
STUDENT.COM
Student.com

Student.com in Numbers

GLOBAL REACH

Wherever you're headed, we've got you covered

Over **2.5m** beds

Over **400 CITIES** in **32 COUNTRIES**

We have students using our platform from over **145 COUNTRIES**

#1 Student URL and online brand in the world

9m+ visitors per year

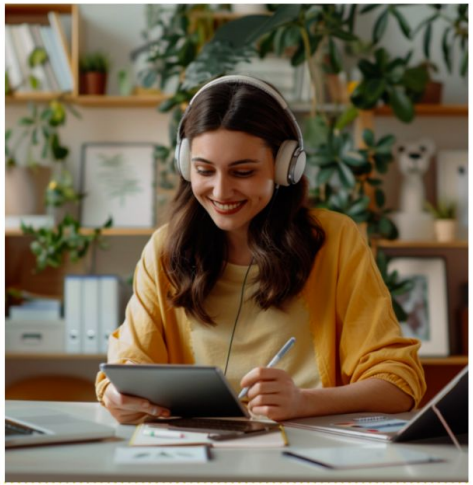
First fully-automated booking platform



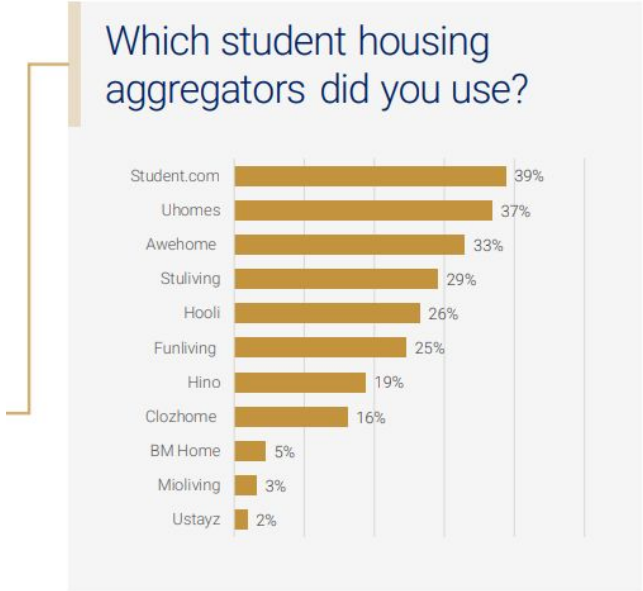
AI-driven technology

12 languages

