



Axo Student Living's Strategic Partnership with amber

In 2023, amber partnered with AXO Student Living, a leading operator with over 1,000 beds in Coventry. Initially tasked with facilitating bookings for 220 beds, amber exceeded expectations by delivering even more.

Problem Statements for Axo Student Living:

- **Supply-Heavy Market, Low Demand:**
AXO Student Living, managing over 1,000 beds in Coventry, faced challenges in attracting students in a competitive market with oversupply and limited demand.
- **Late Booking Cycle:**
AXO faced difficulties in securing early bookings, leading to concerns about filling units within the expected timeframe.

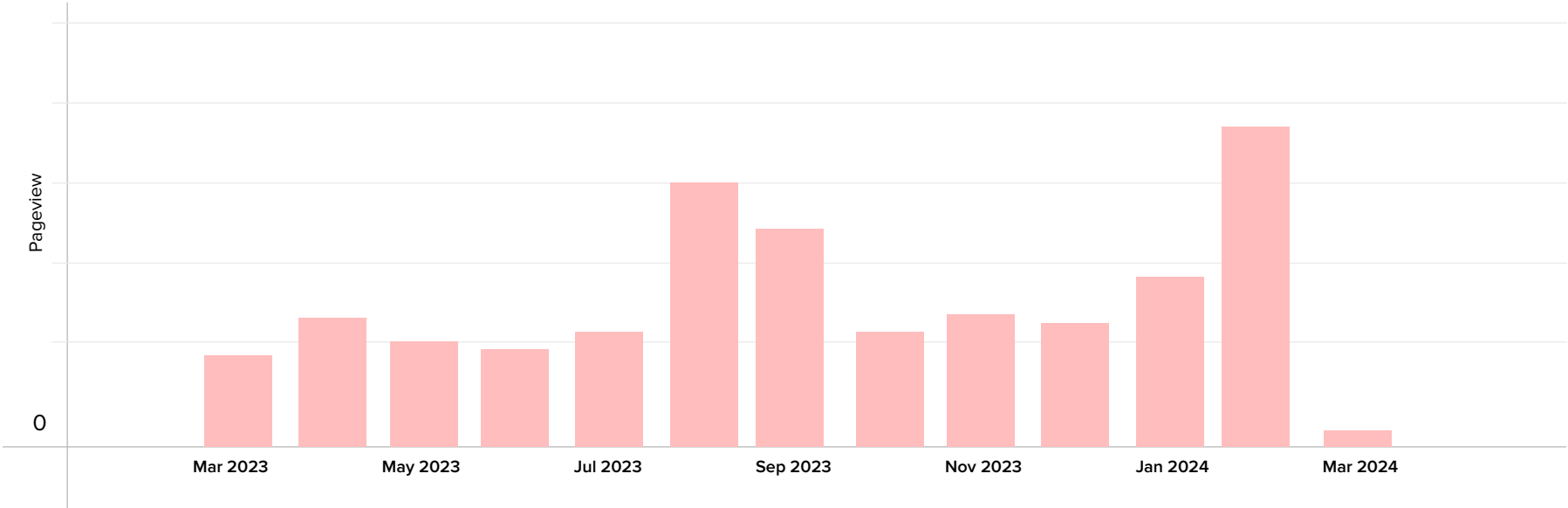
Solutions by **amber**

- **Driving Early Bookings:**
Amber facilitated almost 20% more bookings than AXO projected, ensuring a head start in the rental cycle.
- **Strategic Partnership:**
Amber provided dedicated analytical resources to target the most receptive tenant segments, optimizing the marketing approach.

Impact

- **Exceeding Booking Goals:**
Amber delivered almost 20% more bookings than initially anticipated by AXO, helping fill units faster.
- **Risk Mitigation:**
Amber's early booking strategy minimized vacancy risks for AXO, ensuring consistent occupancy in a competitive market
- **Overcoming Market Challenges:**
Amber turned demand challenges into opportunities, ensuring each listed unit was marketed as an attainable option.
- **High Return on Investment:**
Amber's low post-sales commission reduced AXO's customer acquisition costs significantly, ensuring profitability and a stronger ROI.

Impact on Pageview



AXO’s pageviews witnessed significant growth, peaking at their highest level in February 2024 after partnering with amber.

