

A powerful network effect model

Our mission is to be the platform of choice for consumers and partners engaged in property and household decisions.

Our market position

ZPG owns and operates some of the UK's most trusted property and household related digital brands including Zoopla, uSwitch, PrimeLocation, Money, Hometrack and Property Software Group. We have an unrivalled proposition helping consumers and partners across the property lifecycle with our websites and mobile apps attracting over 50 million visits per month and over 25,000 business partners engaging with our services.

How our model works

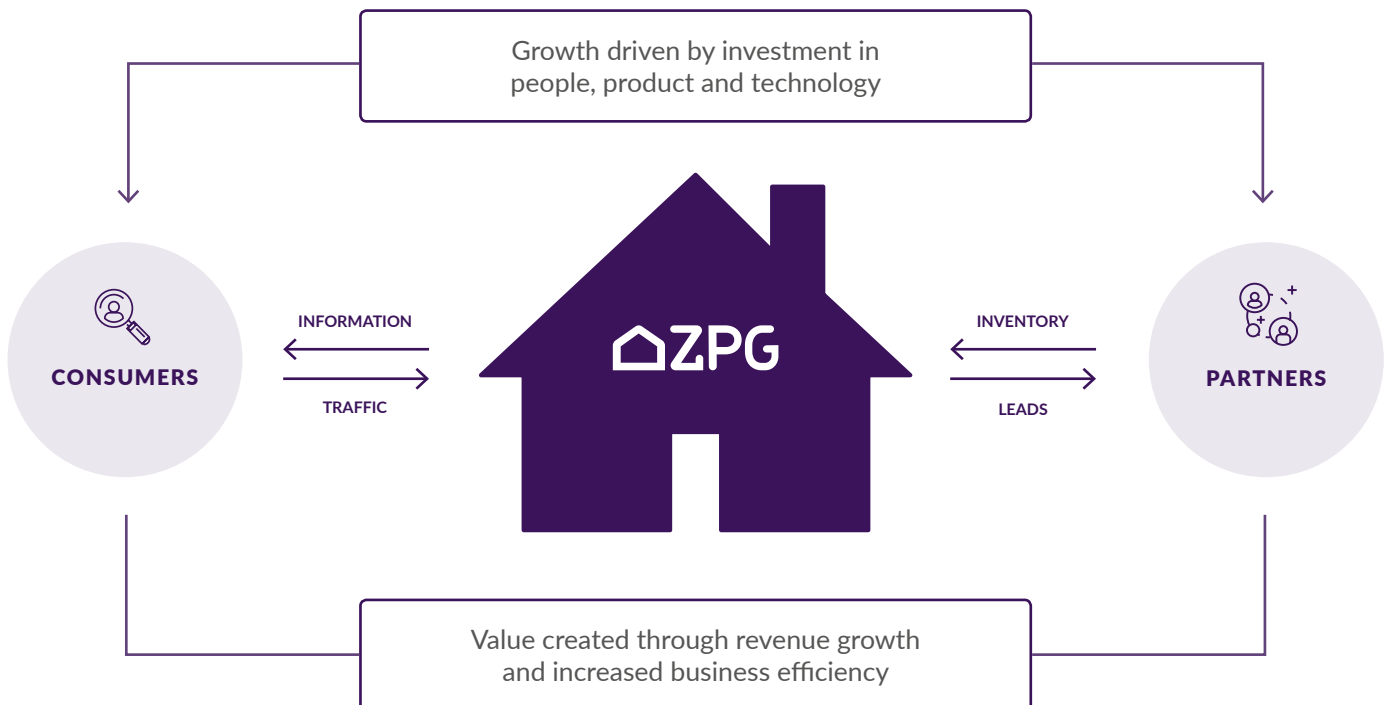
We drive growth by investing in people, product and marketing to create the most innovative and engaging home related platforms for our consumers and partners to interact with. Our two-sided proposition benefits from powerful network effects, which, in turn, generate increased engagement and an enhanced consumer and partner proposition.

How we create value

Our platforms and products deliver greater transparency for our consumers and provide increased efficiency for our partners throughout the property lifecycle.

- Consumers are able to access near whole of market data with real-time alerts to remain up to date and make the most informed decisions about everything related to finding, moving or managing their homes.
- Partners benefit from access to a highly engaged audience via our market-leading property and comparison portals, generate additional revenues and deliver better service by using our software and data insights.

As a result, we are able to continue to drive revenue growth, market share and further engagement.



INFORMATION

Consumers use our products and services, such as our MovePlanner, Running Costs tool and Broadband Speed Checker.

TRAFFIC

Consumers engage with our products at work, at home and on the move with 68% of visits via mobile devices.

INVENTORY

Partners market their products (from property listings to energy tariffs) across our websites and mobile apps to maximise their exposure and revenues.

LEADS

Consumers and partners connect via our platform, with leads being generated from interested consumers for our partners.