

Email Marketing Benchmark Report

Q4 2024



Executive Summary

The benchmark report presents an analysis of email marketing data, covering metrics such as sends, unique opens, unique clicks, unique unsubscribes, and corresponding open rates, click rates, click-to-open rates, and unsubscribe rates. This data includes all email volume monitored by Zeta Global and is further categorized into four sectors: Retail, Travel, Hospitality & Entertainment (TH+E), Financial Services & Insurance (FSI), and Media. The analysis includes insights from over 100 US marketers.

Analysis conducted on data collected October 1, 2024 through December 31, 2024.

Key Trends

Improved Click-to-Open Rates: Click-to-open rates increased in key sectors like Media and Travel, showing that content resonates more effectively with engaged audiences.

High Delivery Rates: Consistently high delivery rates across all sectors highlight strong operational reliability.

Engagement Opportunities: While overall engagement declined, sectors like Media and Travel demonstrated growth in unique click rates, indicating opportunities for targeted re-engagement.

Sector-Specific Strengths: Travel saw improved click engagement, and Media achieved higher click-to-open rates, showcasing potential for strong audience interaction when content aligns with interests.

Using Industry Benchmarks Effectively

Leveraging email marketing benchmarks can enhance your email marketing strategy but shouldn't be your only source of measurement. Benchmarks provide a reference point for evaluating the performance of your campaigns against industry averages. This comparative analysis offers insights into areas where your campaigns excel and where they may be falling short.

Benchmark reports also offer insights across various industries, enabling you to fine-tune your strategy according to the specific performance standards of your sector. This third-party validation is often used to demonstrate success to internal stakeholders and inform data-driven goals.

However, it's essential to use these benchmarks thoughtfully. Benchmarks provide a snapshot of average performance but may not fully capture the unique nuances of your audience or brand. Use them as a starting point to identify opportunities for improvement and innovation and combine with insights from your own performance metrics to tailor your email marketing strategy to your specific audience. By coupling industry benchmarks with a deep understanding of your brand's unique needs and challenges, you can develop more targeted, effective email campaigns that drive engagement and conversions.



Industry Trends

Brands can improve engagement and increase revenue by leveraging email marketing trends to help create content that resonates with their audience.



Interactive & Gamified

Leverage gamification to create engaging customer experiences. Use tools like AI-driven engines, blockchain-based rewards and tracking, and AR-enhanced experiences to drive deeper engagement.



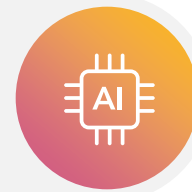
Voice Activated

Explore ways to optimize email content and functionality for voice-first experiences. As voice technology becomes more integrated into daily life, brands can leverage it to help increase accessibility and convenience, offering users a new way to interact with written and visual media.



Micro-Experiences

Create standalone, interactive environments within emails, offering recipients a self-contained experience without requiring them to leave their inbox. Instead of simply acting as a gateway to an external page, marketers should leverage email as a space to create meaningful brand moments.



AI Generated & Predictive Content

Leverage AI to generate subject lines, body copy, and product recommendations tailored to each subscriber. Use machine learning to analyze customer behavior so you can predict what content will drive the highest engagement and conversions.

Performance Trends

All Verticals

Q4 Y/Y Performance

	Q4-24	Q4-23	Y/Y
Delivery Rate	99.4%	99.4%	–
Total Open Rate	53.2%	63.9%	–
Unique Open Rate	40.7%	46.0%	–
True Open Rate	8.6%	11.5%	–
Total Click Rate	1.84%	1.57%	+
Unique Click Rate	1.22%	1.02%	+
Click-to-Open Rate	2.99%	2.21%	+
Unsubscribe Rate	0.053%	0.072%	+



2.99%

Unique Click-to-Open Rates are up from the same quarter the previous year

Open rates are significantly lower year-over-year but click rates and click-to-open rates have improved, indicating stronger engagement among those who open emails. This means that content is still resonating with a focused audience. A slight decrease in the unsubscribe rate shows that recipients still find the content relevant despite lower engagement. To improve open performance, brands should test subject lines and refine audience segmentation.