Choice and transparancy

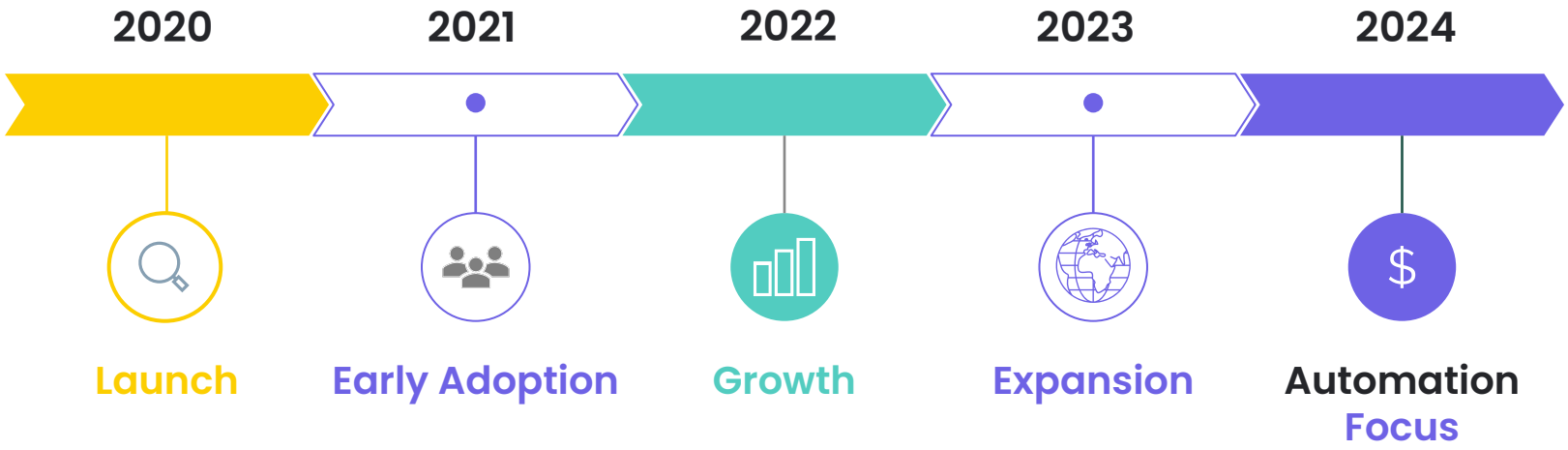


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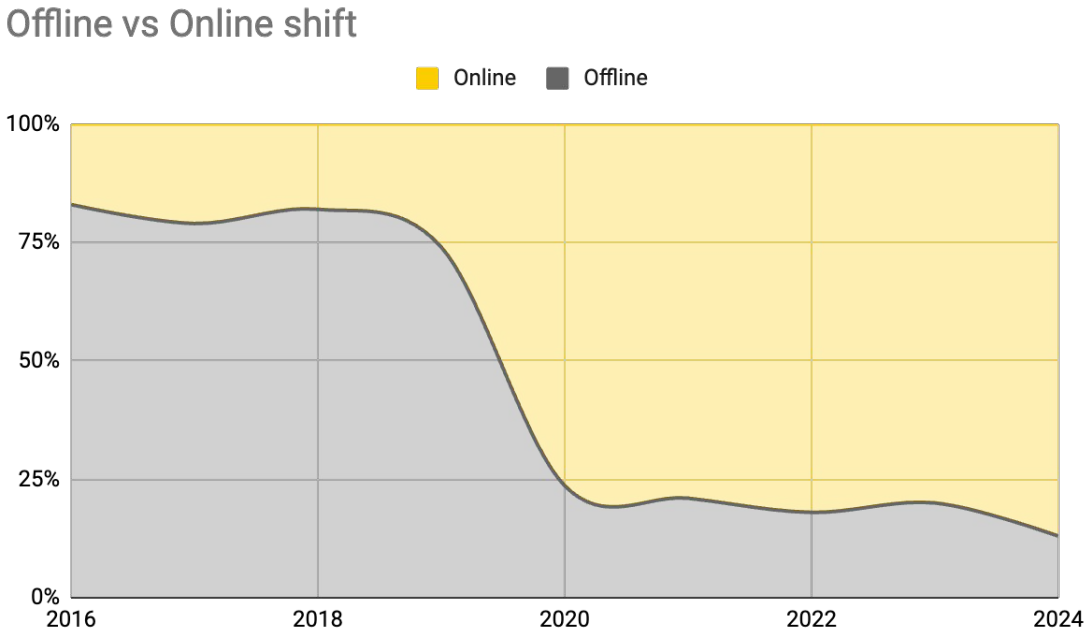
Taken from June 2024 BONARD Report - China PBSA Webinar

Automation Product Milestones



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Student booking behaviour has changed



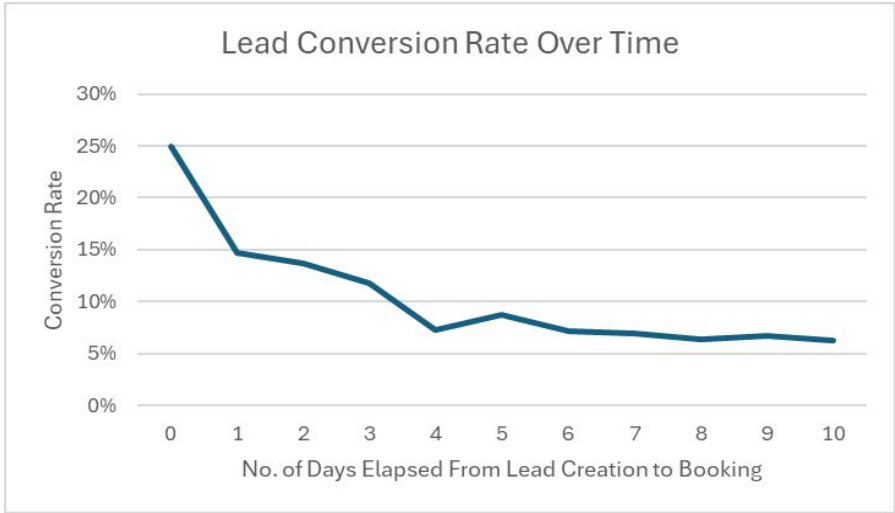
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Londonist Demand - Offline vs. Online

