

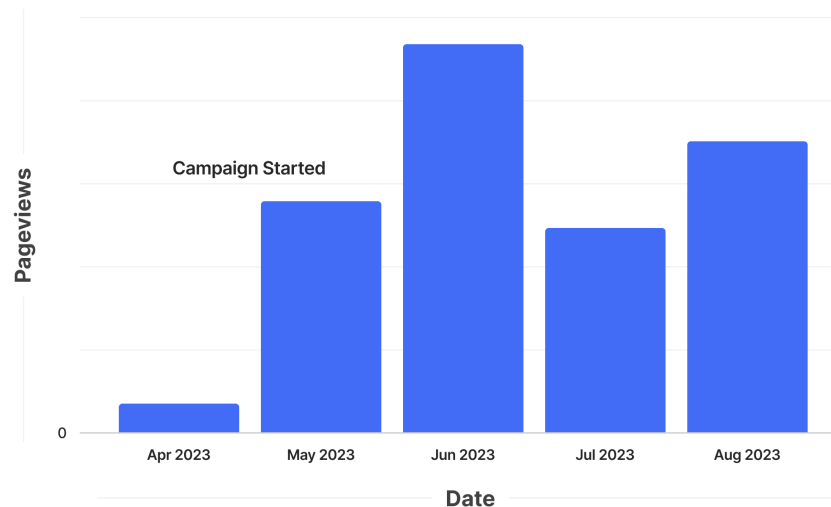
Unlocking Success With the Growth Accelerator Program

Amber & Londonist's partnership highlights the commanding impact of targeted digital campaigns on student housing engagement. Through diverse content across social media & email outreach, the collaboration achieved exceptional results in page views, inquiries, revenue, & social engagement within three months.

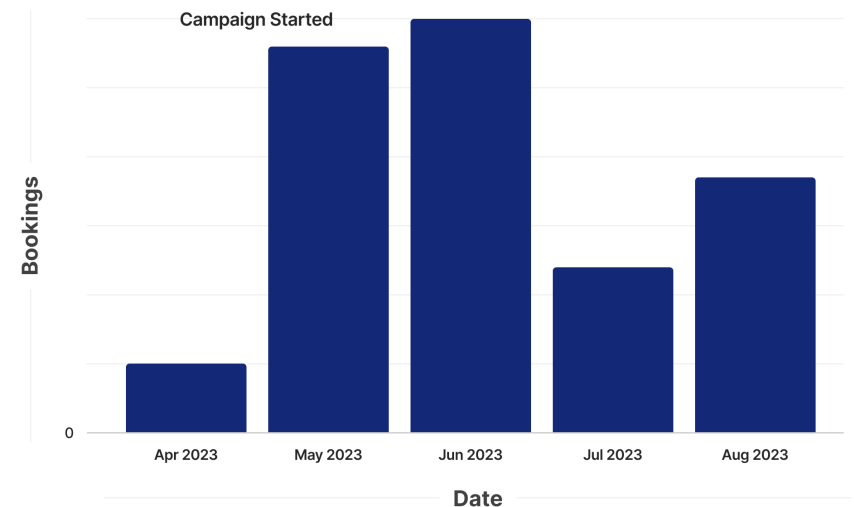
Challenge: **Launching New Properties in a Competitive Market:** Londonist introduced new student housing properties and focused on building trust and enhancing visibility for the portfolio in a highly competitive market.

Solution: With amber's marketing support and platform features, the properties consistently ranked among the top student listings, boosting visibility and conversions. Optimized property pages highlighted unique selling points, driving early interest and inquiries, resulting in higher visibility, inquiry rates, and lead conversion.

PAGE VIEWS & BOOKINGS:



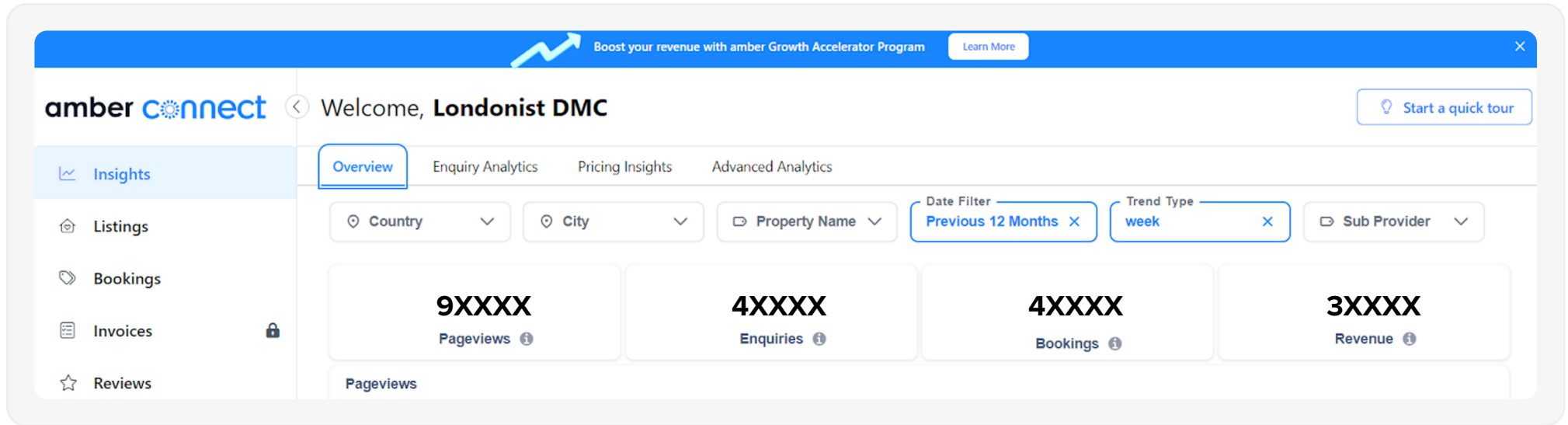
"Summer Stay" campaign: 386% increase in page views generating a significant rise in inquiries & revenue.



The partnership led to a remarkable 450% increase in booking completion within a month's time.

Challenge: Lack of Real-Time Insights & Market Intel: Londonist often struggled with limited access to real-time insights and market intelligence, hindering data-driven decisions and strategy optimization in a dynamic market.

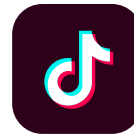
Solution: Amber Connect offers an advanced dashboard with real-time insights into market trends, student behavior, and competitor performance, enabling partners to track key metrics and swiftly adjust their strategies.



SOCIAL MEDIA IMPACT & EMAIL MARKETING



Custom filters for six properties reached over **22,000 views** in July and August.



Videos in the month of July 2023 garnered thousands of views, with Vega's video reaching nearly **5,000 views**.



High engagement, including a reel for Dashwood with **50,000+ views** and a story series achieving up to **3,489 views**.



The email marketing campaigns in June achieved an impressive open rate of **47.56%**, while the campaigns in August saw an open rate of **39.41%**.

“Amber's collaborative approach and commitment to understanding our unique needs made our partnership a success. Their platform provided us with the tools and insights we needed to make informed decisions, while their marketing team executed flawlessly. We're excited to continue working together to achieve even greater heights”.

~ **Umang Gandecha**
Executive Director, Londonist



CONCLUSION

Londonist's timely decision-making and strategic property launches were key to the campaigns' success, allowing them to mature effectively and deliver strong results. Their commitment to providing resources and a proactive approach ensured standout performance. Partnering with Amber, they leveraged innovative strategies and user-generated content to engage the younger demographic, showcasing the impact of collaboration in achieving measurable outcomes in the student housing market.