Performance Trends

All Verticals

Q4 Q/Q Performance

	Q4-24	Q3-24	Q/Q
Delivery Rate	99.4%	99.4%	-
Total Open Rate	53.2%	48.9%	+
Unique Open Rate	40.7%	37.0%	+
True Open Rate	8.6%	8.2%	+
Total Click Rate	1.84%	2.15%	-
Unique Click Rate	1.22%	1.36%	-
Click-to-Open Rate	2.99%	3.67%	-
Unsubscribe Rate	0.053%	0.074%	+



8.6%

True Open Rates are comparable with previous quarter

Open rates remained steady quarter-over-quarter, with a noticeable increase in unique open rates. Click rates dropped slightly, showing that while subscribers open emails regularly, the content may not be compelling enough to take action. The solution lies in clear calls to action, personalized content, and interactive features that grab attention after readers open the message.

Retail

Maximize customer value through personalized experiences that recognize the customer at every touch-point and interaction.



Phygital Experiences

Merge digital innovation with physical experiences to create immersive and interactive customer engagement. By seamlessly integrating tangible elements like interactive kiosks and AR try-ons with digital convenience, brands can connect with customers across multiple touchpoints.



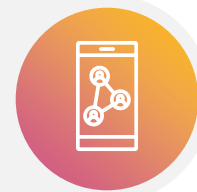
Shoppable Experiences

Reduce friction in the buying journey by enabling direct purchases from email. Integrating features like add-to-cart buttons, product carousels, and one-click checkout links creates fewer steps between product discovery and purchase, leading to higher conversions.



AI-Powered Product Recommendations

Use AI to personalize product suggestions based on browsing history, past purchases, and predicted preferences. Customers expect hyper-relevant recommendations, and leveraging machine learning in campaigns can increase click-through rates and conversions.



Organic Content & Micro-influencers

Harness micro-influencers and user-generated content to create authentic brand visibility at a lower cost. By tapping into real voices that connect with niche audiences, brands can create deeper engagement and build trust in ways traditional marketing struggles to achieve.

Performance Trends

Retail

Q4 Y/Y Performance

	Q4-24	Q4-23	Y/Y
Delivery Rate	99.6%	99.4%	+
Total Open Rate	53.0%	57.7%	-
Unique Open Rate	41.0%	42.8%	-
True Open Rate	5.7%	8.7%	-
Total Click Rate	0.97%	1.16%	-
Unique Click Rate	0.70%	0.72%	-
Click-to-Open Rate	1.72%	1.69%	+
Conversion-to-Click Rate	12.16%	19.64%	-
Revenue per Email	\$0.27	\$0.27	-
Unsubscribe Rate	0.045%	0.086%	+



12.16%

Click-to-Conversion Rate
dropped by 38% year-
over-year

Email engagement and unique open rates have declined since last year which led to fewer conversions. However, click-to-open rates increased, which shows that engaged readers find the content more relevant than before. A lower unsubscribe rate also suggests that messages are reaching an audience who wants this content. To reverse declining engagement, focus on sending targeted product recommendations and exclusive deals to subscribers who are most likely to buy.

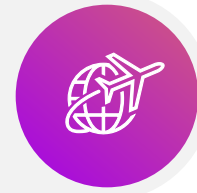
Travel, Hospitality + Entertainment

Travelers' needs are as unique as their journeys and every experience should be tailored to recognize and meet these individual preferences.



Digital Itineraries

Improve customer service with AI-powered chatbots and personalized itinerary generators to deliver bespoke travel recommendations. These tools help streamline visitor flow management, improve trip planning experiences, and optimize operational resources.



Flexible & Subscription Based Travel

Highlight flexible booking options, travel memberships, and subscription-based experiences to cater to evolving traveler preferences. Customers are increasingly seeking plans that offer unlimited stays, flight passes, or exclusive deals with low-commitment cancellation policies.



