Zoopla

CORE VERTICALS
Purchase Intent, socio economic group, location in the country down to full postcode level and current life stage.

SOURCE OF DATA
Proprietary web page

DEVICE COVERAGE
Web and Mobile

REGION AVAILABILITY
90% UK, 10% ROW

MODELED DATA
No

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Buy data on users anywhere in the move process, get access to users before they send move signals to anyone else on the wed, and target users in the prime retail window, just after they have moved. Along with everything in between.

KEY HIGHLIGHTS
Unlike content based sites, users actively tell us where they are in the move funnel, they share very private information with us eg. size of deposit and purchase price, and give us actual intent based information through their behaviour browsing on site, signing up to email alerts and sending leads to estate agents and developers. Therefore, none of our data is inferred or based on lookalikes - it is real people, doing real action based things.

TOP SEGMENTS

MORTGAGE INTENDERS — Users interacting with any of the mortgage calculators on site, this is an early indicator that someone is in the market for a mortgage and a great way to make sure that you are front of mind.

IMMINENT MOVER — These are users further into the purchase funnel who then start needing to order things for their new home. It is a very popular segment for retailers and auto clients.

ENERGY SWITCHERS — These are users interacting with the energy tab on the running costs calculator. This is an ideal segment to enable you to find early stage switchers

FIRST TIME BUYERS — This is a really lucrative group as generally first time buyers move and need to buy everything. Therefore, it is a prime segments for retailers

HIGH NET WORTHS — This is a segment made up of postcode data and property prices to pin point users nationwide that are considered to be HNW. This is particularly popular for luxury brands or products that require a specific level of income or savings in order to apply.

HOME IMPROVERS — This segment is made up of people who are home owners getting ready for a sale, or users who are considering remortgaging and making improvements to their home. This is a really useful segment for brands that focus on the aesthetics of your home.

YOUNG FAMILIES — Users who are starting a new family or have just upsized their property for their growing family are a prime group for buying cars, furniture and retailers who's are keen to reach people with young children.