

Zoopla's Data Transformation

Zoopla transforms the home-buying and renting experience with real-time personalization powered by RudderStack



Executive Summary

Zoopla, a leading UK real estate platform, revolutionized their data infrastructure by switching from Segment to RudderStack. This transition resulted in hundreds of thousands in cost savings while significantly improving their data capabilities, governance, and customer experience.



Challenge: A data-rich company with untapped potential

When Steven Collings, Senior Data Consultant at Zoopla, evaluated their data infrastructure, he found a concerning disconnect. Despite connecting millions of home seekers with property professionals and generating vast amounts of valuable user data, Zoopla couldn't effectively harness this information.

Their existing CDP (Segment) created several critical problems:

Key Pain Points

- ✓ Fragmented data across multiple systems made unified customer views impossible
- ✓ High costs
- ✓ Inability to scale
- ✓ Limited visibility into crucial processes like identity resolution
- ✓ Poor data governance and inconsistent tracking standards



"We had lots of people coming to our site, generating significant amounts of data, but we weren't doing anything with it," explains Collings. "Our data was proprietary, and we knew we needed to start using it - not just to deepen relationships with our users but also to refine and activate audiences for our estate agent partners."

Steven Collings

Senior Data
Consultant
at Zoopla

Zoopla chose RudderStack to transform their data infrastructure, implementing a solution that would centralize their customer data while providing greater control and flexibility.

"RudderStack is like air traffic control for our data," Collings notes. "It shepherds traffic, sending the right information to the right places in exactly the right format."

Operational gains	Enhanced data activation	Robust data governance	Significant cost savings
<p>Empowered analysts to implement changes without engineering support</p> <p>Enabled real-time data transformations</p> <p>Supported unexpected use cases like reverse ETL for Salesforce</p> <p>Accelerated time-to-value for new initiatives</p>	<p>Built a standardized single customer view across all touchpoints</p> <p>Implemented real-time personalization capabilities</p> <p>Improved email campaign targeting and effectiveness</p> <p>Integrated advanced data science models for predictive analytics</p>	<p>Implemented comprehensive tracking plans</p> <p>Established automated quality monitoring</p> <p>Created decentralized ownership model for data quality</p> <p>Increased trust in data across the organization</p>	<p>Eliminated redundant data processing costs</p> <p>Achieved hundreds of thousands in annual savings</p> <p>Maintained all existing functionality while gaining additional capabilities</p>

Innovation in Action

Real-Time Personalization

Zoopla now delivers dynamic user experiences by processing behavioral data in near-real-time. When users show interest in specific property features - like balconies or investment potential - the platform immediately adapts their experience across all channels.

Advanced Analytics Integration

The data science team feeds sophisticated models directly into RudderStack, enabling:

- ✓ Predictive user intent categorization
- ✓ Targeted campaign optimization
- ✓ Enhanced partner value through better audience targeting

The Impact:

The transformation has positioned Zoopla to better serve both property seekers and industry partners.

"RudderStack is the arteries feeding data and powering all of our user experiences," says Collings. "It's given us the control, visibility, and flexibility we needed while saving us money and simplifying our operations."

Ready to transform your data infrastructure?

Learn how RudderStack can help your organization unify, activate, and optimize customer data.