Expanding Premium Offers

Provide a diverse range of premium offerings to meet growing customer. Airlines are improving premium seat selections, lounges, and dining, while hotels are expanding luxury and "upper upscale" offerings with new openings worldwide.



Niche Travel

Showcase curated experiences that go beyond traditional vacations, such as adventure travel, wellness retreats, or culinary-focused itineraries. Travelers are seeking unique, immersive experiences, and brands that tailor recommendations can drive higher bookings.

Performance Trends

Travel, Hospitality + Entertainment

Q4 Y/Y Performance

	Q4-24	Q4-23	Y/Y
Delivery Rate	98.4%	99.5%	-
Total Open Rate	51.5%	68.2%	-
Unique Open Rate	39.7%	49.7%	-
True Open Rate	14.9%	13.1%	+
Total Click Rate	1.75%	1.00%	+
Unique Click Rate	1.20%	0.64%	+
Click-to-Open Rate	3.02%	1.28%	+
Conversion-to-Click Rate	6.05%	7.17%	-
Revenue per Email	\$0.38	\$1.80	-
Unsubscribe Rate	0.085%	0.041%	-



\$0.38

Revenue per Email has decreased over the same period the prior year

Click rates have improved significantly but the decrease in click-to-conversion rate and revenue per email suggests challenges in converting interest into action. This could be caused by weaker offers, economic shifts, or changes in consumer travel behavior. Additionally, a noticeable increase in unsubscribe rates may indicate that the current audience is not resonating with the content. To address this, personalize content based on travel preferences and lifecycle stage.

Financial Services + Insurance

Customers' needs from their Financial Institution are as unique as their fingerprints and should be recognized in every experience.



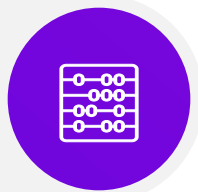
Seamless Cross-Channel Journey

Create continuity across desktop, mobile, and apps so users don't have to restart processes when switching devices. Making it easy to move between devices keeps people engaged and reduces the chance they'll give up partway through.



Simplified & Frictionless Onboarding

Reduce drop-off rates by streamlining the sign-up and application process through email. Guide users with progress tracking, video explainers, and one-click document uploads to improve conversion rates.



Interactive Tools & Calculators

Improve email engagement with embedded financial calculators, coverage estimators, and interactive quizzes. Consumers want to make informed decisions, and providing tools to estimate mortgage payments, insurance needs, or investment growth can drive action.



Alternative Payment Methods

Highlight flexible payment options like contactless payments, digital wallets, and Buy Now Pay Later to align with changing preferences, specifically among Gen Z. Younger generations prioritize speed and convenience more than older cohorts.

Performance Trends

Financial Services + Insurance

Q4 Y/Y Performance

	Q4-24	Q4-23	Y/Y
Delivery Rate	99.3%	98.0%	+
Total Open Rate	73.8%	83.2%	-
Unique Open Rate	50.6%	54.6%	-
True Open Rate	18.5%	19.3%	-
Total Click Rate	1.68%	2.00%	-
Unique Click Rate	1.27%	1.44%	-
Click-to-Open Rate	2.50%	2.64%	-
Unsubscribe Rate	0.067%	0.073%	+



1.27%

Unique Click Rate slightly declined over the same period last year and versus the previous quarter

Despite an improvement in deliverability, all engagement declined year-over-year, with fewer recipients opening and interacting with emails. Click rates also saw a slight drop, indicating that while emails are reaching inboxes, they are generating less interaction. Focus on subject lines that create urgency and give clear reasons to open. Place calls to action where readers will see them, and highlight specific benefits like account security, extra savings, or special member perks.

Media

Audience preferences are unique, and content must cater to their diverse interests to be truly meaningful.



Audio & Video Integration

Embed audio clips, podcast previews, and video snippets directly into emails to cater to changing content consumption habits. As audiences increasingly prefer on-the-go media, emails that feature "listen now" buttons, video news, or live-streaming reminders create seamless transitions from inbox to content.



