

Zoopla/Prime Location Improves Yield Management and Operational Efficiencies with DV Publisher Suite

“DV Publisher Suite is a flexible and robust publisher yield optimization platform that covers everything from media quality to business intelligence. With their Unified Analytics tool, we have been able to streamline our data workflows and uncover new programmatic advertising opportunities with helpful dashboards and automated reports on our inventory.”

- Elliott Sargent, Head of Direct And Programmatic Ad Sales, Zoopla/Prime Location

Background

Houseful is the leading software, data and insight business in residential property. It's been the new name for the ZPG Property Division since September 2023 and operates market-leading brands including Zoopla and PrimeLocation; connecting 60 million homeowners and movers with data and information on every UK property and over 500,000 homes for sale.

Zoopla/Prime Location Ad Sales and Ad Ops teams were spending valuable time and resources on managing complex data sets and an extensive amount of programmatic ad inventory. Additionally, Zoopla/Prime Location was looking to remap existing inventory and needed to find the optimal inventory approach from a revenue perspective. Having had success with DoubleVerify (DV) as an inventory quality partner, particularly with DV Publisher Suite (DVPS), Zoopla/Prime Location reached out to DV to find a solution to these challenges and provide a single source of truth.

Solution

DV recommended utilizing Unified Analytics (UA) — an analytics solution for premium digital publishers that is included as part of its holistic DVPS offering. This tool empowers publishers to integrate, consolidate and manage their data automatically with API connections for SSPs and DSPs without needing ongoing maintenance from a business intelligence or data engineer team. UA features an easy-to-use, highly customizable user interface that provides performance insights and turnkey visualizations that allow teams to analyze inventory quickly. Some of these dashboards give publishers insight into top advertisers, programmatic discrepancies, ad slot performance and any other data points that publishers have via UA's custom field functionality.

Working with DV, Zoopla/Prime Location streamlined the lengthy and manual data integration process and remapped numerous aspects of existing inventory, including naming conventions for ad slots. This allowed Zoopla/Prime Location to refocus on improving performance KPIs and maximizing the value of its first-party data. DV's UA provided a single source of truth that allowed Zoopla/Prime Location to track and analyze a higher number of ads more effectively and in a shorter period of time. This unlocked numerous efficiencies for Zoopla/Prime Location and empowered the discovery of new data trends and opportunities.

Results

While using UA as an integral part of their ad stack reporting suite, Zoopla/Prime Location significantly increased the operational efficiency of its Ad Ops and Sales workflows and process for both clients and internal stakeholders in addition to unlocking increased yield, overall revenue and ad quality metrics (CTR% and Viewability). Working together for three years so far, Zoopla/Prime Location has enjoyed 41 percent improvement in programmatic eCPM, 40 percent increase in revenue and 22 percent increase in monitored ads and improved reliability of Ads data and reduced manual Ads analysis and reporting work by at least 10 hours per week.

+41%

eCPM Increase

+40%

Revenue Increase

+22%

Monitored Ads

LET'S CONNECT

Contact PubSales@Doubleverify.com to learn more about how DV Publisher Suite can power your advertising business.