

How Ignition Powers Smarter Growth in Property Marketing

The Challenge

Property marketers faced fragmented data, slow reporting cycles, and limited visibility into campaign performance. This hindered confident decision-making, wasted time on manual reporting, and restricted the ability to optimise campaigns or personalise customer experiences effectively.

Our Strategy

We built Ignition: a modular, in-house data platform designed to unify over 80 data sources into real-time, analysis-ready dashboards. By integrating ad delivery, behavioural data, CRM conversions, and housing market insights, Ignition enables predictive modelling, personalisation, and benchmarking through the New Homes Index — turning complex data into confident, fast, and sustainable decision-making.

The results that wow-ed



100+

property clients onboard, processing 7.8bn ad impressions and 130m web visits annually



£60m+

media spend tracked in real time across digital and offline channels



12+ hours

hours saved per client per month on reporting, with AI/chatbot tools cutting team reporting time by 8–10%

Ignition is more than a reporting tool — it's a strategic engine powering growth across the property sector. By saving time, boosting performance, and enabling smarter strategy, it helps clients reduce costs, cut carbon impact, and unlock creative possibilities. Future-ready and scalable, Ignition is redefining how property marketing turns data into advantage.

