

Zeta Global Holdings Corp. (ZETA)

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

Zeta Global Holdings Corp. ZETA; business equipment	
Grade	A ▼ A B C D E strongest fifth of 497 graded peers percentile 13.5; sampling error 2.2 points; lower is stronger
Rank	68 of 497
Profitability	B percentile 34.7
Solvency	B percentile 34.3
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 active; fortress balance sheet not computable: dilution, distress
Inputs computable	12 of 14
Graded from	filings received through Feb 25, 2026 226 days before the rescans; latest periodic filing 10-Q received Aug 5, 2026
Last close	\$33.00 2026-10-08; market equity \$0
Price used in grade	None



A, the bull

strongest fifth of its sector; letters are fifths of the 497 graded peers

Share price, twelve months to the rescans

split-adjusted close; the letter is fixed at the rescans that set it



Rescans on file: A from Mar 21, 2025

Letter at every rescan

Jan 21, 2012 to Oct 9, 2026; sector percentile, 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; equal-weighted sleeves

Input	Percentile, 0 to 100	Value	Peer median	Percentile	Peers	Period end
Profitability, sleeve percentile 34.7						
Gross profitability		52.6%	28.5%	14.0	558	2025-12-31
Return on invested capital		0.9%	10.9%	81.5	136	2025-12-31
Accruals ratio		(17.6%)	(7.4%)	22.6	621	2025-12-31
Gross margin stability, five years		1.2 pts	2.4 pts	20.6	429	2025-12-31
Solvency, sleeve percentile 34.3						
Twelve-month failure probability		not computable	0.05%			liabilities and a nearby cover-page share count are required at 2026-06-30
Altman Z double-prime		0.05	2.18	57.3	566	2025-12-31
Net debt to EBITDA		(11.93x)	1.11x	0.0	147	2025-12-31
Interest coverage		14.48x	3.77x	19.1	90	2025-12-31
Current ratio		1.60x	2.02x	60.8	666	2025-12-31
Growth and financing, sleeve percentile 33.3						
Revenue growth, three-year compound		30.2%	6.4%	9.5	538	2025-12-31
Free cash flow growth, three-year compound		48.7%	17.2%	18.7	268	2025-12-31
Reinvestment rate		(2,971.1%)	14.3%	98.2	226	2025-12-31
Asset growth, three years		47.7%	5.0%	6.6	563	2025-12-31
Net share issuance, one year		not computable	0.5%			two annual share counts are required; found 0

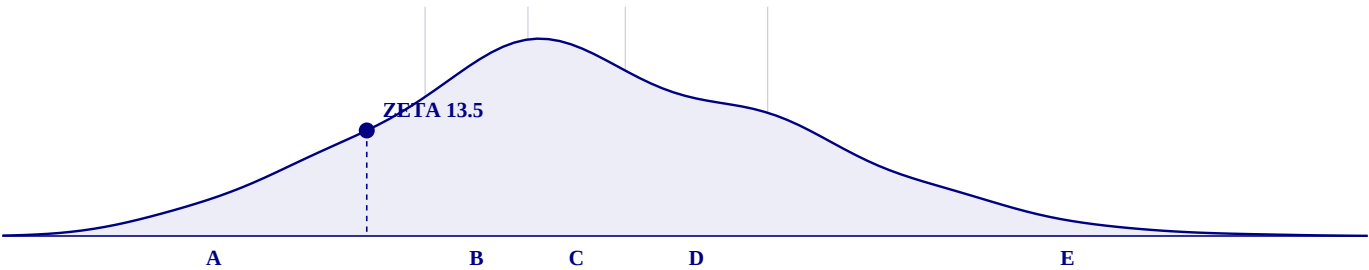
Warnings

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 497 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	OSI Systems Inc. (OSIS)	12.5	A	
64	Zscaler, Inc. (ZS)	12.7	A	fortress balance sheet
65	Ubiquiti Inc. (UI)	12.9	A	
66	Intuit Inc. (INTU)	13.1	A	
67	Credo Technology Group Holding Ltd. (CRDO)	13.3	A	

68	Zeta Global Holdings Corp. (ZETA) <	13.5	A	fortress
				balance sheet
69	NetApp, Inc. (NTAP)	13.7	A	
70	Simulations Plus, Inc. (SLP)	13.9	A	fortress
				balance sheet
71	Grindr Inc. (GRND)	14.1	A	
72	Photronics Inc. (PLAB)	14.3	A	fortress
				balance sheet
73	Lattice Semiconductor Corp. (LSCC)	14.5	A	

What the price implies

at the 2026-10-08 close; none enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	55.9%	2.2%	82
Distance from 52-week high	(2.1%)	(30.0%)	95
EBIT to enterprise value	not computable	1.5%	
Free cash flow yield	not computable	2.7%	
Book value to price	not computable	0.23	
Sales to price	not computable	0.30	
Composite equity issuance, five years	not computable	3.9%	
Relative strength against the sector, log excess return	0.16	(0.26)	82

Diagnostics

not in 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	\$310.0M
Operating cash flow, four quarters	\$241.0M
Months of runway	not finite
Days since last periodic filing	65 (10-Q received Aug 5, 2026)
Median daily dollar volume, 63 sessions	\$166.9M

