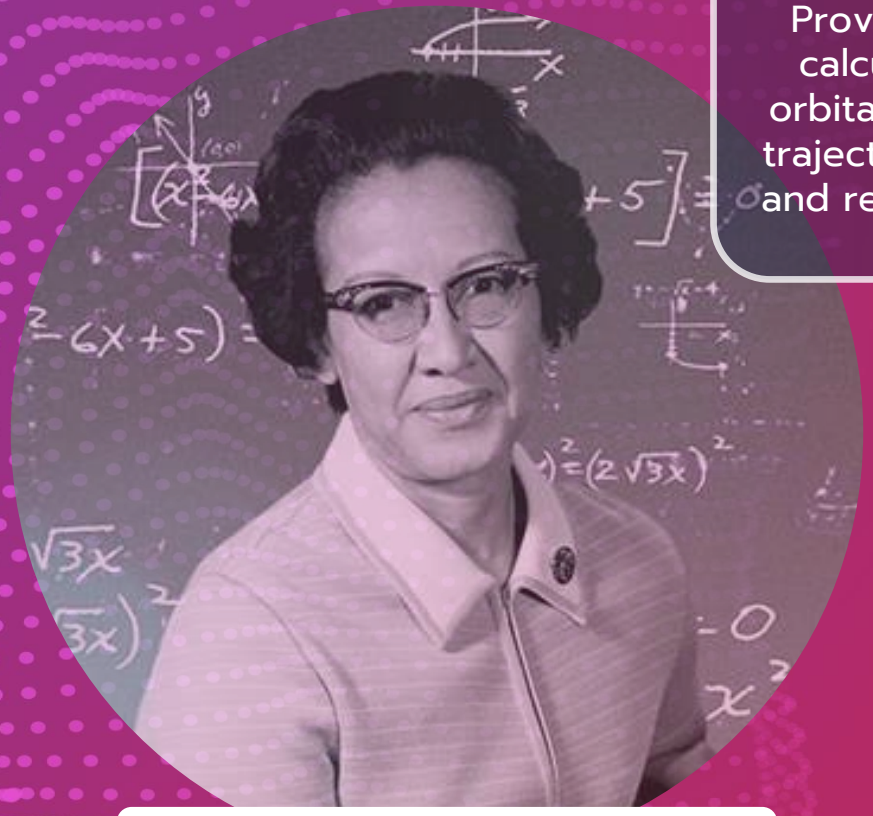
The Friendship 7 required two powerful forces...

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

JOHN GLENN



KATHERINE JOHNSON

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

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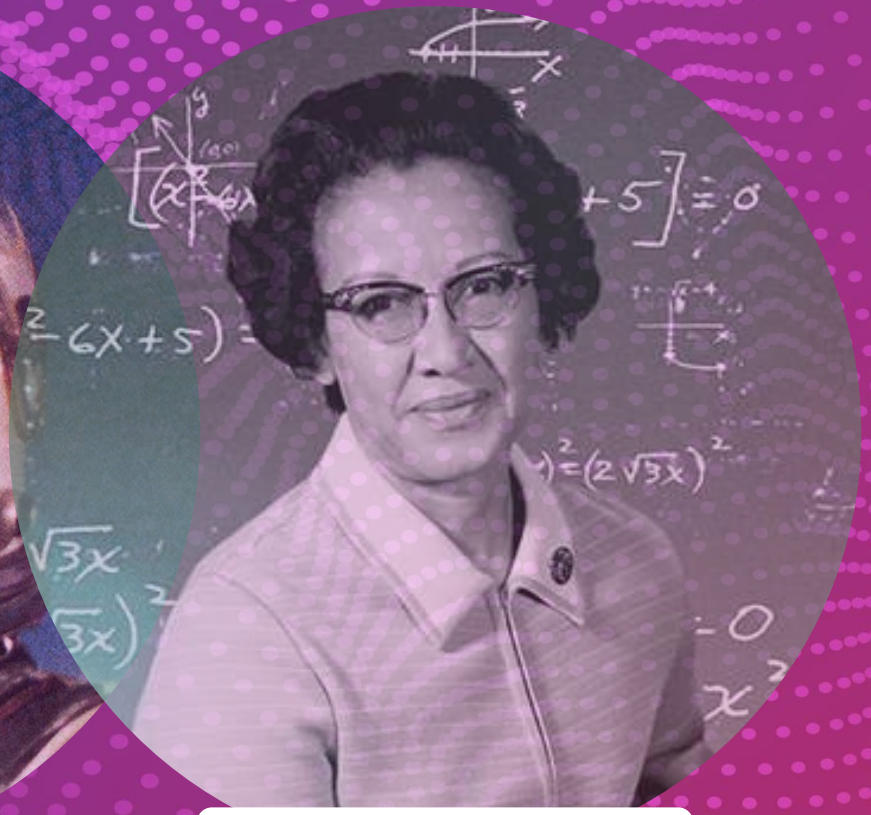
Bringing the “navigator” & “map” together was the key to unlocking their success

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.

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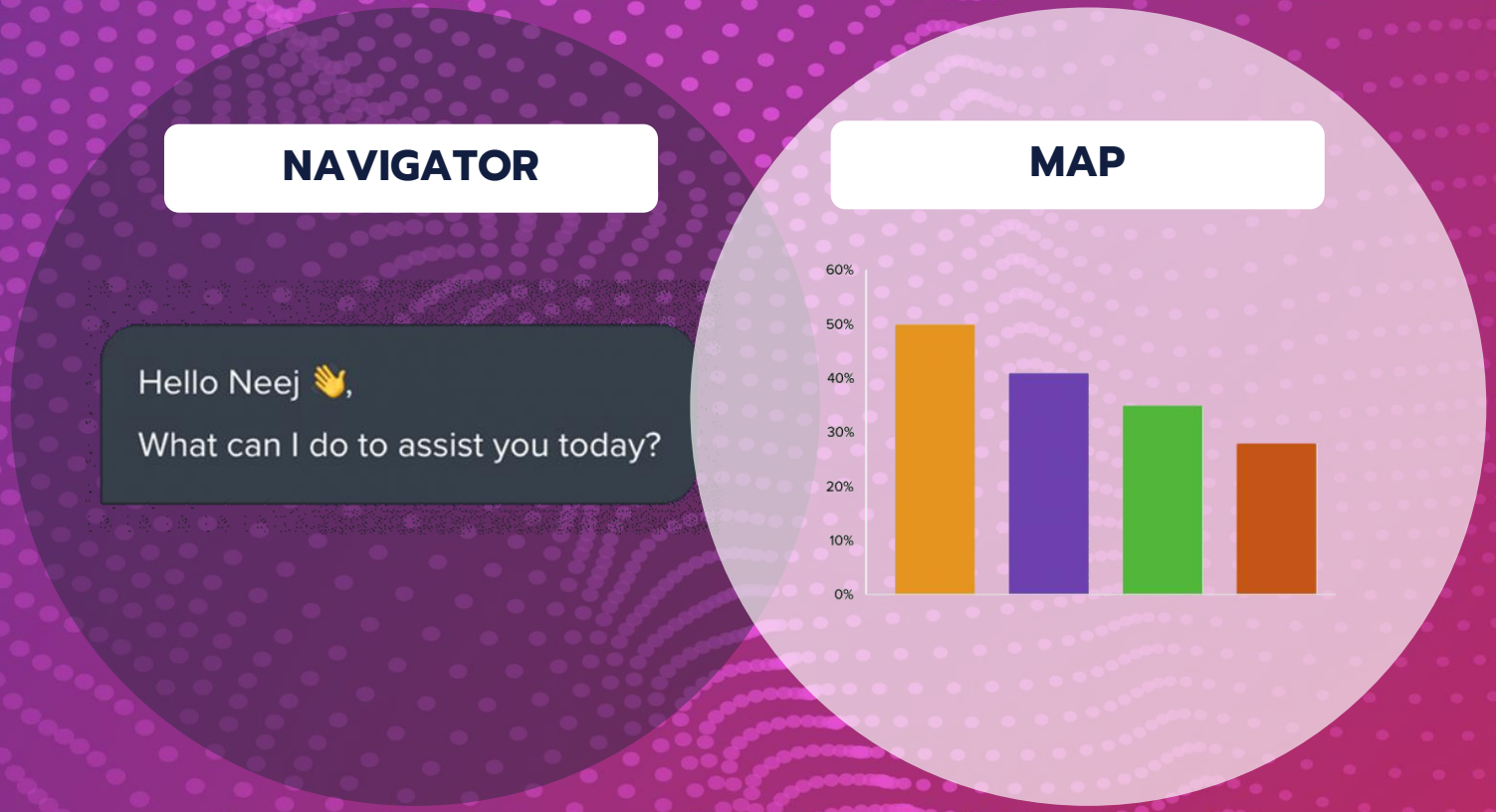
As we invent the Email Marketing Future, Agents are our navigators and Intelligence is our map



