

June Homes' Strategic Partnership with amber

With amber's help, June Homes reached their ambition of expanding its international reach and penetrating new, diverse markets

Problem Statement for June Homes

- **Market Diversification:** June Homes faced a challenge in attracting students from international markets due to its overreliance on a single-source market. This limited its student diversity and market reach.
- **Conversion Optimization:** The marketing and engagement efforts at June Homes had room for enhancement, which could significantly boost conversion rates.
- **Brand Visibility:** June Homes' brand visibility and student community engagement were limited due to a lack of collaborative promotions.

Solutions by amber

- **International Acquisition Strategy and Market Positioning:** Amber created a comprehensive strategy to enhance June Homes' global presence and attract diverse international students. Amber positioned June Homes in key overseas markets, increasing market share and international student traffic.
- **Increased Conversion Rates:** By optimizing marketing and engagement, amber boosted the conversion rate from inquiries to enrollments, ensuring a more diverse student base.
- **Collaborative Promotions:** Joint social media promotions, raffles, and influencer collaborations amplified June Homes's brand visibility and engaged the student community.

Impact

- **Increased Bookings:** Amber's targeted marketing and operational strategy boosted June Homes' brand visibility and delivered more converted bookings from diverse demographic sources.
- **Expanded Market Share:** Amber's strategic positioning in key overseas markets increased June Homes' market share of international student traffic.
- **Reduced CPA and Improved ROAS:** Amber's optimized engagement and marketing efforts reduced cost per acquisition and increased return on ad spend, improving booking efficiency.

Our collaboration with amber continues to provide an influx of reservations for students, which is one of June Homes' main target audiences. We expect 2024 to surpass 2023 in terms of reservations.

Ferran Granell Belmonte, VP, Growth Marketing, June Homes