*Data sourced from Student.com for Londonist (2021-2023)

	2021	2022	2023
Offline	11%	10%	9%
Online	89%	90%	91%

Immediacy vs Conversion rate



Analysis of data from 50,000+ leads generated by Student.com in 2024

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Market Challenges

- Partners relying on Single Corridor
- Fraudulent booking issues continue
- PPC wars and brand term consumer confusion
- Increasing cost of acquisition
- Customer satisfaction
- Gen Z increased impatience in offline leasing processes
- Cost of Living crisis and affordability
- Increased competition PBSA vs BTR
- Uncertainty with Australia and US Markets (later booking or more cancellations)

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New ways to work with Student.com

List

Students can find and apply for housing on Student.com

- Verified student leads directly to your team
- Light touch, quicker response
- Your teams are the experts! Handle students directly in house
- Content management tool for self service
- Free onboarding
- New Student.comDataHub (coming soon)

Book

Students can apply and confirm their housing directly with an expert at the property/head office

- Real time connection to students
- Full inventory control
- Access to student enquiries 24/7
- Content management tool for self service
- Free onboarding
- New Student.comDataHub (coming soon)

Connect

Students can book and pay online, getting confirmation instantly

- Seamless search down to room level inventory
- Real time transactions
- Bookings while you sleep
- Content management integration
- Digital onboarding
- New Student.comDataHub (coming soon)

What's the Difference?

	List	Book	Connect on Student.com Dashboard	Connect Direct to your PMS
Real-Time Inventory	✗	✗	✓	✓
Student Pays to Confirm on Student.com	✗	✓ / ✗ (Configurable)	✓ / ✗ (Configurable)	✓ / ✗ (Configurable)
Chat with Students via Student.com Dashboard	✗	✓	✓	✗
Dashboard Usage	✓ View Leads	✓ Manage Leads (Accept / Reject / Counter Offer)	✓ Receive confirmed orders on the Student.com Dashboard	✗ Receive Confirmed Orders Directly in your Property Management System (API integration required)

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Lead Verification

We **verify** student information in our leads; We have two-step authenticator;

Basic Information which is compulsory

- Move in dates
- Property name and Room type requested
- Full name (as appears on passport)
- Date of birth
- Nationality
- Contact details (phone and email)

Strengthening application (non-mandatory fields)

- Relevant University of study they wish to attend
- Course/Degree/Major details
- Gender
- Identification Type (passport/license) and ID Number



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Lead Quality

How **Qualified** are our student leads;

Qualification Process

Student Experience:

- Students are only able to submit one lead per property within a 30 day window
- Students are able to submit leads for different properties in the same city within a 30 day window
- The cap on number of leads per unique user is 10 leads

Partner Experience:

- Student leads will only be charged at the end of the month



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2 Personal Details

Increase the chances of having your application accepted by providing truthful and accurate information!

Basic Information

Legal First Name *
Anna

Legal Last Name *
Smith

Date of Birth *
12/02/2006

Nationality / Region *
Select Nationality

Email Address *
e.g. example@gmail.com

Phone Number *
+ 1 (555) 123-4567

Strengthen your application by providing more information

Go Back | Submit Application

Strengthen your application by providing more information

Gender
Select Gender

Identification Type
Select Identification Type

ID Number
ID Number

Where will you be studying?
Stanford University

Course / Degree / Major
Bachelor of Science (B.S.) in Mechanical Engineering

Any special requirements
Write your text here...
0/2000

Go Back | Submit Application

Book Fields

Basic Information

Mandatory

- Move in dates (flexible or fixed)
- Property name and Room type requested
- Full name (as appears on passport)
- Date of birth
- Nationality
- Contact details (phone and email)
- Current Address
- Identification Type (passport/license) and ID Number
- Payment Plan (1 installment, Quarterly or Monthly)
- Supporting documents Including:

  Government Issued ID
  Guarantor Proof of Income
  Visa
  Accepting letter into University