Sources

each row links to the filing index on sec.gov

#	Concept	XBRL tag	Value	Period end	Received	Form	Accession
1	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$1.3B	2025-12-31	2026-02-25	10-K	0001193125-26-068598
2	cost of revenue	us-gaap:CostOfRevenue	\$513.6M	2025-12-31	2026-02-25	10-K	0001193125-26-068598
3	assets	us-gaap:Assets	\$1.5B	2025-12-31	2026-02-25	10-K	0001193125-26-068598
4	operating income	us-gaap:OperatingIncomeLoss	\$5.4M	2025-12-31	2026-02-25	10-K	0001193125-26-068598
5	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeIncomeTaxesExtraordinaryItemsDeductibleItems	\$5.4M	2025-12-31	2026-02-25	10-K	0001193125-26-068598
6	income tax	us-gaap:IncomeTaxExpenseBenefit	-\$1.6M	2025-12-31	2026-02-25	10-K	0001193125-26-068598
7	total debt	us-gaap:LongTermDebt	\$197.1M	2025-12-31	2026-02-25	10-K	0001193125-26-068598
8	book equity	us-gaap:StockholdersEquity	\$804.6M	2025-12-31	2026-02-25	10-K	0001193125-26-068598
9	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	\$319.8M	2025-12-31	2026-02-25	10-K	0001193125-26-068598
10	total debt	us-gaap:LongTermDebt	\$196.3M	2024-12-31	2026-02-25	10-K	0001193125-26-068598
11	book equity	us-gaap:StockholdersEquity	\$676.8M	2024-12-31	2026-02-25	10-K	0001193125-26-068598
12	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	\$366.2M	2024-12-31	2026-02-25	10-K	0001193125-26-068598

13	net income	us-gaap:NetIncomeLoss	-\$31.5M	2025-12-31	2026-02-25	10-K	0001193125-26-068598
14	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$198.9M	2025-12-31	2026-02-25	10-K	0001193125-26-068598
15	assets	us-gaap:Assets	\$1.1B	2024-12-31	2026-02-25	10-K	0001193125-26-068598
16	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$1.0B	2024-12-31	2026-02-25	10-K	0001193125-26-068598
17	cost of revenue	us-gaap:CostOfRevenue	\$399.6M	2024-12-31	2026-02-25	10-K	0001193125-26-068598
18	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$728.7M	2023-12-31	2026-02-25	10-K	0001193125-26-068598
19	cost of revenue	us-gaap:CostOfRevenue	\$274.5M	2023-12-31	2026-02-25	10-K	0001193125-26-068598
20	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$591.0M	2022-12-31	2025-02-26	10-K	0000950170-25-027338
21	cost of revenue	us-gaap:CostOfRevenue	\$215.5M	2022-12-31	2025-02-26	10-K	0000950170-25-027338
22	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$458.3M	2021-12-31	2024-02-28	10-K	0000950170-24-021671
23	cost of revenue	us-gaap:CostOfRevenue	\$174.7M	2021-12-31	2024-02-28	10-K	0000950170-24-021671
24	current assets	us-gaap:AssetsCurrent	\$685.8M	2025-12-31	2026-02-25	10-K	0001193125-26-068598
25	current liabilities	us-gaap:LiabilitiesCurrent	\$429.5M	2025-12-31	2026-02-25	10-K	0001193125-26-068598
26	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	-\$1.1B	2025-12-31	2026-02-25	10-K	0001193125-26-068598
27	liabilities	us-gaap:Liabilities	\$698.9M	2025-12-31	2026-02-25	10-K	0001193125-26-068598
28	depreciation amortization	us-gaap:Depreciation	\$4.9M	2025-12-31	2026-02-25	10-K	0001193125-26-068598
29	interest expense	us-gaap:InterestExpense	\$371,000	2025-12-31	2026-02-25	10-K	0001193125-26-068598
30	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$13.8M	2025-12-31	2026-02-25	10-K	0001193125-26-068598
31	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$133.9M	2024-12-31	2026-02-25	10-K	0001193125-26-068598
32	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$25.7M	2024-12-31	2026-02-25	10-K	0001193125-26-068598
33	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$90.5M	2023-12-31	2026-02-25	10-K	0001193125-26-068598
34	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$20.5M	2023-12-31	2026-02-25	10-K	0001193125-26-068598
35	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$78.5M	2022-12-31	2025-02-26	10-K	0000950170-25-027338
36	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$22.2M	2022-12-31	2025-02-26	10-K	0000950170-25-027338
37	current assets	us-gaap:AssetsCurrent	\$616.5M	2024-12-31	2026-02-25	10-K	0001193125-26-068598
38	current liabilities	us-gaap:LiabilitiesCurrent	\$199.3M	2024-12-31	2026-02-25	10-K	0001193125-26-068598
39	assets	us-gaap:Assets	\$550.7M	2023-12-31	2025-02-26	10-K	0000950170-25-027338
40	assets	us-gaap:Assets	\$466.5M	2022-12-31	2024-02-28	10-K	0000950170-24-021671