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Most Memorable Quotes From **ZETA LIVE**

How the CEO Has Evolved Business to Meet the Demands of Today's Consumer

DAVID A. STEINBERG
CO-FOUNDER AND CEO, ZETA

The reality is that we're living in an extraordinary year—2020 is really 1918, plus 1929, plus 1968—and it's going to be a defining year for most companies. Those that figure out how to pivot into the moment and not waste the crisis are going to be those that win.



How the CEO Has Evolved Business to Meet the Demands of Today's Consumer

HEIDI ZAK
CO-FOUNDER AND CEO, THIRDLOVE

Data is great, but only if you can leverage it in a way that makes the customer experience better. For whatever category your business is in, how do you leverage data and technology and digital in a unique way to bring value to your customer? If you can create the unlock, you can do anything.



How the CEO Has Evolved Business to Meet the Demands of Today's Consumer

DAVID SPECTOR
CO-FOUNDER AND PRESIDENT, THIRDLOVE

Using a marketing cloud like the Zeta Data Cloud allows you to play, what I like to call, the game of 'online marketing whack-a-mole' in a much smarter way. When the consumer pops up, brands need to be right there to knock them into a conversion. The challenge is knowing when and where that consumer is going to pop up because you're talking about tens or hundreds of millions of users at any given moment. The Zeta Data Cloud makes it easier to know where to spend marketing dollars so you're right there, ready to grab that customer when they emerge.



Disrupted to Disruptor: Harnessing Change to Build a New Foundation for Customer Engagement

JOE STANHOPE
VP PRINCIPAL ANALYST, FORRESTER



Marketers are no strangers to disruption—they've always dealt with a tremendous set of concurrent, ongoing, long-term disruptive forces changing the world and landscape in which they operate. So, I echo the Zeta philosophy of turning chaos into opportunity...Today is a great opportunity to think about what we're doing and why, and see if we can create opportunities for short-term and long-term excellence.

Marketing today is about getting to an individual, in real-time fashion when they need us, and having the tools and systems to accelerate customer engagement—the predictive, automation-oriented technical capability to back up creativity.

The Evolution of Marketing With John Sculley

JOHN SCULLEY
CO-FOUNDER, ZETA



You don't want to miss the opportunity of a crisis....I call it adaptive innovation. It's about taking advantage of when circumstances change.

Brands need to reset how marketing is conceptualized today—today a brand is not a product by itself, but an experience, and it's an experience that can only be achieved using data...tracking what consumers are interested in, predicting what products they might like, observing how those predictions coincide with the behavior of each individual. And you can't do any of this without a precise data platform.

Igniting Growth Through Digital Transformation

BETH RINGER
VP OF MEDIA STRATEGY, PANERA BREAD



When the pandemic started, we spent a lot of time saying 'When this is over...' We've stopped saying that internally and shifted our mindset to say 'This is our world.' So, how do we take our brand and move it outside the physical space of the restaurant? How does the warmth of the brand translate off-premise if Panera is being delivered to your door? How does the warmth translate to digital?

Igniting Growth Through Digital Transformation

JESSICA DAVIDSON
SVP OF DIGITAL, WYNDHAM



To succeed in a disruptive environment, brands need to harness data (hard data and soft data), look for insights, tell stories, and adjust quickly. They also need to embrace cross-functional collaboration. I can't imagine advancing digitally without the cross functional support of every single area of the organization.

Igniting Growth Through Digital Transformation

CYNTHIA JANELLI
GROUP VP OF GLOBAL STRATEGY, ZETA



Consumer behaviors are not linear, and a company's ability to be nimble will determine the success of its marketing strategy. To solve for personalization...brands need to get better at collecting real-time data and applying AI and other technology.

Zeta Today: How Outcome-Based Marketing Accelerates Growth

STEVE GERBER
PRESIDENT & COO, ZETA



What are CMOs thinking today? They're thinking that growth is a premium and they're thinking the promise of accountability is unrealized. Brands need growth now more than ever, but CEOs and shareholders want accountability.

How can marketers drive profitable growth? They can do it by capitalizing on Opportunity-Powered Marketing—an outcome-based marketing solution that combines identity-based data, predictive AI, and a unified platform to improve business results from across the customer lifecycle.

Using Identity Management to Deliver True, 1:1 Experiences

RACHEL DUDLEY
HEAD OF GLOBAL CRM, SONOS



One of the ways we've seen identity play a role at Sonos is in keeping things simple. There's just this massive amount of data that exists and it's really about focusing on the things that make sense for you and what you're trying to optimize against...for us, that's the work we're doing against personalization, focusing on high-intent triggers and high-intent tactics to drive folks across the finish line.

Using Identity Management to Deliver True, 1:1 Experiences

NEEJ GORE
DATA CLOUD PRESIDENT, ZETA



There is an identity crisis happening right now in marketing, and it's a crisis that goes beyond the depreciation of the cookie. It's a crisis around how fragmented the marketing universe has become around identity...You need an identity-based foundation before you do anything in the marketing space today. Once you have that foundation you need signals—the right signals—to identify opportunities. This, finally, rolls up into personalization, which is what actually touches the consumer.

Using Identity Management to Deliver True, 1:1 Experiences

DENNIS ELLIS
VP PRODUCT, ZETA



What we're seeing in marketing is a big push for interoperability. The ability to actually have an identity foundation or an identity framework wrap around a tech stack, rather than be the tech stack itself.

Zeta Tomorrow: 2020 Developments & 2021 Roadmap

CHRIS MONBERG
CTO, ZETA



Identifying new opportunities to grow is the most valuable currency in the new marketing economy.

Technology is about empowering marketers to better listen to customers and help those customers make better choices—as marketers we're trying to benefit people's lives. To be effective, a marketing technology stack needs to offer data, insights, and activation to achieve specific business outcomes.

Using Identity Management to Deliver True, 1:1 Experiences

DAVID SCHEY
SVP CX SOLUTIONS, ZETA



The more a brand can identify what levers really matter to the customer—price, service, a social cause, etc.—and elicit those levers in engaging with a customer, the more successful the brand will be in building a mutually beneficial relationship.



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