Book Fields

Basic Information

Mandatory for the Guarantor

- First & last name
- Relationship to the student
- DOB
- Email and Phone Number
- Address of the guarantor

Application form then sent to the -> Dashboard

**Video available of the List and Book journeys in action*
*** We are continuing to work on the UI to optimise conversion rates for our partners*

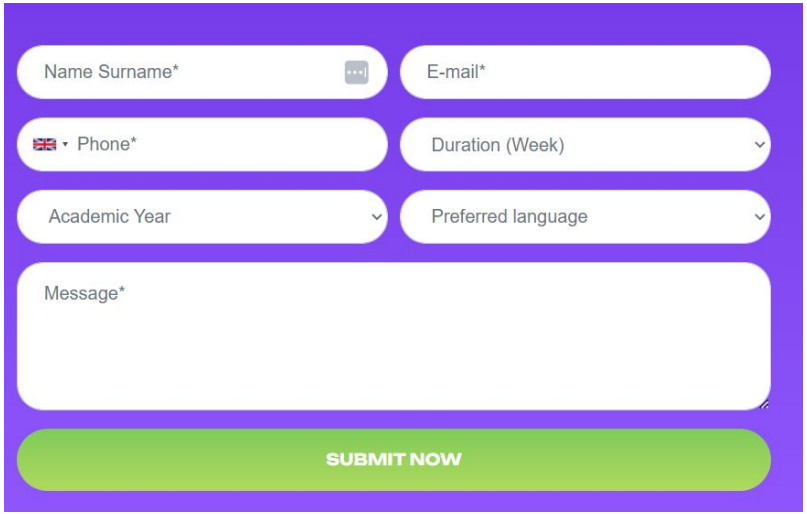
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Book Fields

Basic Information

Londonist Fields the property will need to capture from the student

- Preferred Language

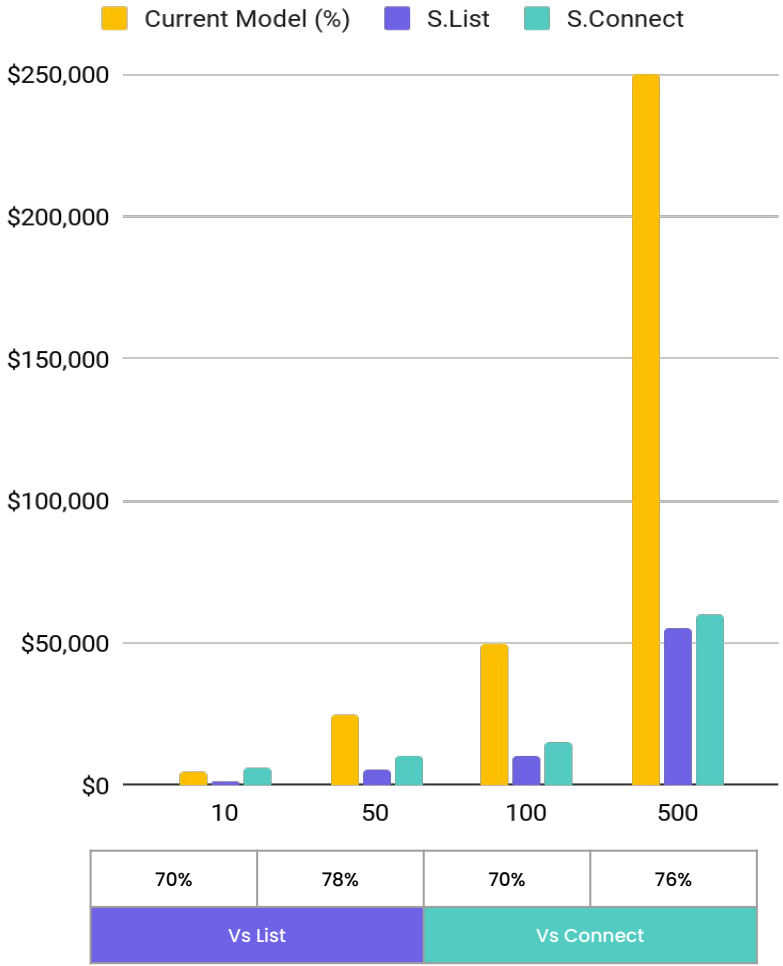


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How much could you save?