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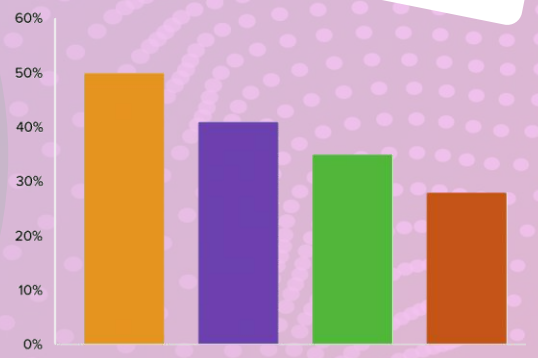
Combining Agents + Intelligence reduces the distance between data and action

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

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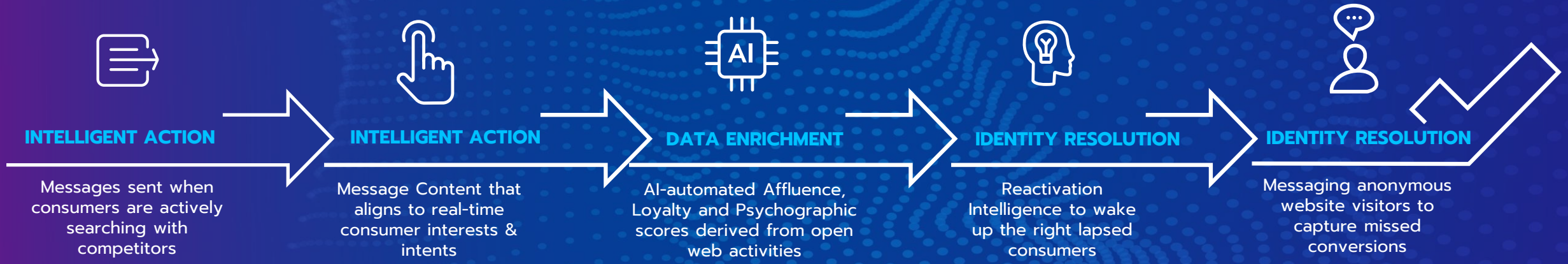
Capabilities of a Next-Gen ESP, **Powered by Agents & Intelligence**



PRODUCTIVITY, PERSONALIZATION, & PRESCIENCE AGENTS WORKING IN THE BACKGROUND

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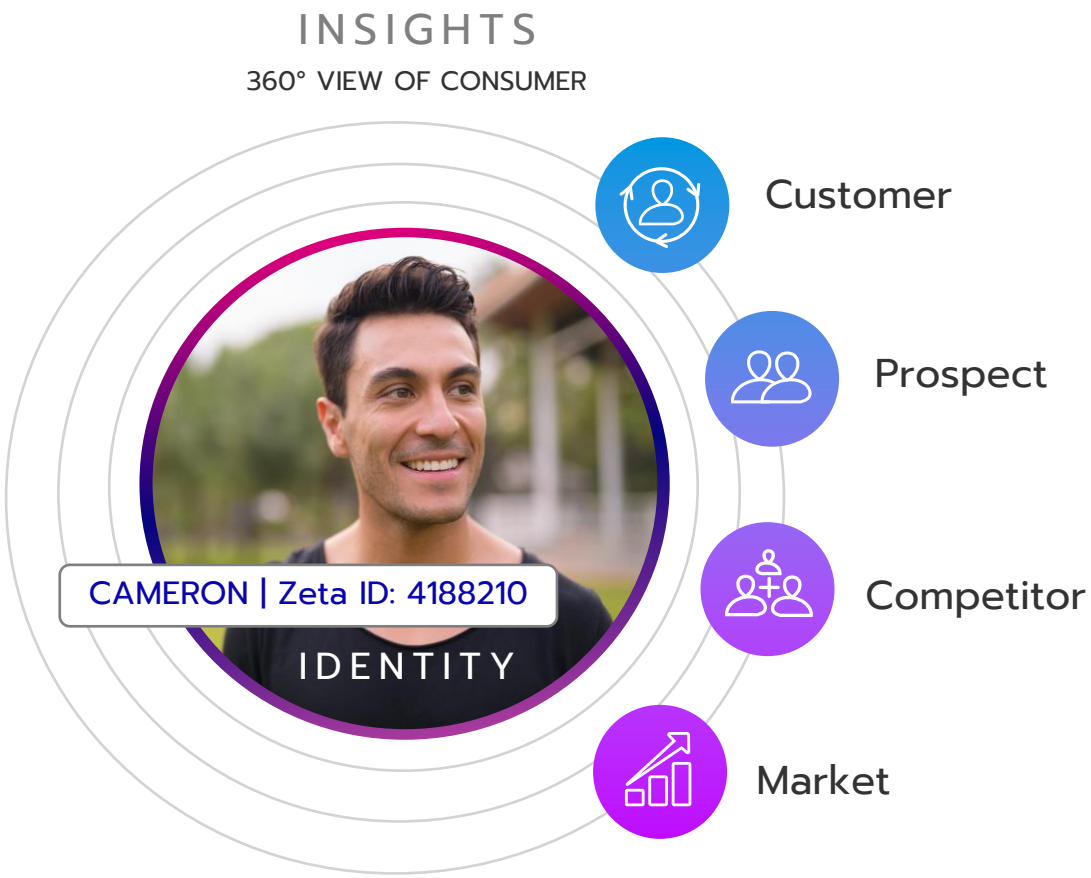
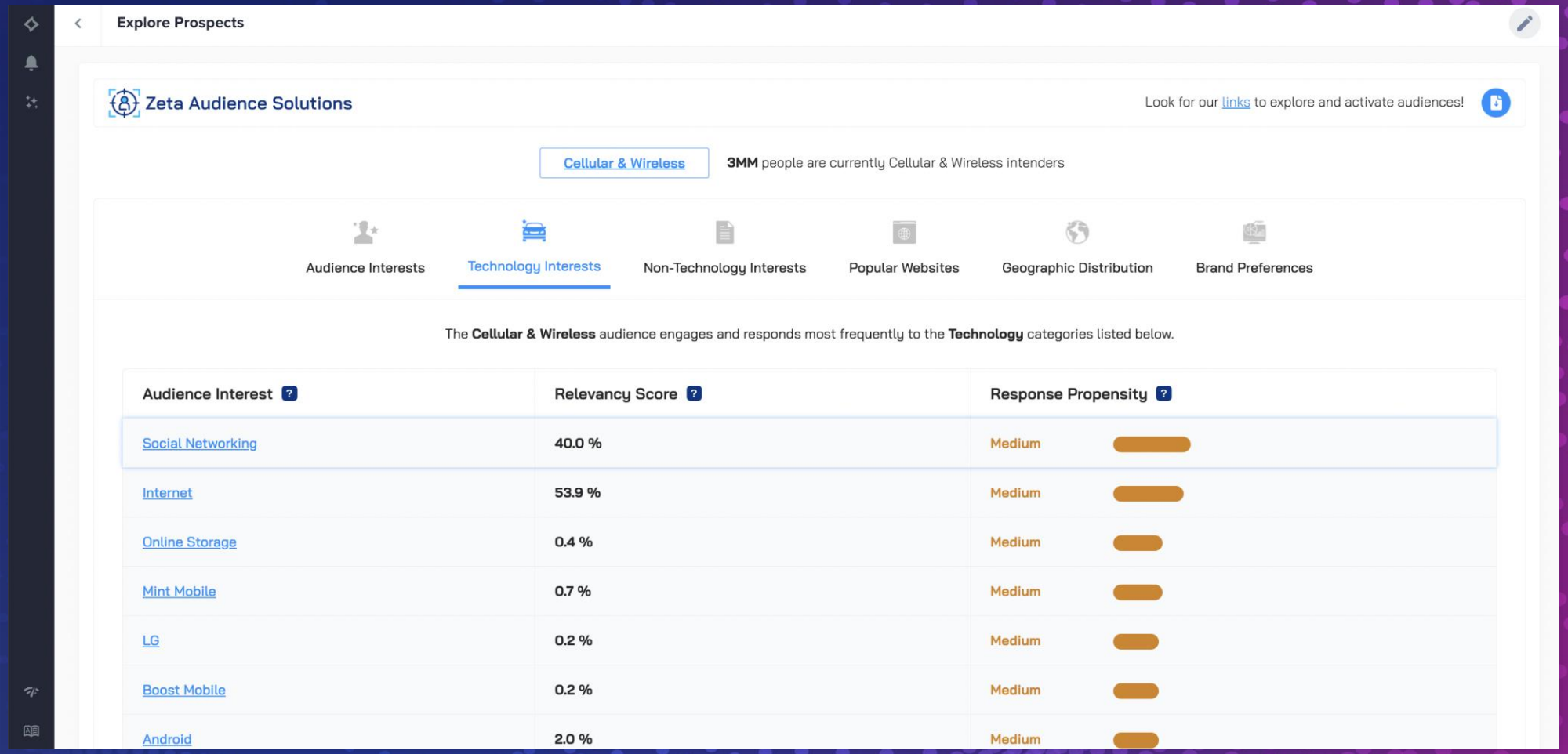
Intelligence within your ESP should unlock understanding of your customers, category, and competitive landscape.