Location-Based Updates

Use geotargeting to deliver region-specific news, event recommendations, and content relevant to a subscriber's location. Consumers now expect hyperlocal updates, whether it's breaking news in their city, weather alerts, or localized entertainment guides.



Gamified Newsletters

Boost engagement with polls, quizzes, and interactive storytelling elements that encourage participation. Media consumption is shifting from passive to interactive, and emails that incorporate voting, opinion-based surveys, or choose-your-own-adventure content will drive deeper reader involvement.



AI Predictive Notifications

Leverage AI to anticipate what content readers will engage with next and deliver proactive email alerts. By analyzing reading habits, trending topics, and engagement patterns, media brands can send personalized digests, recommended articles, or reminders for upcoming live events.

Performance Trends

Media

Q4 Y/Y Performance

	Q4-24	Q4-23	Y/Y
Delivery Rate	99.5%	99.4%	+
Total Open Rate	50.3%	62.7%	-
Unique Open Rate	38.3%	42.3%	-
True Open Rate	10.0%	12.2%	-
Total Click Rate	3.52%	3.22%	+
Unique Click Rate	2.18%	2.12%	+
Click-to-Open Rate	5.69%	5.00%	+
Unsubscribe Rate	0.045%	0.079%	+



5.69%

Click-to-Open Rates have improved approximately 13% over the prior year

Open rates dropped compared to last year, but readers who do open emails interact more with the content and click the calls to action. A steady level of unique clicks suggests that a core audience is still engaged, providing an opportunity to refine messaging for stronger conversions. The decrease in unsubscribes shows that while fewer people are opening emails, recipients are still interested in staying subscribed, making it essential to maintain relevance.

Trends By Message Type

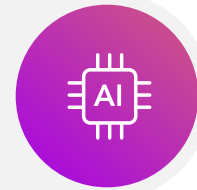
Despite a decline in open rates for triggered emails over the past year, they still outperform batch emails, which have seen an increase in open rates.

Key Opportunities



Target High Value Customers

Leverage hyper-targeted triggers to identify and engage customers with the highest potential lifetime value. By leveraging behavioral data, exclusive content can be delivered to the most valuable consumers.



AI-Enhanced Email Creation

Use AI-driven tools to improve email campaigns through hyper-personalization, predictive analytics, and dynamic content that adapts to recipient preferences and behaviors in real-time.



Drive Retention & Loyalty

Proactive engagement through milestone celebrations, renewal reminders, and personalized incentives keeps customers engaged beyond their initial purchase.



Omnichannel Integration

Design triggered campaigns that connect with every stage of the customer journey. As consumers move between browsing, purchasing, and post-purchase interactions, automated emails should reinforce a consistent experience.

Performance Trends

Triggered Messages

Q4 Y/Y Performance

	Q4-24	Q4-23	Y/Y
Delivery Rate	99.3%	96.7%	+
Total Open Rate	58.7%	93.9%	-
Unique Open Rate	44.0%	53.9%	-
True Open Rate	14.0%	20.3%	-
Total Click Rate	5.12%	10.54%	-
Unique Click Rate	3.12%	5.79%	-
Click-to-Open Rate	7.10%	10.74%	-
Unsubscribe Rate	0.046%	0.210%	+



.046%

Unsubscribe Rate improved by 78% compared to the same quarter the previous year

Triggered messages maintain delivery rates but the drop in engagement metrics suggests a lack of interest and highlights the need for more accurate behavior-driven subject lines and content. Despite a drop in engagement, the unsubscribe rate fell by 78% compared to the same quarter last year, suggesting improved frequency management, better audience targeting, and more relevant messaging.