Over 75% savings on marketing costs through Student.com

Student.com is going to share the benefits of full automation with all our partners, provided we have full access of available rooms to all students



Student.comMarketingHub

New commercials as of 1st October 2024

	Student.List	Student.Book	Student.Connect
	Students can find and apply for housing on Student.com	Students can apply and confirm their housing directly with an expert at the property	Students can book and pay online, getting confirmation instantly
Ways to connect	Full Integration via Open API Student.com Dashboard	Full Integration via Open API Student.com Dashboard	Full Integration via Open API Real Time availability via Open API
Leads	£10 per lead	Unlimited Leads	Unlimited Leads
Transaction Fee		£100	£100
Listing Fee	250 Beds + = £500 per annum (+£2 per bed per annum there after) 100 Beds to 249 Beds = £350 per annum 20 to 99 Beds = £200 per annum 19 or less = £100 per annum		

Londonist Listing Fee Calculator

City	Property	Beds	Listing Fee
London	Drapery Place - Londonist	50	£200
London	Collegiate Dashwood Studios - Londonist	50	£200
London	Chapter Old Street - Londonist	50	£200
London	Vita Lewisham - Londonist	50	£200
London	Chapter Kings Cross - Londonist	50	£200
London	Chapter Lewisham - Londonist	50	£200
London	Vega Residence Londonist	50	£200
London	Paddington Citi View - Londonist	50	£200
London	Chapter Islington - Londonist	50	£200
London	Chapter Spitalfields - Londonist	50	£200
London	Chapter Highbury - Londonist	50	£200
London	Hackney Wick Park - Londonist	50	£200
London	Chapter Aldgate - Londonist	50	£200
London	Finsbury House - Londonist	50	£200

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Londonist Listing Fee Calculator

City	Property	Beds	Listing Fee
London	Therese House - Londonist	50	£200
London	Chapter White City - Londonist	50	£200
London	Chapter Highbury II - Londonist	50	£200
London	Chapter Portobello - Londonist	50	£200
London	Chapter Ealing - Londonist	50	£200
London	AXO New Cross - Londonist	50	£200
London	Chapter South Bank - Londonist	50	£200
London	AXO Seven Sisters - Londonist	50	£200
London	Downing Lyra - Londonist	50	£200
London	West Green House - Londonist	50	£200
London	AXO Islington - Londonist	50	£200
	Totals	**1250**	**£5000**

Londonist will only pay for the rooms they have nominated from the provider, assumed 50 nominated beds per property

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Londonist Listing Plan Options

Model (Based Off 24/25 Bookings)				
Number of Properties	25			
Number of Total Beds (*assumed)	1250			
Number of Bookings	90			
Number of Leads	392			
	Current model commission	**List**	**Book**	**Connect**
Base Price / Listing Fee	£0	£5,000	£5,000	£5,000
Variable Price (Lead Fee / Transaction Fee)	£29,487	£3,920	£9,000	£9,000
Total Cost p/a	**£29,487**	**£8,920**	**£14,000**	**£14,000**
Difference		**£20,567**	**£15,487**	**£15,487**
Cost of Acquisition Saved		**70%**	**53%**	**53%**

** All numbers above are assumptions and will differ based on the amount of rooms contracted to Student.com*

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Londonist Listing Plan Options

Model (Based Off 23/24 Bookings)				
Number of Properties	25			
Number of Total Beds (*assumed)	1250			
Number of Bookings	172			
Number of Leads	1598			
	Current model commission	**List**	**Book**	**Connect**
Base Price / Listing Fee	£0	£5,000	£5,000	£5,000
Variable Price (Lead Fee / Transaction Fee)	£90,020	£17,200	£15,980	£15,980
Total Cost p/a	**£90,020**	**£22,200**	**£20,980**	**£20,980**
Difference		**£67,820**	**£69,040**	**£69,040**
Cost of Acquisition Saved		**76%**	**77%**	**77%**

** All numbers above are assumptions and will differ based on the amount of rooms contracted to Student.com*

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Londonist Forecast for 25/26

