Zeta Global Holdings Corp. ZETA

NYSE; business equipment; SIC 7372, Services-Prepackaged Software; CIK 0001851003

A

strongest fifth of 495 graded peers in business equipment

rank 68 of 495; percentile 13.6; sampling error 2.2 points; lower is stronger

A B C D E

A, the bull



Scoreboard

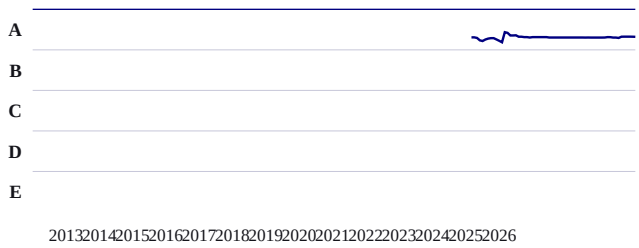
Profitability	B percentile 34.6
Solvency	B percentile 34.4
Growth and financing	B percentile 33.3
Reliability	0.91 AUC filers with $591M to $2.67B assets; 95% interval 0.88 to 0.94; 160 events, 2020 to 2025
Peer failure rate	1.01% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	$591M to $2.67B assets total assets $1.5B
Standard universe	inside revenue above $1M and assets above $10M
Warnings	none triggered; fortress balance sheet not computable: dilution, distress
Inputs computable	12 of 14
Graded from	filings received through Feb 25, 2026 258 days before the rescan; latest periodic filing 10-Q received Nov 9, 2026
Last close	$32.36 2026-11-09; market equity $0; no price enters the letter

Share price, twelve months to the rescan



Split-adjusted close. Each lollipop is a rescan and carries the letter held then.

Letter at every rescan, 2012 to 2026



Sector percentile at each rescan, stronger toward the top; facts filed by each date only.

Business, in the company's words

opening of Item 1 of the 10-K received Feb 25, 2026

Zeta is a leading AI-powered omnichannel data-driven cloud platform that provides enterprises with consumer intelligence and marketing automation software. We empower our customers to target, connect and engage consumers through software that delivers personalized marketing across all addressable channels, including email, social media, web, chat, Connected TV ("CTV") and video, among others. Our Generative AI (GenAI)-driven marketing solutions enable brands to personalize experiences at scale, measure impact with precision and optimize marketing spend to increase return on investment ("ROI").

The fourteen inputs

lower percentile is stronger; sleeves and inputs within a sleeve carry equal weight

Input	Value	Peer median	Percentile, 0 to 100	Pct	Peers	Period end
Profitability, sleeve percentile 34.6						
Gross profitability	52.6%	28.7%		14.5	552	2025-12-31
Return on invested capital	0.9%	11.4%		81.1	133	2025-12-31
Accruals ratio	(17.6%)	(7.3%)		22.1	615	2025-12-31

Not investment advice. Informational and educational only. Data from SEC EDGAR, may contain errors, is not warranted. The grade ranks reported financial condition and is not a return forecast.

Gross margin stability, five years	1.2 pts	2.3 pts	20.9	423	2025-12-31
Solvency, sleeve percentile 34.4					
Twelve-month failure probability	not computable	0.06%			
liabilities and a nearby cover-page share count are required at 2026-09-30					
Altman Z double-prime	0.05	2.21	57.4	562	2025-12-31
Net debt to EBITDA	(11.93x)	1.08x	0.0	147	2025-12-31
Interest coverage	14.48x	3.77x	18.6	87	2025-12-31
Current ratio	1.60x	2.01x	61.5	660	2025-12-31
Growth and financing, sleeve percentile 33.3					
Revenue growth, three-year compound	30.2%	6.5%	10.0	532	2025-12-31
Free cash flow growth, three-year compound	48.7%	18.0%	18.6	265	2025-12-31
Reinvestment rate	(2,971.1%)	13.5%	98.2	223	2025-12-31
Asset growth, three years	47.7%	5.2%	6.7	557	2025-12-31
Net share issuance, one year	not computable	0.5%			
two annual share counts are required; found 0					