IMAGINE IF...

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

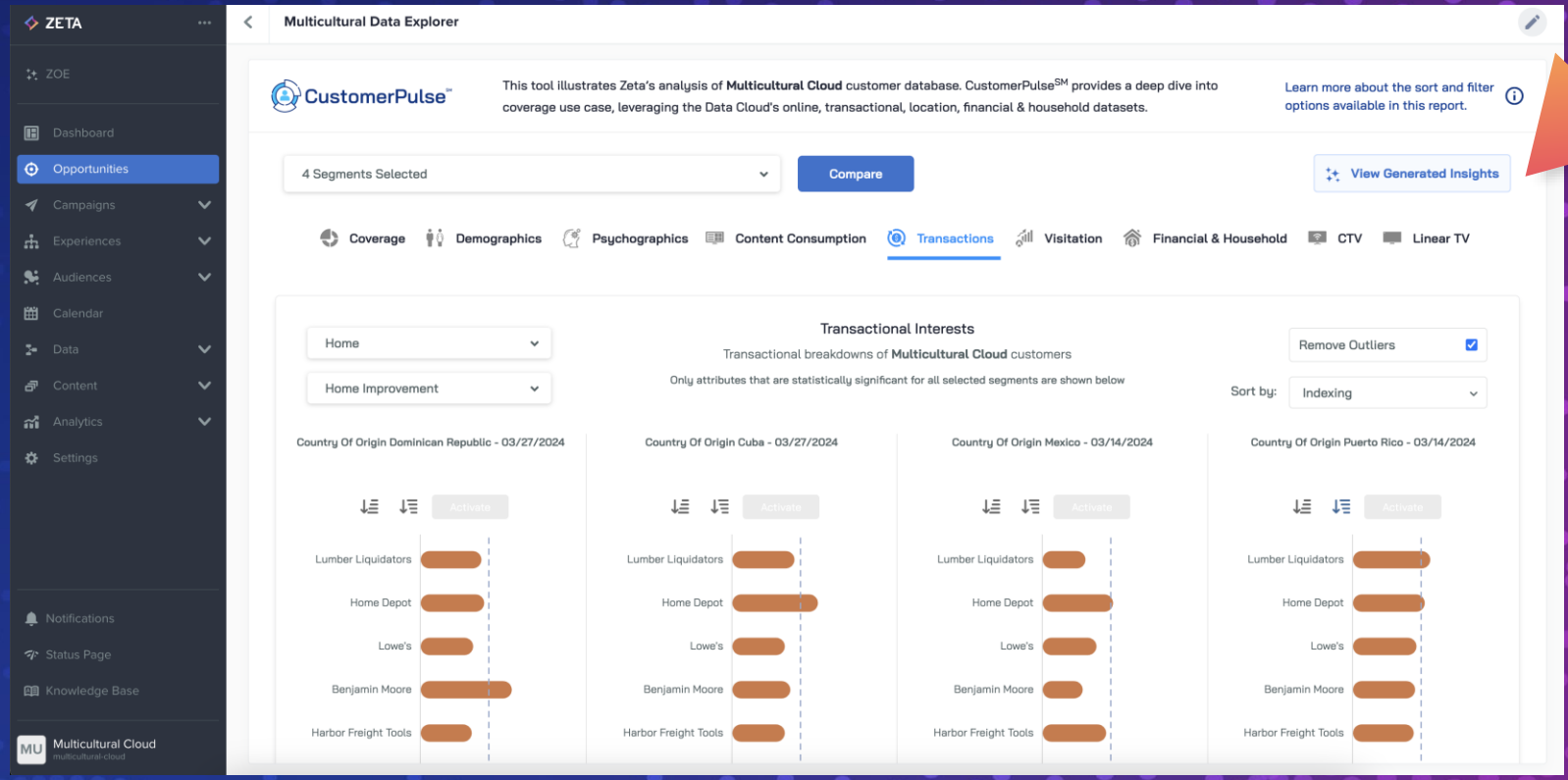
Next-Gen ESPs give you an integrated view of intent across existing and new customers

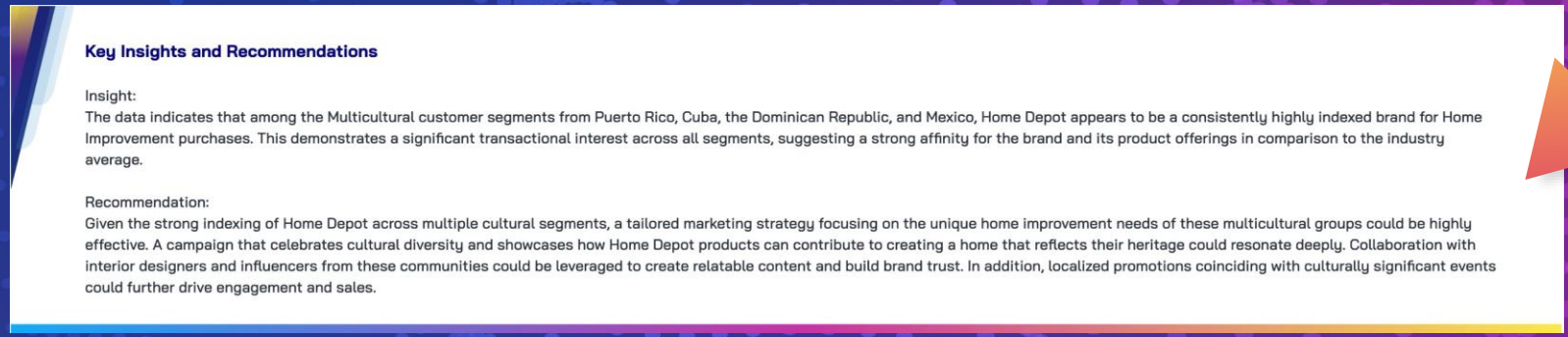


IMAGINE IF...

