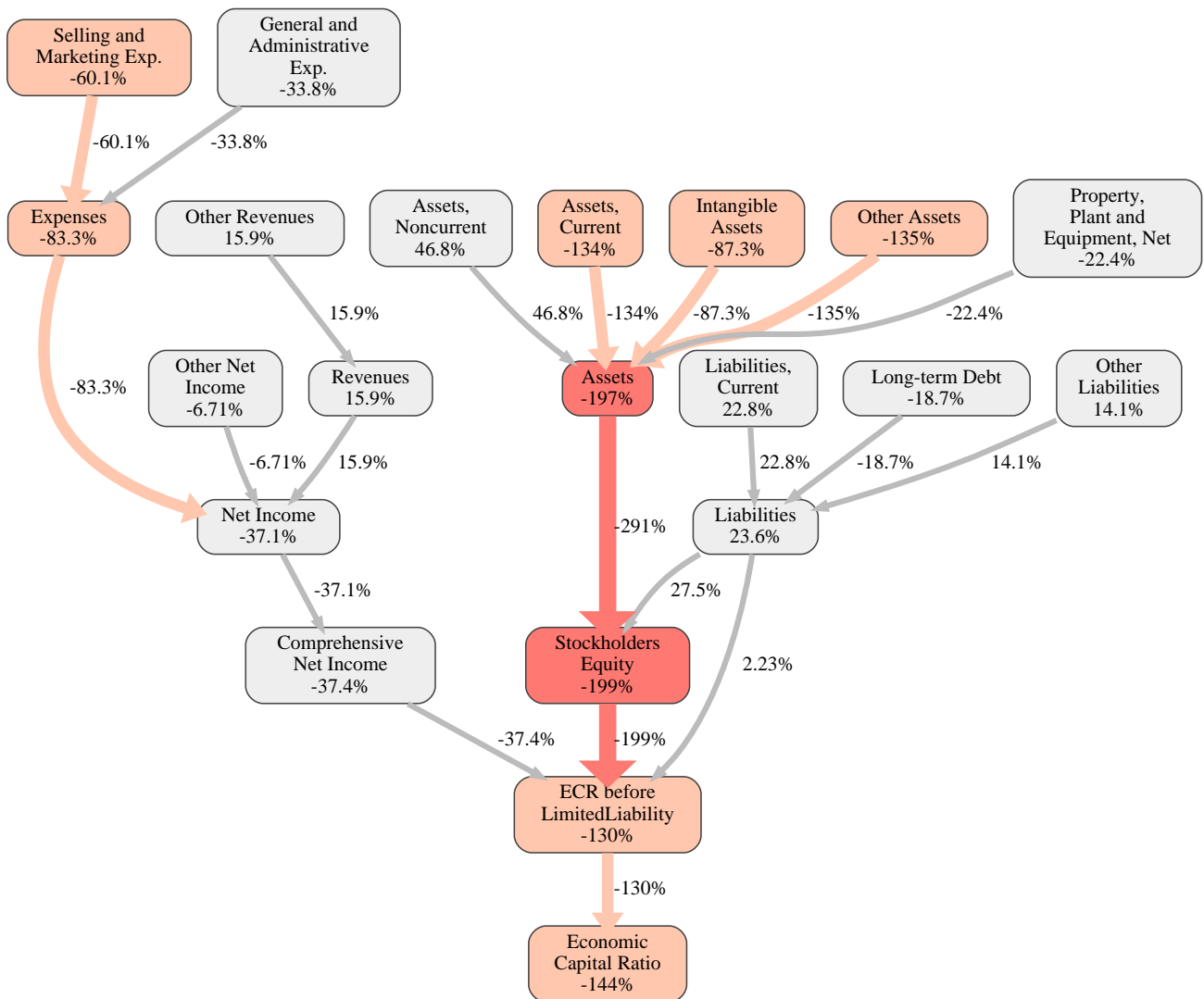




RealRate

SERVICES-PREPACKAGED SOFTWARE 2023

Zeta Global Holdings Corp Rank 151 of 196





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Zeta Global Holdings Corp
Rank 151 of 196

The relative strengths and weaknesses of Zeta Global Holdings Corp are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Zeta Global Holdings Corp compared to the market average is the variable Assets, Noncurrent, increasing the Economic Capital Ratio by 47% points. The greatest weakness of Zeta Global Holdings Corp is the variable Stockholders Equity, reducing the Economic Capital Ratio by 199% points.

The company's Economic Capital Ratio, given in the ranking table, is 192%, being 144% points below the market average of 336%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	236,448	Liabilities	338,472
Assets, Noncurrent	230,054	Assets	466,502
General and Administrative Exp.	213,615	Expenses	848,504
Intangible Assets	184,815	Revenues	590,961
Liabilities, Current	128,710	Stockholders Equity	128,030
Long-term Debt	191,830	Net Income	-279,239
Other Assets	-190,796	Comprehensive Net Income	-279,183
Other Compr. Net Income	56	BaseVar	1,469,175
Other Expenses	266,197	ECR before LimitedLiability	14%
Other Liabilities	17,932	Economic Capital Ratio	192%
Other Net Income	-21,696		
Other Revenues	590,961		
Property, Plant and Equipment, Net	5,981		
Research and Development Exp.	69,454		
Selling and Marketing Exp.	299,238		