

Bullseye

Go further and reach your perfect audience of property seekers with award-winning retargeting and email marketing solutions.

Be right on target



Digital marketing

On the mark

Each month our property portals receive over 50 million visits from home hunters¹ – giving us insight into their exact needs. Boost your brands and leads with our digital marketing solutions.

Award-winning retargeting

AdReach lets you showcase an advert of your choice to the most relevant visitors once they leave Zoopla sites.

Highly targeted

We can identify landlords, buyers, sellers, and renters, as well as desired location and property type.

Bring in more leads

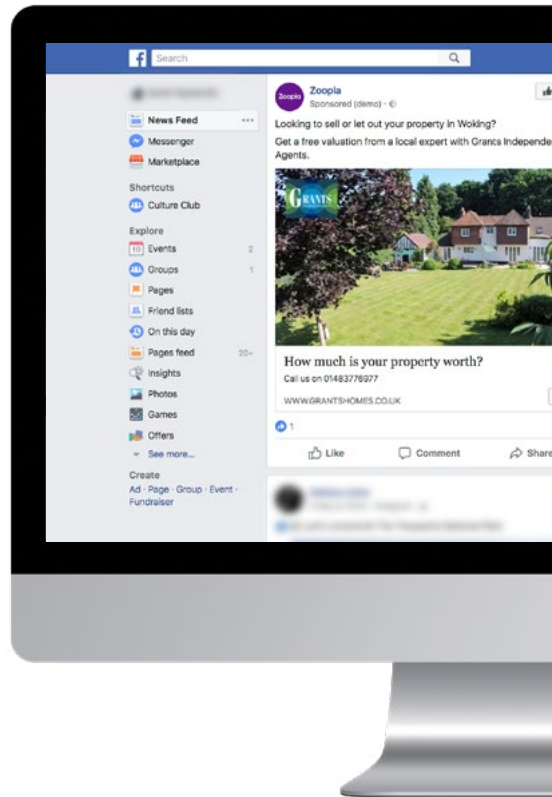
Generate new business by reaching the right audience.

Get bigger exposure

Promote your business and properties on sites like Facebook and Instagram, or reach users in Gmail.

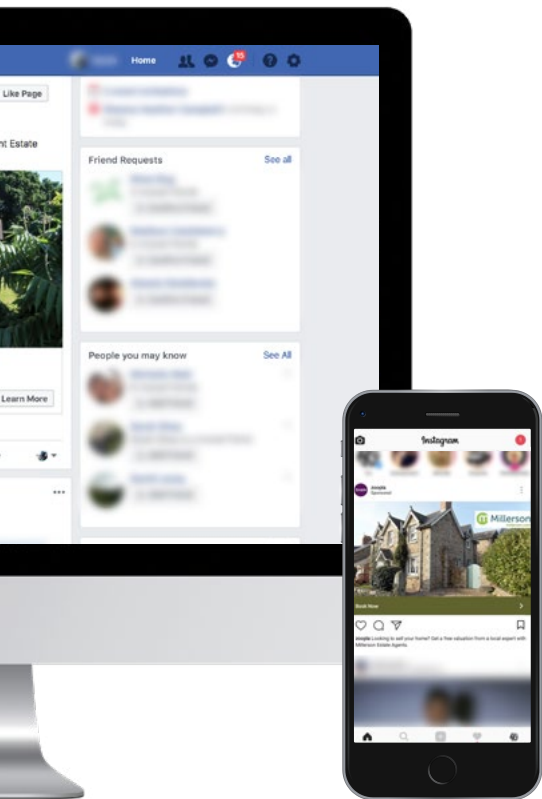
Cost effective

Only pay for results when property seekers click on your ad.



Better together

Enhance your marketing further with co-branded email campaigns. Build consumer trust and brand awareness, and achieve higher conversion rates when email is combined with AdReach.



Get in their inbox

With our email design and targeted campaigns sent to registered home hunters in your region.

Industry leading results

Above average open and click through rates.

Only pay for matches






You only pay for property seekers who meet your specifications.

Get in touch to find out how you can hit the mark.

More property tools

Everything you need to succeed

Every agent matters to us. So from getting started to running and growing your property empire, we bring together all the tools you need to work smarter and win in today's competitive market, at a competitive price.

 Marketing	 Software	 Websites	 Design & print	 Data insights
The best known property portal, Zoopla ²	UK's most experienced software provider	Optimised and fully responsive across all devices	Specialist property design and print supplier	Leading analytics provider to 12 of top 15 UK lenders
58% extra potential property seekers ³	Cloud technology for efficiencies and data security	Beautiful site designs, delivered fast	Wide range of print options to choose from	Independent data to make informed property decisions
Large audience – 50m+ monthly visits ¹	Work anywhere, anytime, on any device	Templated designs make it easy	Land and new homes CGIs specialist	Maximise profits and reduce investment risk
Wider reach across 30+ partner sites	Hybrid agency tool PropertyFile for 24/7 service	Instruction winning functionality	Enhance images with online Photofixr™	Instruction winning valuations based on credible data
Award-winning AdReach retargeting	Unlock new revenue streams with Movelt	Unique software platform integrations	Marketing Toolkit to order online, hassle free	Generate leads with a website plug in

Sources: [1] Visits to ZPG property sites, Jan – May 2018. [2] Research Now, Oct 2018. [3] Nielsen Audience Deduplication report Jun 2018. Up to 58% more compared to being on Rightmove alone (nationwide, excludes website visits from mobile devices).

 100% recyclable

Zoopla

members@zoopla.co.uk | advantage.zpg.co.uk