Performance Trends

Triggered Messages

Q4 Q/Q Performance

	Q4-24	Q3-24	Y/Y
Delivery Rate	99.3%	99.3%	–
Total Open Rate	58.7%	54.1%	+
Unique Open Rate	44.0%	39.1%	+
True Open Rate	14.0%	10.7%	+
Total Click Rate	5.12%	6.66%	–
Unique Click Rate	3.12%	3.73%	–
Click-to-Open Rate	7.10%	9.55%	–
Unsubscribe Rate	0.046%	0.072%	+



14.0%

True Open Rates have improved compared to the previous quarter

Triggered messages continue to see strong performance along with a notable increase in open rates across the board. However, engagement challenges can be seen in declining click rates. This suggests that while more recipients are opening emails, the content may not be driving sufficient post-open interaction. To address the drop in clicks, focus on personalizing content by specific actions and improving the relevance of CTAs.

Performance Trends

Promotional Messages

Q4 Y/Y Performance

	Q4-24	Q4-23	Y/Y
Delivery Rate	99.4%	99.4%	—
Total Open Rate	52.2%	63.3%	—
Unique Open Rate	40.1%	45.8%	—
True Open Rate	7.6%	11.3%	—
Total Click Rate	1.25%	1.36%	—
Unique Click Rate	0.87%	0.91%	—
Click-to-Open Rate	2.18%	1.98%	+
Unsubscribe Rate	0.055%	0.069%	+



2.18%

Click-to-Open Rate improved over the prior year. All other engagement metrics have declined from same quarter last year

Although open rates have dropped, the increase in click-to-open rate suggests that content is resonating with subscribers. However, declines across other key metrics, including open and click rates suggest content fatigue or misalignment with audience expectations. To reverse these trends makes sure that promotional messaging matches audience preferences.

Performance Trends

Promotional Messages

Q4 Q/Q Performance

	Q4-24	Q3-24	Y/Y
Delivery Rate	99.4%	99.4%	-
Total Open Rate	52.2%	48.0%	+
Unique Open Rate	40.1%	36.7%	+
True Open Rate	7.6%	7.8%	-
Total Click Rate	1.25%	1.44%	-
Unique Click Rate	0.87%	0.98%	-
Click-to-Open Rate	2.18%	2.67%	-
Unsubscribe Rate	0.055%	0.074%	+



