

Zeta Global Corp. (ZETA)



ROIC (Current): 1.00%



WACC: 10.50%



Net Profit Margin: -2.00%

MOAT ANALYSIS & COMPETITIVE STRENGTHS



SWITCHING COSTS (Data & Integration)



Leverages its AI-driven marketing platform and proprietary data cloud to deeply integrate with client operations, creating high switching costs through data dependency and complex platform migration.

ADDITIONAL KEY INSIGHTS

- AI-Driven Marketing Platform:** Utilizes artificial intelligence for personalized customer experiences and marketing automation.
- Customer Data Platform (CDP):** Centralizes and activates large volumes of first-party data for targeted campaigns.
- Enterprise Client Base:** Focuses on large enterprise customers, enhancing long-term retention through deep integration.