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

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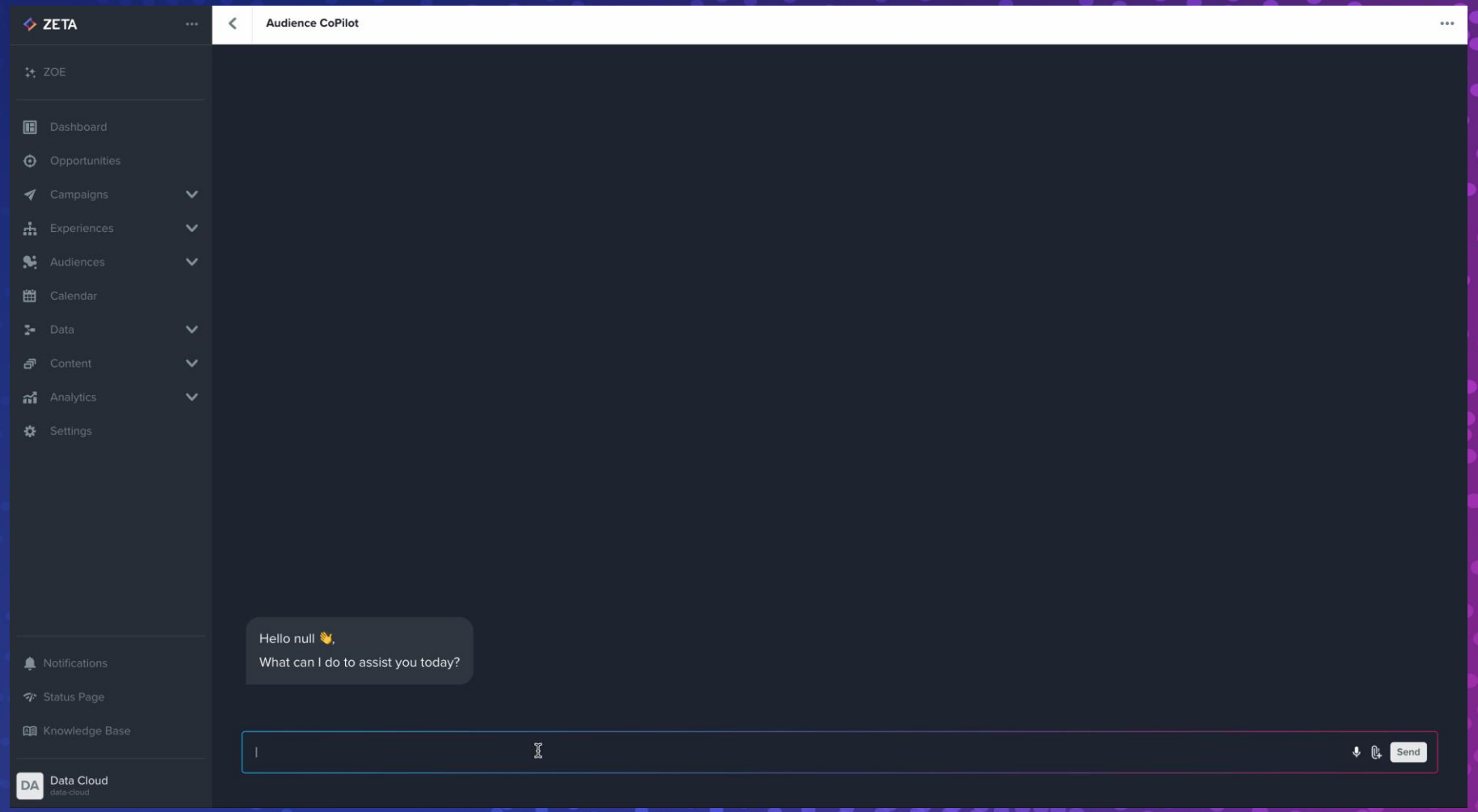
IMAGINE IF...

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



PRODUCTIVITY

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IMAGINE IF...

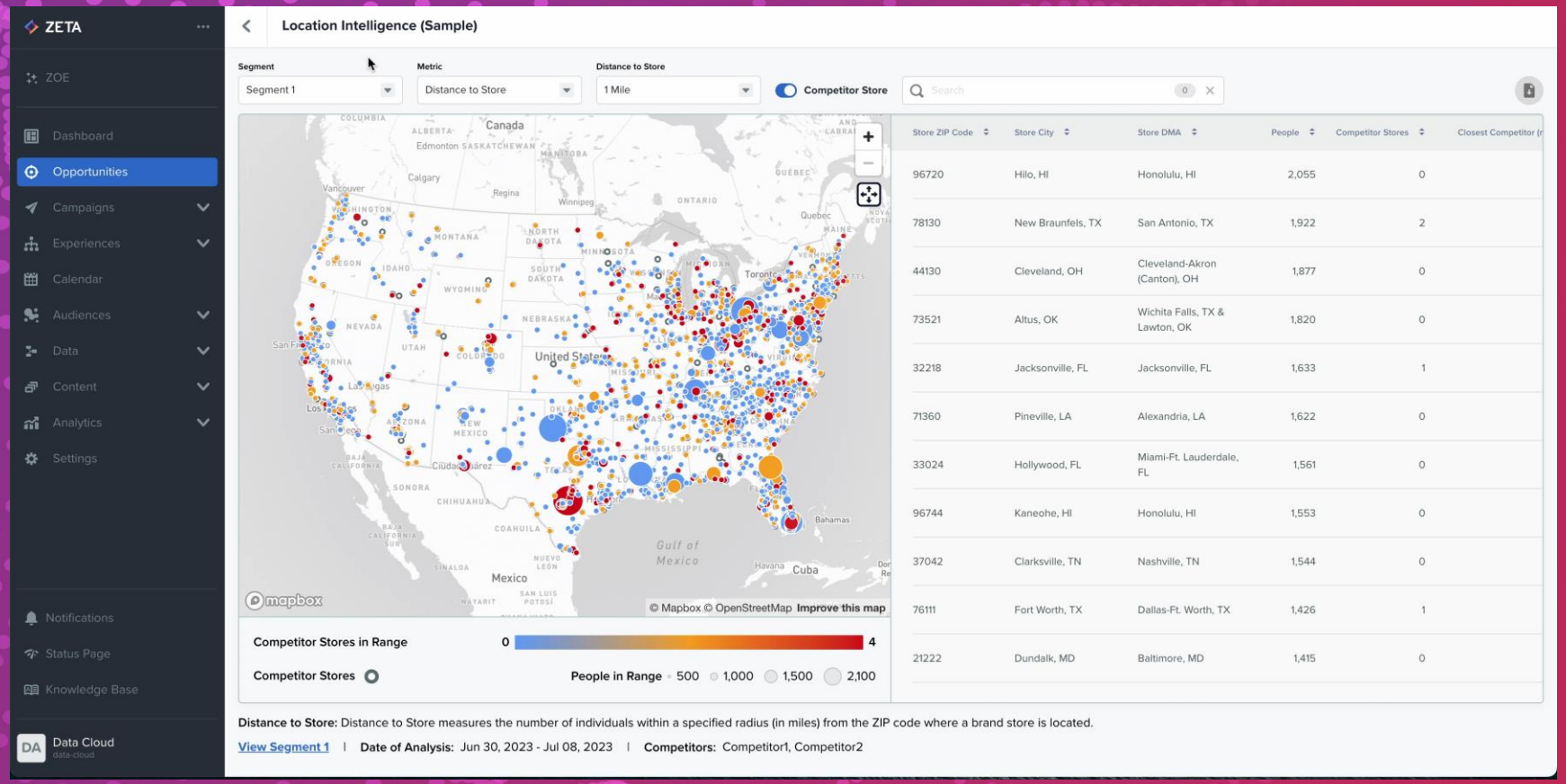
You could pinpoint store locations that possess massive untapped opportunity.

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.



PRODUCTIVITY

ZETA

IMAGINE IF...

There were an 'Easy' button for ID resolution.