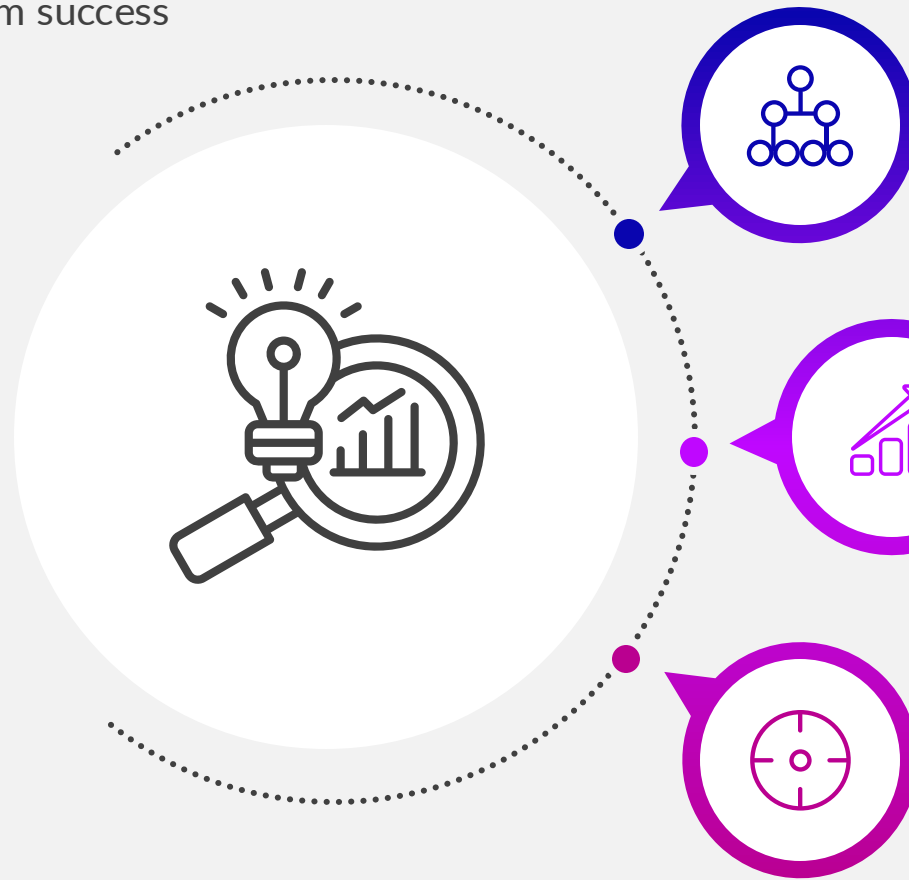
40.1%

Unique Open Rates have improved quarter-over-quarter

Promotional messages showed strong open rates but engagement beyond the open remains a challenge. To improve conversions, messaging should focus on reinforcing the promotional hook so that offers feel exclusive and time-sensitive.

Evolving To Brand Benchmarks

Measure what drives, influences, and limits your email program success



STEP 1:

Define Categories

Program benchmarks may vary from one program to the next, making it important to have clear and concise program categories to define success.

STEP 2:

Assess Performance

Define performance through dashboards, weighted index performance scores and competitive insights to establish a baseline.

STEP 3:

Establish Growth Goals

Establish annual engagement growth goals for each program and continuously measure and report on progress.

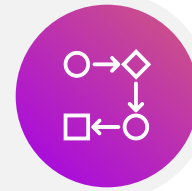
Take AI from Imagination to Impact

AI-driven agents efficiently create hyper-personalized email content, ensuring each message resonates with the recipient while streamlining the campaign creation and set up process



Driving Smarter Automation + Performance

Optimize send times, audience segmentation, and content variations based on real-time data and predictive analytics to maximize open and conversion rates.



Optimizing Workflow

AI automates repetitive email creation tasks, from subject line generation to copywriting and design adaptation, allowing marketing teams to increase efficiency and reduce production time.



Enhancing Personalization with AI Agents

Analyze customer data to create hyper-personalized email content, ensuring each message resonates with the recipient, leading to higher engagement and stronger customer relationships.

