



Zuma Housing's Strategic Partnership with amber

Problem Statements for Zuma Housing:

- **Booking & Conversion**

Zuma Housing faced challenges in acquiring more qualified student bookings & leads, hindering sustained growth and reach.

- **Limited Global Reach**

With a limited reach of students from diverse source countries Zuma required a strategic solution.

Solutions by **amber**

- **Lead Generation Boost**

In May 2024, amber emerged as one of Zuma Housing's top booking sources. This not only boosted revenue generation for them but also drove higher conversion rates of the leads.

- **Targeted Reach**

Amber reaches over 9 mn students across all the channels, therefore by listing with amber, Zuma's global visibility expanded to about 150 + source countries & secured leads from over 21 source countries.

Partnering with amber has propelled Zuma's visibility to over 20-25% in Q1-Q2 2024 (just in a six months duration). The top 5 source countries for Zuma are the United States, India, France, Italy, and South Korea.

- **Operational Standards**

Amber's commitment to streamlining operational standards and fostering trust ensured a successful and strategic partnership. This was further supported by end-to-end assistance and the dedication of amber's sales associates to resolve issues within 24 hours.

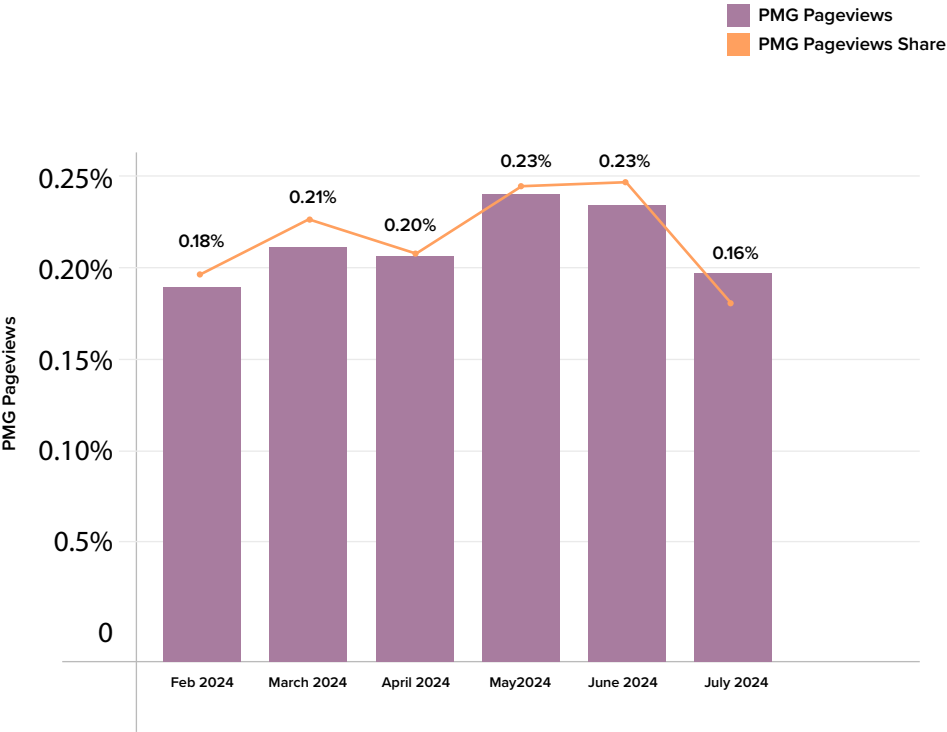
- **Social Media Presence**

Amber enhanced Zuma's social media presence, boosting brand visibility and fostering an active online community.

