



Zeta Global's ZetaHub Named "Best CRM Solution for Enterprises" in 2018 MarTech Breakthrough Awards

NEW YORK, Aug. 22, 2018 – [Zeta Global](#), a data-driven marketing technology company delivering 1:1 personalization at scale, today announced it has been selected as the winner of the "Best CRM Solution for Enterprise" award by [MarTech Breakthrough](#), an independent organization that recognizes the top companies, technologies and products in the global marketing technology industry today.

The MarTech Breakthrough Awards honor excellence and recognize innovation, hard work and success in a range of marketing, sales and advertising technology related categories, including marketing automation, market research and customer experience, AdTech, SalesTech, marketing analytics, content and social marketing, mobile marketing and many more. This year's program attracted more than 2,000 nominations from over 12 different countries worldwide.

"Today's enterprise CMOs struggle to harness and analyze the vast amount of customer data points at their disposal and turn that data into meaningful, real-time, personalized brand experiences with consumers," said David A. Steinberg, Zeta Global CEO, Chairman and Co-Founder. "The ZetaHub is an intelligent people-based platform that delivers real-time, hyper-personalized contacts at scale. It optimizes all performance levers, providing a single, actionable view of the customer by leveraging the power of native AI, deterministic data and customer signals."

ZetaHub's proprietary Data Cloud, consisting of over 750 million unique consumer profiles helps business giants in the travel/hospitality, financial services, insurance, retail and media/publishing industries answer these "Who, What, When, Where & Why" questions. The unique combination of behavioral targeting with signal-based, "data-in-motion" analysis delivers substantial marketing ROI to enterprises worldwide.

Zeta Global works closely with enterprises to answer the burning questions marketers tackle every day to get closer to their customers:

- Which individual(s) should I be contacting?
- What content, products, promotions should they be receiving?
- What time should they receive my message/offer?
- Which channel will be most effective when I send my message?
- How has my brand impacted this member's lifetime value, proclivity to re-engage and business outcome?

"The days of linear marketing are long gone, and multichannel marketing is now a necessity, but we find that many enterprise organizations are struggling with the challenge of managing this



more complex customer journey,” said James Johnson, Managing Director at MarTech Breakthrough. “Zeta Global’s ZetaHub shines when it comes to enabling multichannel dialogue, empowering global brands to engage with customers and prospects across email, mobile, social, direct, and web. Congratulations to Zeta Global on its 2018 MarTech Breakthrough Award!”

About Zeta Global

Zeta is a data-driven marketing technology company delivering 1:1 personalization at scale. Leveraging proprietary data, advanced analytics and artificial intelligence, Zeta Global helps Fortune 1000 and Middle Market brands identify, acquire, retain and expand customer relationships. Founded in 2007 by David A. Steinberg and John Sculley, the Company's highly rated ZetaHub technology platform has been recognized in Gartner's Magic Quadrant for Digital Marketing Hubs (February 2017) and in its Magic Quadrant for Multichannel Campaign Management (April 2017) competing with offerings from Oracle, IBM, Salesforce and Adobe. Operating on four continents with 1,300+ employees, the company is headquartered in New York, with offices in Silicon Valley, Boston, Nashville, London, and Hyderabad, India.

About MarTech Breakthrough

Part of the [Tech Breakthrough Awards](http://martechbreakthrough.com/) organization, the MarTech Breakthrough Awards program is devoted to honoring excellence in marketing, ad and sales technology companies, products and people. The MarTech Breakthrough Awards provide a platform for public recognition around the achievements of breakthrough marketing technology companies and products in categories including marketing automation, AdTech, SalesTech, marketing analytics, CRM, content and social marketing, website, SEM, mobile marketing and more. For more information, visit <http://martechbreakthrough.com/>