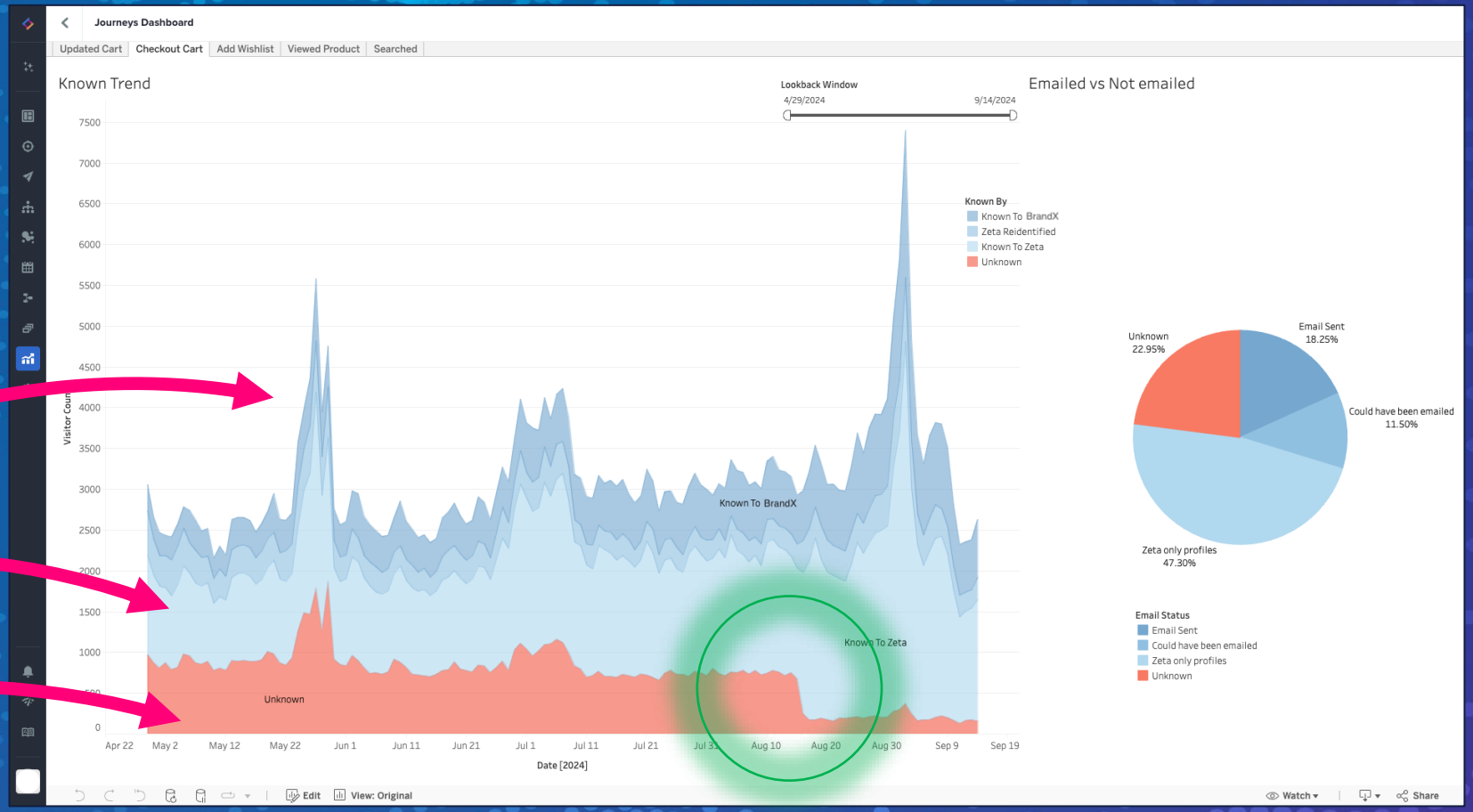
Next-Gen ESPs provide ID resolution in an out-of-the-box way to deliver enhanced experiences

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

Known to customer

Known to Zeta

Unknown



PRODUCTIVITY

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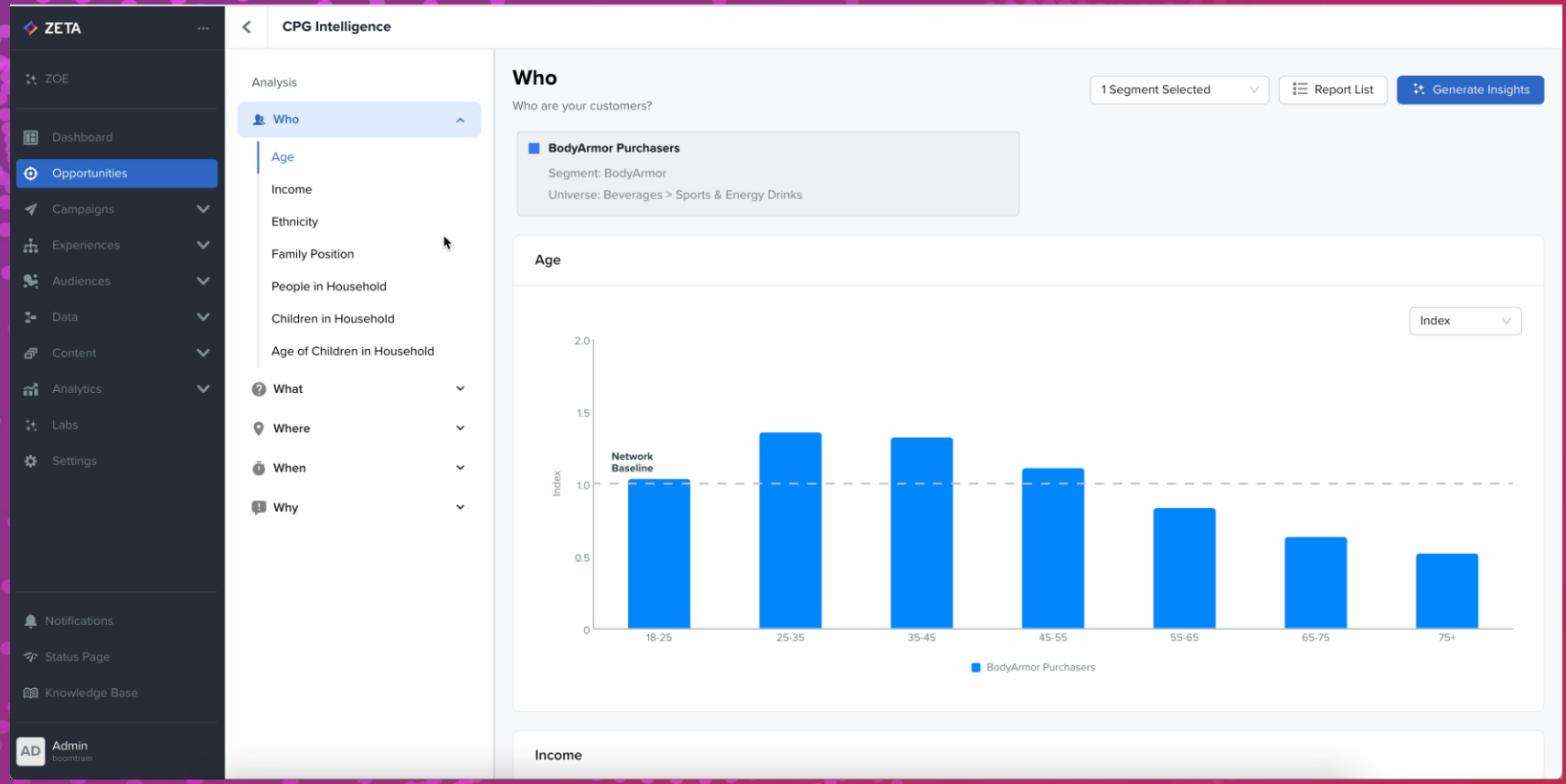
IMAGINE IF...

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!



PRODUCTIVITY

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IMAGINE IF...