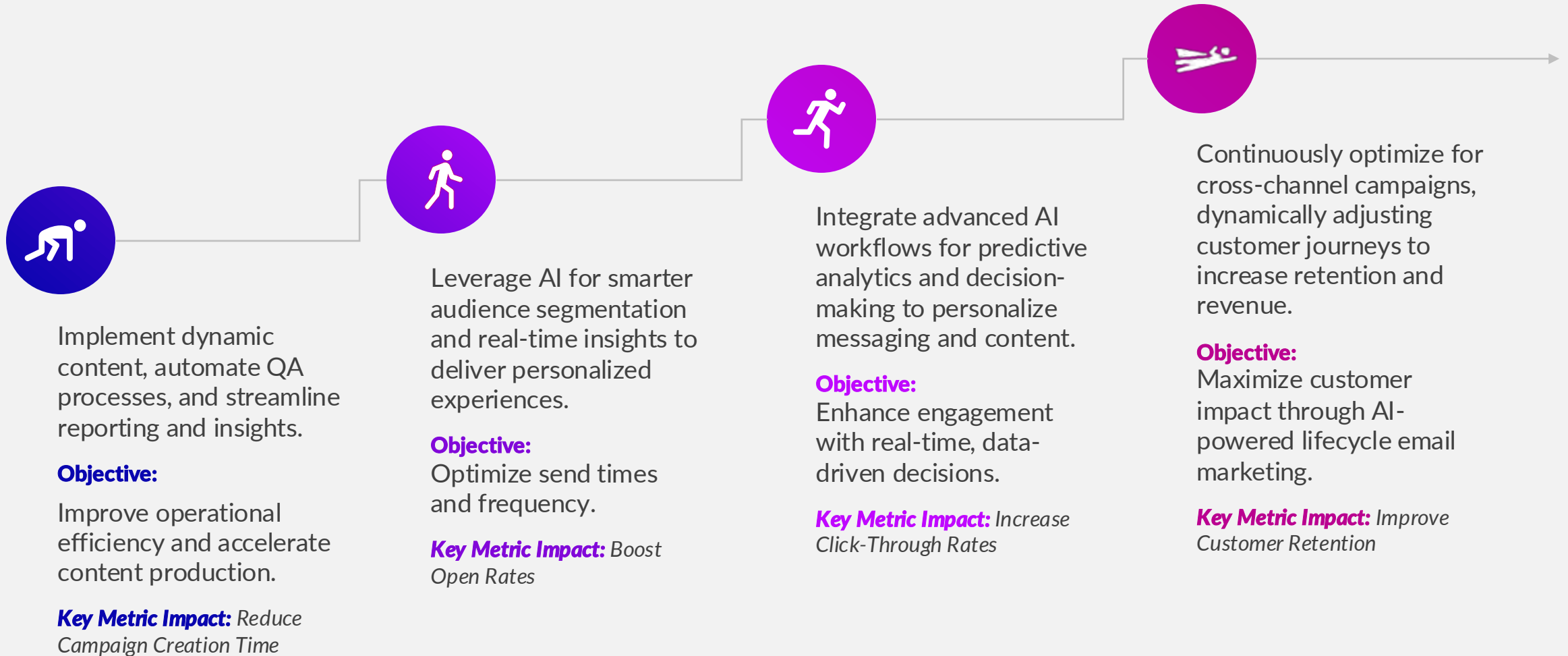


Boosting Retention + Lifecycle Marketing

Proactively engage customers through automated and tailored lifecycle emails, from onboarding to re-engagement campaigns, ensuring the right message reaches the right audience at the right time.

AI-Powered Email Evolution

From Efficiency to Intelligent Engagement



Appendix

All Industries

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4
Unique Open Rate	41.23%	43.03%	45.03%	45.30%	45.36%	44.90%	46.45%	45.97%	45.37%	37.22%	37.02%	40.69%
Unique Click Rate	1.57%	1.09%	1.11%	1.04%	1.25%	1.07%	1.08%	1.02%	1.21%	1.47%	1.36%	1.22%
Click-to-Open Rate	3.80%	2.46%	2.26%	2.29%	2.75%	2.38%	2.33%	2.21%	2.68%	3.95%	3.67%	2.99%
Unsubscribe Rate	0.052%	0.045%	0.045%	0.055%	0.065%	0.072%	0.054%	0.072%	0.073%	0.073%	0.074%	0.053%

Triggered

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4
Unique Open Rate	41.40%	42.53%	45.87%	35.47%	50.24%	49.68%	53.98%	53.93%	48.80%	38.64%	39.09%	43.99%
Unique Click Rate	4.02%	4.31%	4.43%	3.62%	5.04%	5.07%	5.38%	5.79%	5.28%	5.75%	3.73%	3.12%
Click-to-Open Rate	9.68%	10.12%	9.66%	10.19%	10.03%	10.21%	9.96%	10.74%	10.81%	14.87%	9.55%	7.10%
Unsubscribe Rate	0.100%	0.100%	0.111%	0.099%	0.611%	1.202%	0.193%	0.210%	0.234%	0.075%	0.072%	0.046%

Promotional

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4
Unique Open Rate	41.33%	43.10%	45.13%	45.56%	45.24%	44.80%	46.27%	45.78%	45.28%	37.06%	36.69%	40.08%
Unique Click Rate	1.49%	1.04%	0.96%	0.97%	1.16%	0.99%	0.98%	0.91%	1.11%	0.91%	0.98%	0.87%
Click-to-Open Rate	3.61%	2.40%	2.13%	2.12%	2.55%	2.21%	2.12%	1.98%	2.44%	2.47%	2.67%	2.18%
Unsubscribe Rate	0.049%	0.044%	0.043%	0.054%	0.052%	0.049%	0.051%	0.069%	0.069%	0.073%	0.074%	0.055%

