Zoopla's data transformation:

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

rudderstack

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ZOOPLA

Company

Every day, millions of prospective home buyers, sellers, and renters - as well as agents and property managers - turn to Zoopla to explore property listings, secure mortgages, and gain insights into the UK housing market. As one of the most trusted property platforms, Zoopla provides rich data and analytics to empower smarter real estate decisions. The company's extensive database includes property listings for sale and rent, along with detailed market data, price estimates, and local area insights that help their customers make informed decisions. By leveraging RudderStack, Zoopla unifies and activates its customer data in real time, delivering personalized experiences and streamlining the home-buying journey.

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> RudderStack is like air traffic control for our data. It's shepherding traffic, sending the right things to the right places in exactly the right format." — Steven, Data Consultant, Zoopla, "We need RudderStack. It's the arteries feeding data and powering all of our user experiences."
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> **Steven Collings**
> Senior Data Consultant at Zoopla

↩ Before: RudderStack

Zoopla had valuable consumer data from their property marketplace, but they struggled to effectively use it due to fragmented data systems and lack of unified control. Their data was siloed across various sources, including website tracking, user registrations, and modeling outputs. While they had a customer data platform (CDP) solution in place (Segment), the costs had spiraled and they lacked visibility into their customer data and how their identity graph was being built and processed.

Key Pain Points

✓ **Fragmented data across multiple systems made unified customer views impossible**

✓ **Limited governance and data quality**

✓ **Difficulty reusing data models**

✓ **High and rising costs with previous CDP solution**

✓ **Lack of visibility and control over data processing**

◗ After RudderStack

Zoopla chose RudderStack because it allowed them to leverage their existing data platform while providing essential capabilities. The solution offered significant cost savings compared to their previous platform while giving them more control over their data. RudderStack's approach aligned with their goal of building standardized views of customer data that could be used consistently across all touchpoints.

Selection criteria

◗ Ability to integrate with existing data warehouse

◗ Comprehensive tracking plan capabilities

◗ Flexible data transformation features

◗ Cost-effective solution

Quantitative results

◗ Achieved hundreds of thousands in cost savings compared to previous CDP

◗ Improved audience sizes and quality for email campaigns

◗ Faster profile API updates enabling more real-time personalization

Quantitative benefits

◗ Enhanced data governance with comprehensive tracking plans

◗ Improved team ownership and accountability for data quality

◗ Greater flexibility in data processing and transformation

◗ Simplified data pipeline management

Zoopla plans to expand their use of RudderStack, particularly in personalization efforts. They're interested in features like visual audience builder that will empower business users to create campaigns without analyst involvement. They're also excited about the Apache Iceberg integration to support their transition to a data lakehouse architecture, which could enable more real-time data processing.

Implementation Journey

Data sources connected

Data sources connected: Website, app, form submissions, data models

Destinations integrated

Iterable, ad platforms

Key use cases

Real-time personalization, advanced analytics