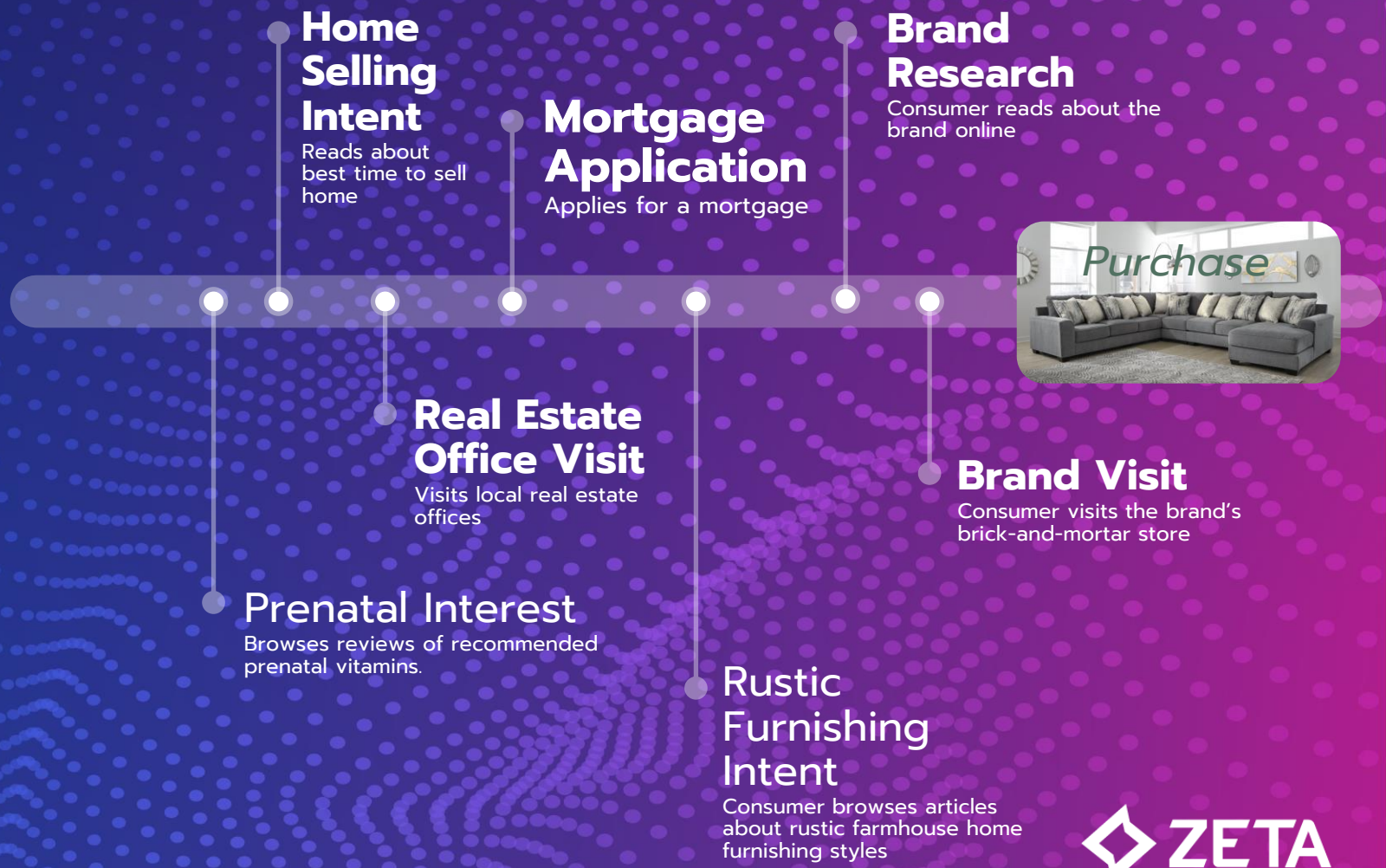
You could actually read the tea leaves of success.

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.



PRESCIENCE

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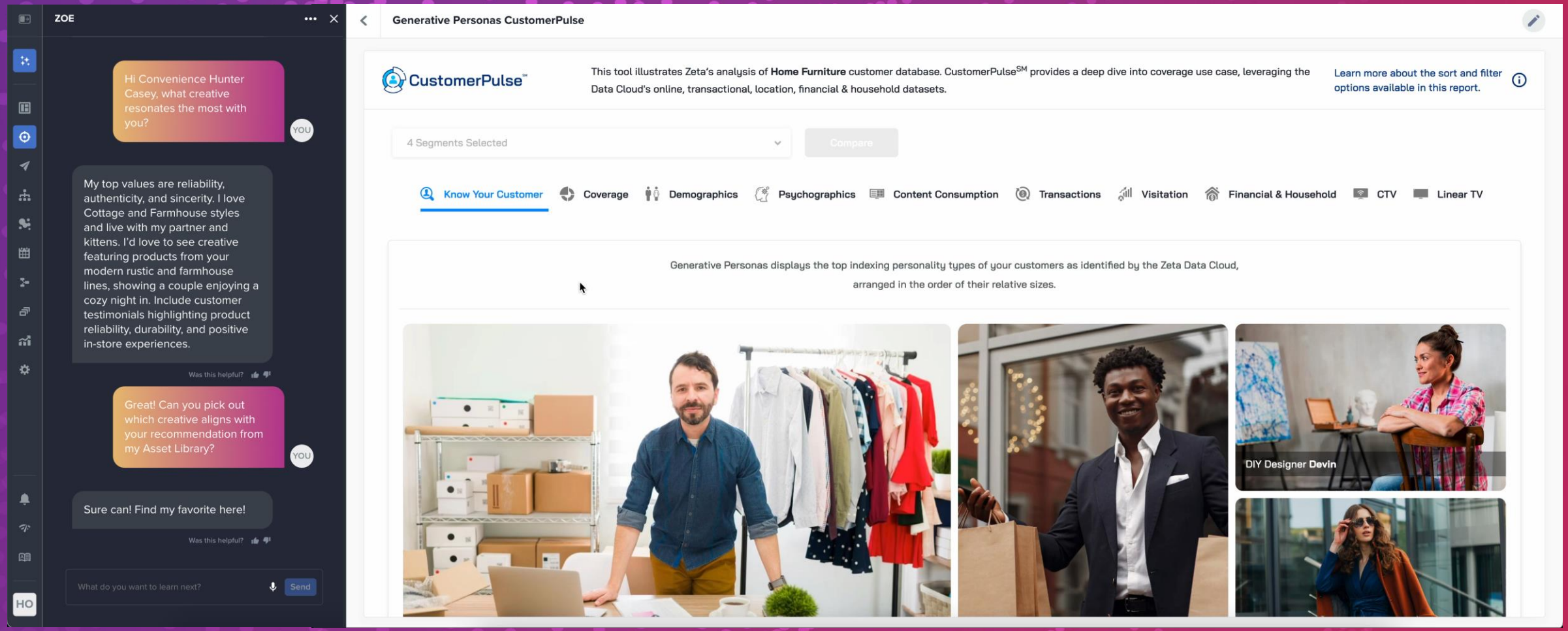
IMAGINE IF...

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

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



PRESCIENCE

ZETA

IMAGINE IF...

