

# Crowdsurfer adds data of UK P2P lender Zopa to further enhance alternative finance analysis

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Addition of Zopa to world's most comprehensive source of alternative finance data deepens insight and intelligence

05 June, 2017 — Crowdsurfer (<http://www.crowdsurfer.com/>), the world's most comprehensive source of intelligence on the global alternative finance market, has announced that Zopa (<https://www.zopa.com/>) has become the latest peer-to-peer lender to submit its data to the Crowdsurfer analysis.

Zopa, the world's first and one of the largest peer-to-peer (P2P) lenders, has lent in excess of £2.3 billion to customers in the UK, and the addition of its data set will deepen Crowdsurfer's insight into the global alternative finance market.

"Zopa is the P2P pioneer in the UK and remains at the forefront of the P2P sector as it matures", said Emily Mackay, CEO, Crowdsurfer. "Transparency and data intelligence are crucial to the health and growth of the online finance sector and we are delighted to be able to include Zopa's data in our analysis."

Cambridge-based Crowdsurfer analyses data from more than 900 different alternative finance platforms, including equity, bonds, SME debt, P2P and more, and has mapped more than ten million transactions to provide the most in-depth take on global trends and patterns in alternative finance.

The P2P sector is one that continues to mature at speed, and its growth will be supported by the use of data, according to Emily Mackay:

"Online funding is a fairer, more efficient, more impactful mode of deploying capital, and data is crucial to scaling that to every person on the planet. But its growth has been hampered by a lack of information, for investors, regulators and banks, as well as those that need access to finance. We aim to fill that gap and the inclusion of Zopa's data only strengthens our analysis further."

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For further information, please visit [www.crowdsurfer.com](http://www.crowdsurfer.com)

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