Retail

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4
Unique Open Rate	39.77%	39.87%	41.60%	42.40%	44.28%	44.14%	44.70%	42.79%	41.08%	36.44%	37.33%	41.03%
Unique Click Rate	0.84%	0.70%	0.68%	0.68%	0.74%	0.75%	0.78%	0.72%	0.71%	0.77%	0.80%	0.70%
Click-to-Open Rate	2.12%	1.68%	1.63%	1.61%	1.68%	1.69%	1.75%	1.69%	1.73%	2.10%	2.14%	1.72%

Travel, Hospitality + Entertainment

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4
Unique Open Rate	38.20%	38.12%	39.52%	36.93%	47.18%	46.40%	48.52%	49.71%	49.32%	42.36%	39.98%	39.71%
Unique Click Rate	1.47%	1.15%	1.08%	0.76%	0.88%	0.71%	0.72%	0.64%	0.87%	1.02%	1.21%	1.20%
Click-to-Open Rate	4.03%	3.26%	2.97%	2.24%	1.87%	1.52%	1.49%	1.28%	1.76%	2.40%	3.02%	3.02%

Financial Services + Insurance

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4
Unique Open Rate	44.27%	44.00%	45.42%	46.03%	55.03%	47.41%	45.39%	54.56%	56.50%	45.07%	42.79%	50.64%
Unique Click Rate	2.72%	2.68%	2.86%	1.99%	1.81%	1.47%	1.10%	1.44%	1.45%	1.22%	0.84%	1.27%
Click-to-Open Rate	6.16%	5.01%	6.26%	4.36%	3.28%	3.10%	2.41%	2.64%	2.57%	2.71%	1.96%	2.50%

Media

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4
Unique Open Rate	42.03%	43.07%	44.53%	45.40%	41.31%	42.23%	44.23%	42.30%	42.69%	34.68%	34.14%	38.26%
Unique Click Rate	3.03%	2.72%	2.99%	2.72%	2.92%	2.78%	2.88%	2.12%	2.54%	3.45%	2.43%	2.18%
Click-to-Open Rate	7.22%	6.32%	6.71%	5.98%	7.07%	6.58%	6.51%	5.00%	5.95%	9.95%	7.12%	5.69%

Metric Definitions

Delivery Rate:

The percentage of emails that delivered (did not bounce at the receiving ISP) divided by the total emails sent.

Total Open Rate:

The number of times your email was opened, including multiple opens by the same recipient divided by the total number of email messages delivered.

Unique Open Rate:

The number of individual email subscribers that opened the email divided by the total number of email messages delivered.

True Open Rate:

The number of individual email subscribers that opened the email minus the recorded server opens, and then divided by the total number of email messages delivered

Total Click Rate:

The number of times one or more links in an email were clicked, including multiple clicks by the same recipient, divided by the number of messages delivered.

Unique Click Rate:

The number of individual email subscribers that clicked on any link within the email communication divided by the number of messages delivered.

Click-To-Open Rate:

The number of Unique Clicks divided by the number of Unique Opens.

Conversion-To-Click Rate:

The number of Conversions divided by the number of Unique Clicks

Revenue Per Email:

Revenue generated per email message delivered.

Unsubscribe Rate:

The number of individual email subscribers that have unsubscribed from a mailing divided by the number of email messages delivered.

Zeta's AI-Powered Marketing Cloud Helps Marketers Drive Profitable Customer Growth

Zeta is the only platform that is made up of a CDP, ESP, DSP, and the largest private, unwall, data cloud which gives marketers the tools they need to be successful. The Zeta Marketing Platform (ZMP) is designed for marketers' needs with the unique flexibility to wrap around and augment your tech stack, providing speed to intelligence, deeper analytics, and activation to deliver greater return on investment.

Whether the ZMP is the single platform environment removing the need for multiple point solutions, or it's connecting the dots to extract more value from current tech investments, the AI-powered ZMP is at the forefront of the next generation of marketing technology.

Reach out to ZetaCRM-Partners@zetaglobal.com for more information