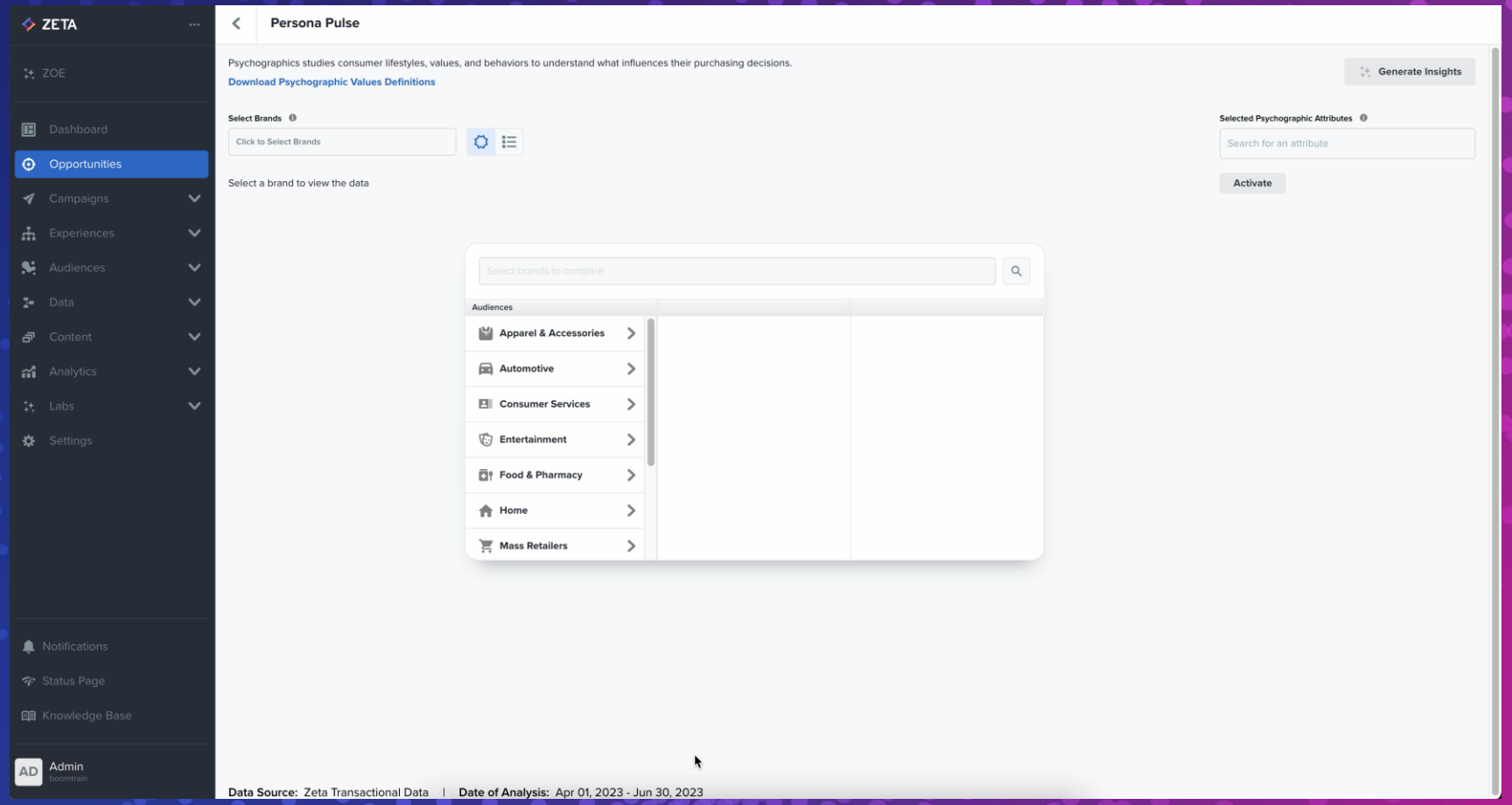
You could leverage personality to be more personal.

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.



PRESCIENCE

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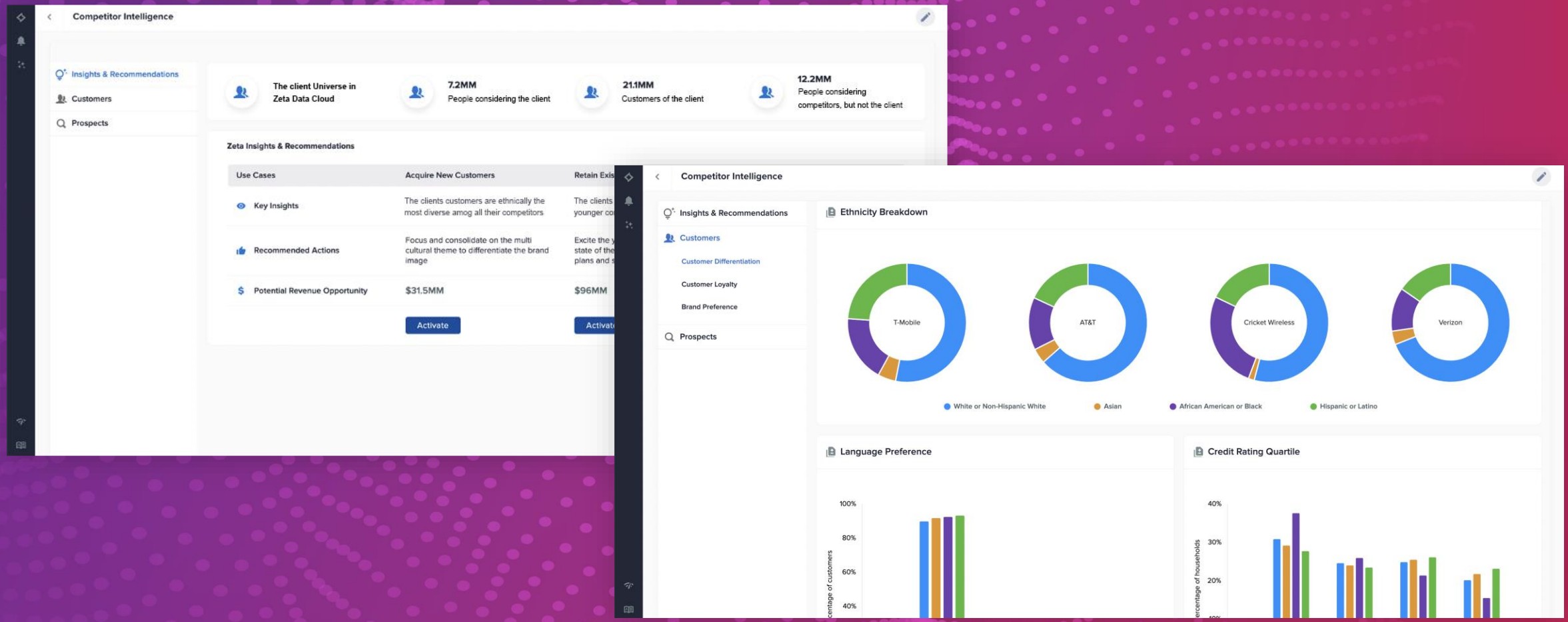
IMAGINE IF...

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

Next-Gen ESPs uncover conquest opportunities to expand market share



PRESCIENCE

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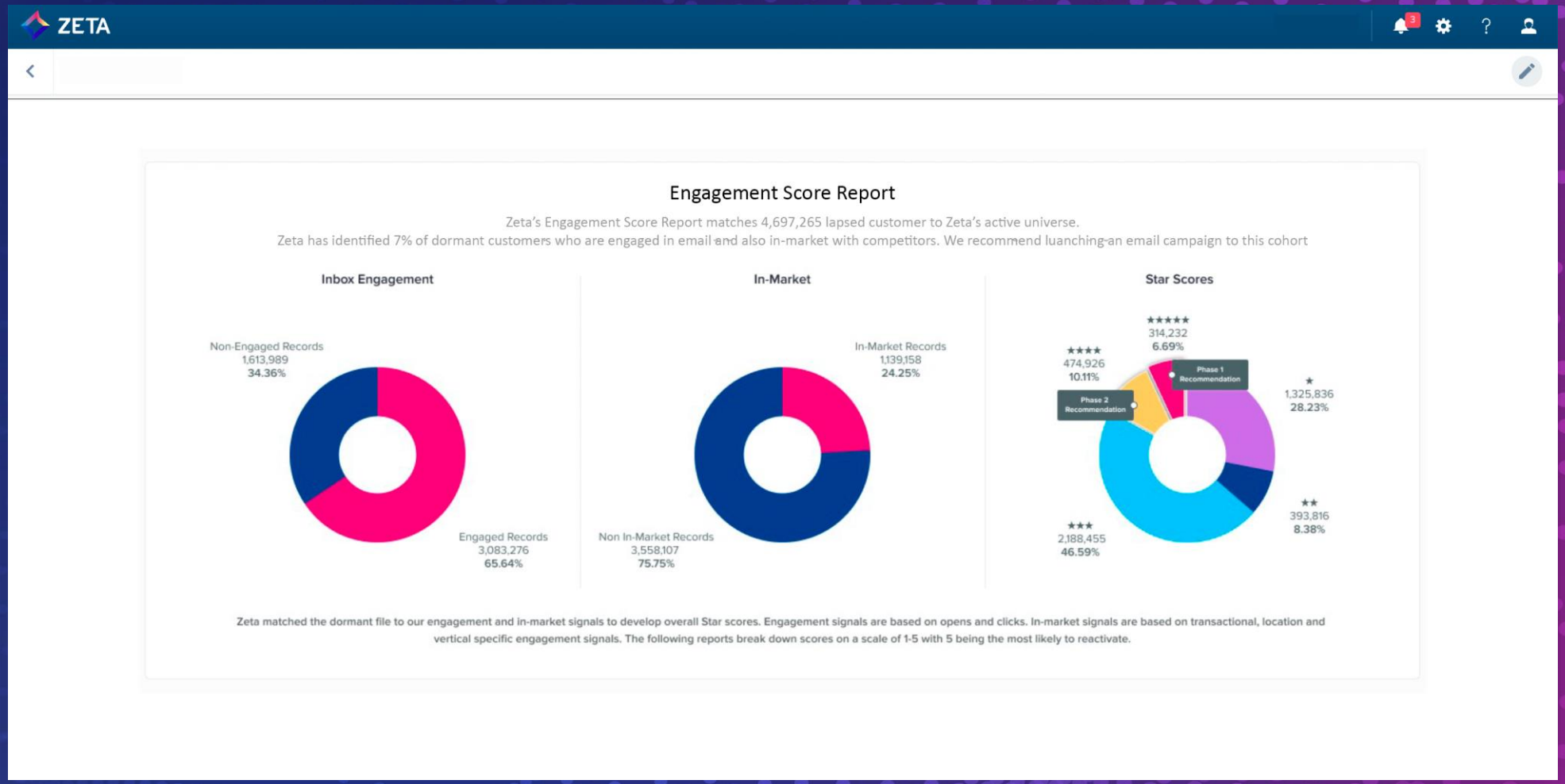
IMAGINE IF...