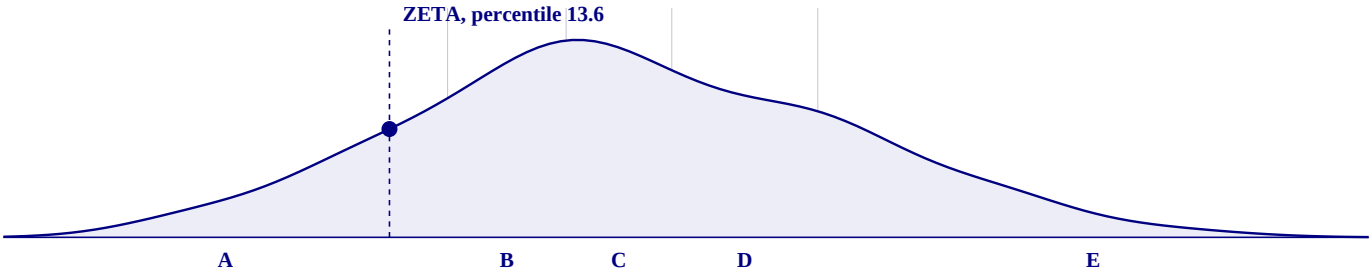
Warnings

1 of 7 checks triggered; none of them enters the letter

Check	Measured
Fortress balance sheet	cash minus debt is 122,681,000 USD; Altman Z is not used

Among 495 peers

business equipment; letters are fifths of this list



Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.

Rank	Company	Percentile	Letter	Warnings
63	Braze, Inc. (BRZE)	12.6	A	
64	JFrog Ltd. (FROG)	12.8	A	
65	Zscaler, Inc. (ZS)	13.0	A	fortress balance sheet
66	Intuit Inc. (INTU)	13.2	A	
67	Upwork, Inc. (UPWK)	13.4	A	
68	Zeta Global Holdings Corp. (ZETA)	13.6	A	fortress balance sheet
69	Grindr Inc. (GRND)	13.8	A	
70	D-Wave Quantum Inc. (QBTS)	14.0	A	dilution
71	Ubiquiti Inc. (UI)	14.2	A	
72	Photronics Inc. (PLAB)	14.4	A	fortress balance sheet
73	Lattice Semiconductor Corp. (LSCC)	14.6	A	

What the price implies

at the 2026-11-09 close; none of these enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	75.5%	(2.0%)	85
Distance from 52-week high	(5.0%)	(33.6%)	86
EBIT to enterprise value	not computable	1.7%	

Not investment advice. Informational and educational only. Data from SEC EDGAR, may contain errors, is not warranted. The grade ranks reported financial condition and is not a return forecast.

Free cash flow yield	not computable	2.8%	
Book value to price	not computable	0.27	
Sales to price	not computable	0.31	
Composite equity issuance, five years	not computable	4.2%	
Relative strength against the sector, log excess return	0.29	(0.29)	85

Diagnostics

shown on every report; none enters the grade

Measure	Value
Piotroski F-score None of 9, period end 2025-12-31	
Return on assets above zero	fail
Operating cash flow above zero	pass
Return on assets improved	pass
Operating cash flow exceeds net income	pass
Long-term leverage fell	pass
Current ratio improved	fail
No new shares issued	fail
Gross margin improved	pass
Asset turnover improved	fail
Cash, filings, liquidity	
Cash and equivalents	$340.1M
Operating cash flow, four quarters	$274.4M
Months of runway	not finite
Days since last periodic filing	1 (10-Q received Nov 9, 2026)
Median daily dollar volume, 63 sessions	$162.8M