Impact

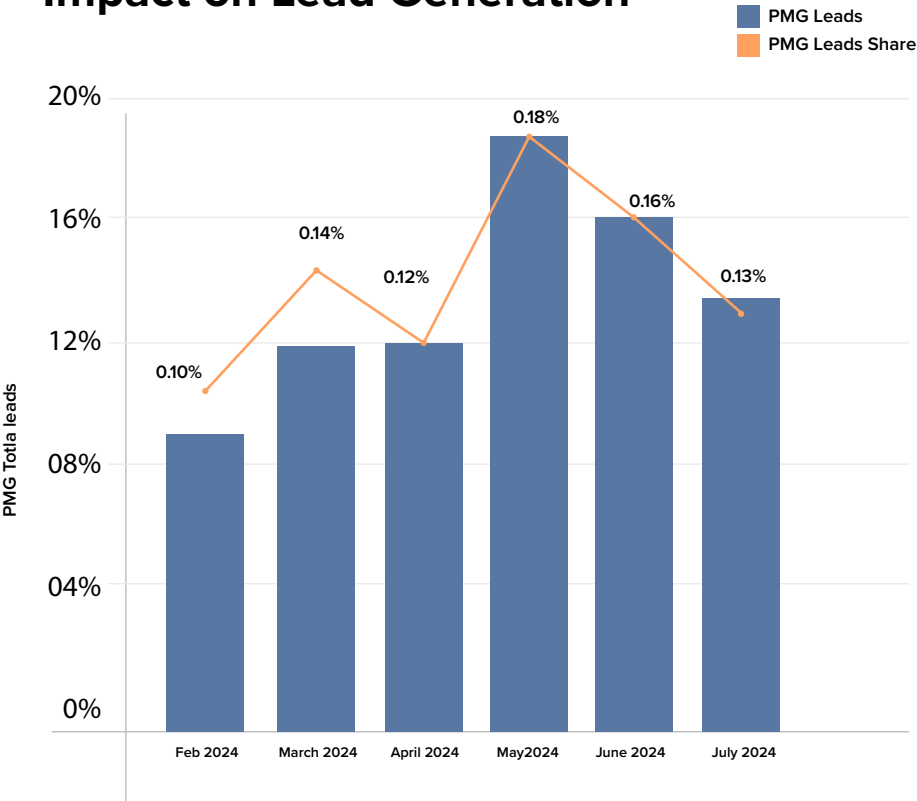
Amber’s partnership drove a steady stream of student bookings and improved operational efficiency through proactive engagement, Zuma Housing considers amber as a long-term partner, instrumental in expanding its growth prospects and enhancing its marketing initiatives.

Impact on Brand Visibility



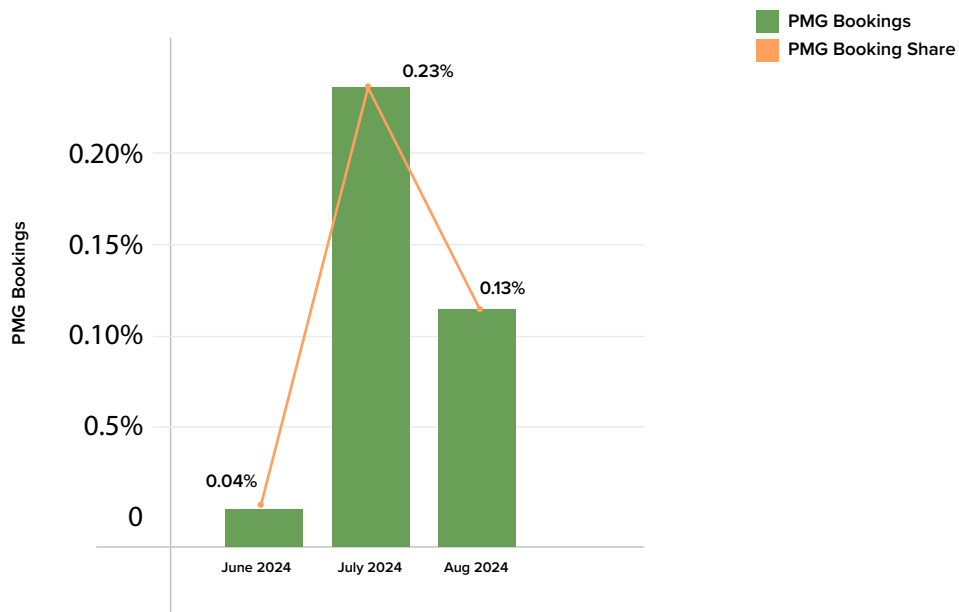
By listing on amber, Zuma was able to increase its visibility in over 21 source countries. After partnering with amber, Zuma’s visibility has increased by 20-25% within 6 months.

Impact on Lead Generation



Since the visibility has increased, the lead generation has increased by 18-20% in 6 months.

Impact on Total Bookings



After partnering with amber, Zuma property bookings have increased by 23-25% in 3 month.

Testimonial from Louanne Türkoglu, Asst. Sales Leader, Zuma Housing

Amber transformed our lead generation, becoming our third-largest lead source in May. Amber's efforts have significantly increased our leads and helped us reach more prospects, driving our expansion and growth.