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

ZETA

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

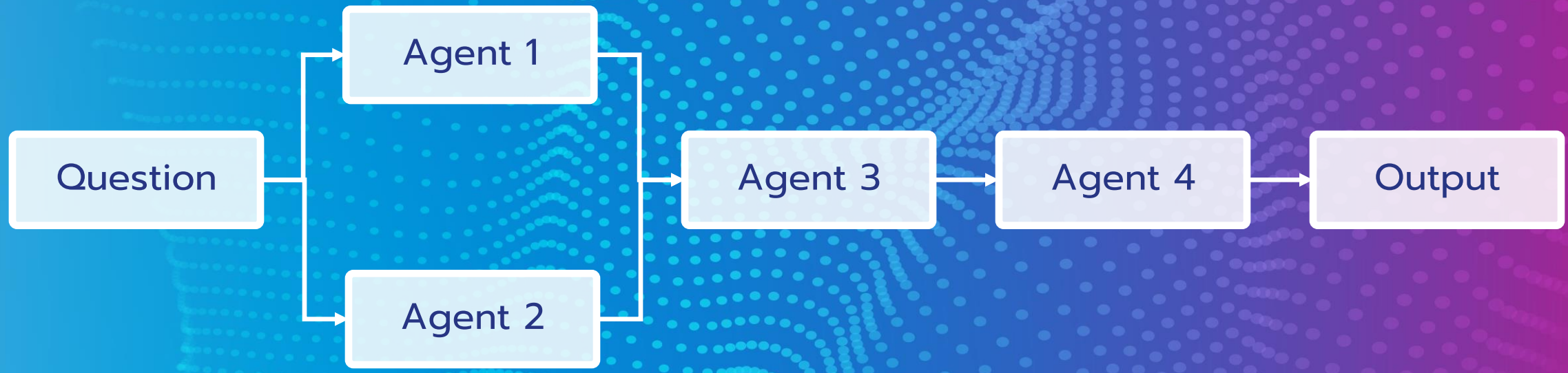
Reference Documents

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

Workflow:
Link your Agents together



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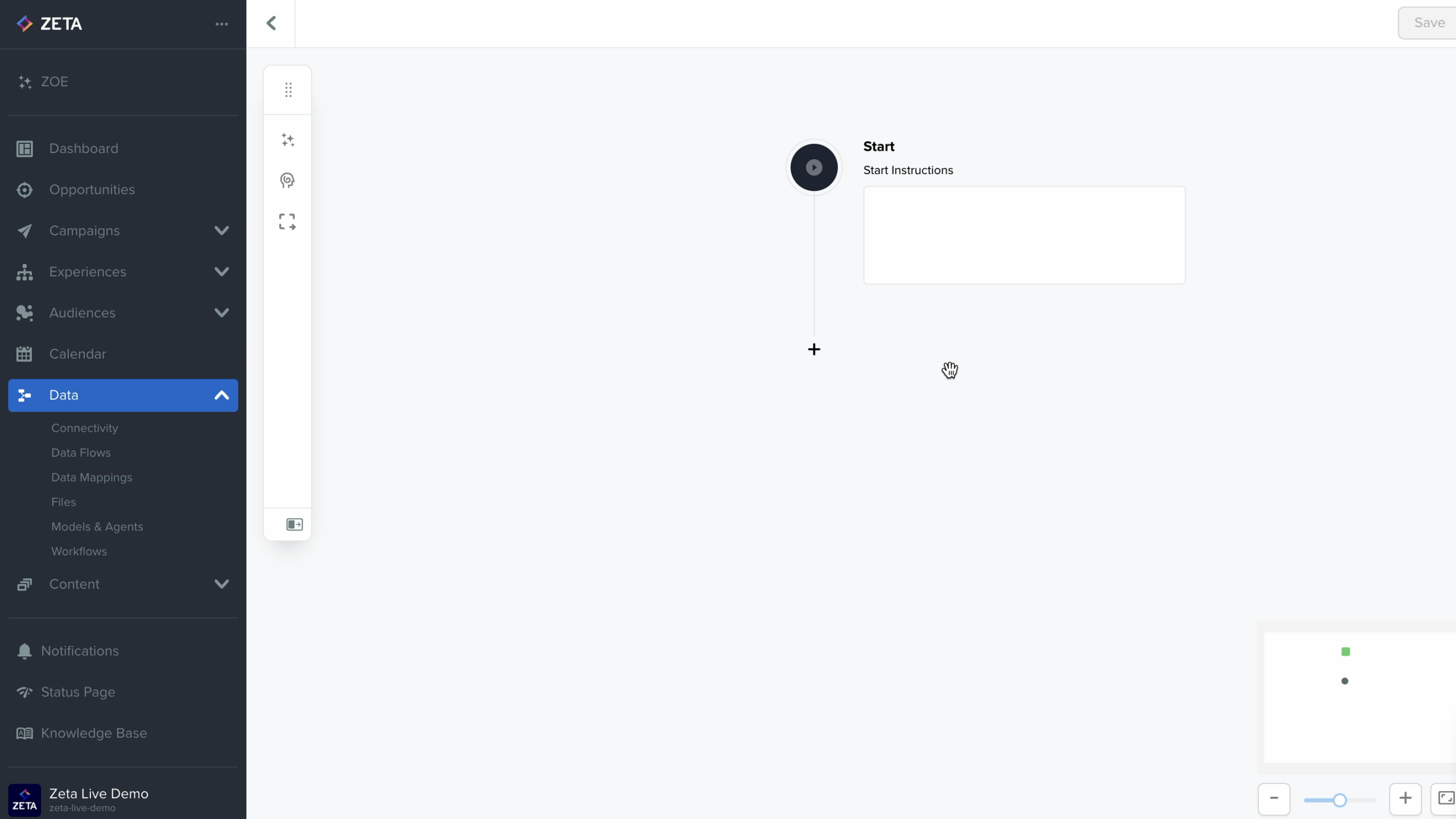
ZETA
ZOE
Dashboard
Opportunities
Campaigns
Experiences
Audiences
Calendar
Data
Connectivity
Data Flows
Data Mappings
Files
Models & Agents
Workflows
Content
Notifications
Status Page
Knowledge Base
Zeta Live Demo
zeta-live-demo
Save
Start
Start Instructions

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

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Thank you.