Sources

every fact behind the inputs; each row links to its filing index on sec.gov

#	Concept	XBRL tag	Value	Period end	Received	Form	Accession
1	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$1.3B	2025-12-31	2026-02-25	10-K	26-068598
2	cost of revenue	us-gaap:CostOfRevenue	$513.6M	2025-12-31	2026-02-25	10-K	26-068598
3	assets	us-gaap:Assets	$1.5B	2025-12-31	2026-02-25	10-K	26-068598
4	operating income	us-gaap:OperatingIncomeLoss	$5.4M	2025-12-31	2026-02-25	10-K	26-068598
5	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeInc...	-$33.1M	2025-12-31	2026-02-25	10-K	26-068598
6	income tax	us-gaap:IncomeTaxExpenseBenefit	-$1.6M	2025-12-31	2026-02-25	10-K	26-068598
7	total debt	us-gaap:LongTermDebt	$197.1M	2025-12-31	2026-02-25	10-K	26-068598
8	book equity	us-gaap:StockholdersEquity	$804.6M	2025-12-31	2026-02-25	10-K	26-068598
9	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$319.8M	2025-12-31	2026-02-25	10-K	26-068598
10	total debt	us-gaap:LongTermDebt	$196.3M	2024-12-31	2026-02-25	10-K	26-068598
11	book equity	us-gaap:StockholdersEquity	$676.8M	2024-12-31	2026-02-25	10-K	26-068598
12	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$366.2M	2024-12-31	2026-02-25	10-K	26-068598
13	net income	us-gaap:NetIncomeLoss	-$31.5M	2025-12-31	2026-02-25	10-K	26-068598
14	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$198.9M	2025-12-31	2026-02-25	10-K	26-068598
15	assets	us-gaap:Assets	$1.1B	2024-12-31	2026-02-25	10-K	26-068598
16	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$1.0B	2024-12-31	2026-02-25	10-K	26-068598
17	cost of revenue	us-gaap:CostOfRevenue	$399.6M	2024-12-31	2026-02-25	10-K	26-068598
18	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$728.7M	2023-12-31	2026-02-25	10-K	26-068598
19	cost of revenue	us-gaap:CostOfRevenue	$274.5M	2023-12-31	2026-02-25	10-K	26-068598
20	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$591.0M	2022-12-31	2025-02-26	10-K	25-027338
21	cost of revenue	us-gaap:CostOfRevenue	$215.5M	2022-12-31	2025-02-26	10-K	25-027338
22	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$458.3M	2021-12-31	2024-02-28	10-K	24-021671
23	cost of revenue	us-gaap:CostOfRevenue	$174.7M	2021-12-31	2024-02-28	10-K	24-021671
24	current assets	us-gaap:AssetsCurrent	$685.8M	2025-12-31	2026-02-25	10-K	26-068598
25	current liabilities	us-gaap:LiabilitiesCurrent	$429.5M	2025-12-31	2026-02-25	10-K	26-068598

Not investment advice. Informational and educational only. Data from SEC EDGAR, may contain errors, is not warranted. The grade ranks reported financial condition and is not a return forecast.

26	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	-$1.1B	2025-12-31	2026-02-25	10-K	26-068598
27	liabilities	us-gaap:Liabilities	$698.9M	2025-12-31	2026-02-25	10-K	26-068598
28	depreciation amortization	us-gaap:Depreciation	$4.9M	2025-12-31	2026-02-25	10-K	26-068598
29	interest expense	us-gaap:InterestExpense	$371,000	2025-12-31	2026-02-25	10-K	26-068598
30	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$13.8M	2025-12-31	2026-02-25	10-K	26-068598
31	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$133.9M	2024-12-31	2026-02-25	10-K	26-068598
32	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$25.7M	2024-12-31	2026-02-25	10-K	26-068598
33	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$90.5M	2023-12-31	2026-02-25	10-K	26-068598
34	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$20.5M	2023-12-31	2026-02-25	10-K	26-068598
35	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$78.5M	2022-12-31	2025-02-26	10-K	25-027338
36	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$22.2M	2022-12-31	2025-02-26	10-K	25-027338
37	current assets	us-gaap:AssetsCurrent	$616.5M	2024-12-31	2026-02-25	10-K	26-068598
38	current liabilities	us-gaap:LiabilitiesCurrent	$199.3M	2024-12-31	2026-02-25	10-K	26-068598
39	assets	us-gaap:Assets	$550.7M	2023-12-31	2025-02-26	10-K	25-027338
40	assets	us-gaap:Assets	$466.5M	2022-12-31	2024-02-28	10-K	24-021671

Not investment advice. Informational and educational only. Data from SEC EDGAR, may contain errors, is not warranted. The grade ranks reported financial condition and is not a return forecast.