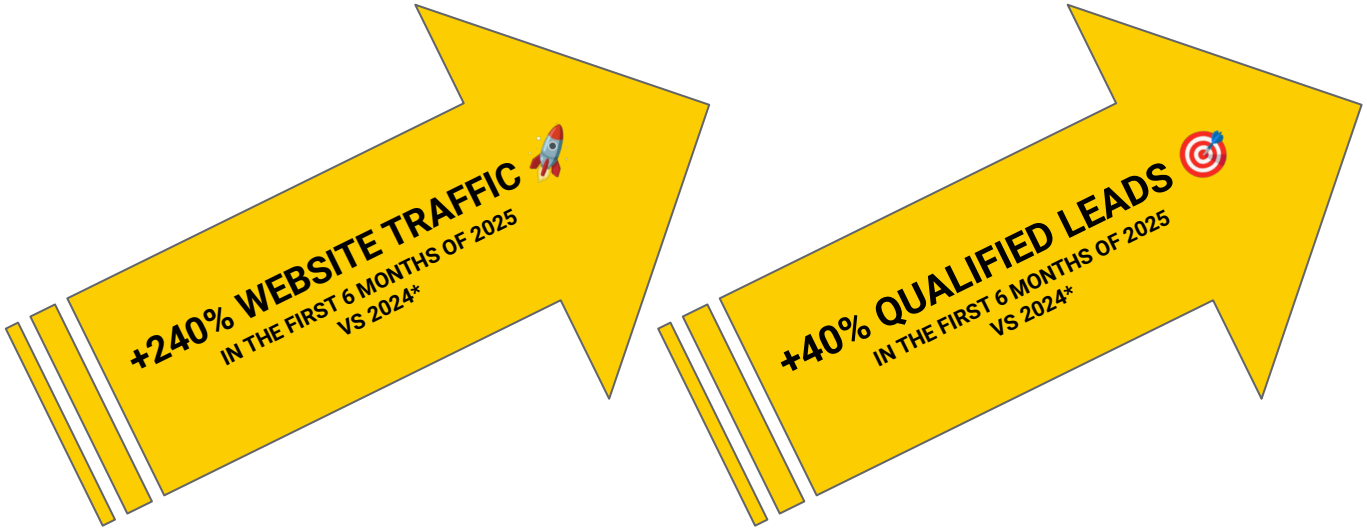
Model (Based Off 24/25 Bookings - 1st Nov 2023 to 31st Oct 2024)	
Number of Leads (estimated)	392

Forecast for 25/26 (Dec 2024 to June 2025)	
Number of Leads	550

Our 6 month forecast is projecting a 40% uplift in Leads vs the entire 24/25
This is due to greater investment, new website and a more optimised SEO Strategy
Sessions are projected to go up 240% from 24/25 for Londonist in this 6 month period

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Marketing 2025



How will we achieve this

1. London based core marketing team with years of international experience
2. Dedicated SEO agency driving organic search traffic globally
3. Dedicated China marketing agency with offices in London and Shanghai (largest independent China-focused agency in Europe)
4. Increased digital marketing investment compared to previous years

*forecast is based on new strategic approach vs previous years approach and performance.

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What's to come

We have very innovative and exciting 12 months ahead of us

October 2024

Launch of new website for consumers to book

Q2 2025

Launch new Data hub and market insights tool

Oct Nov Dec Jan Feb Mar Apr May Jun July Aug Sep

Start of 2025

Automating Student Verification to strengthen online security

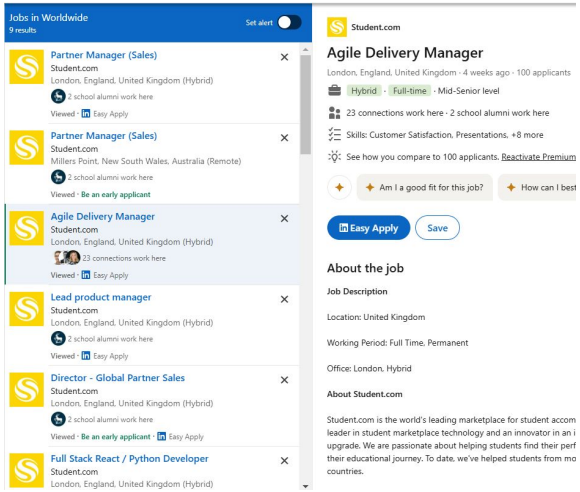
Summer 2025

Launch new PMS/ Booking Engine

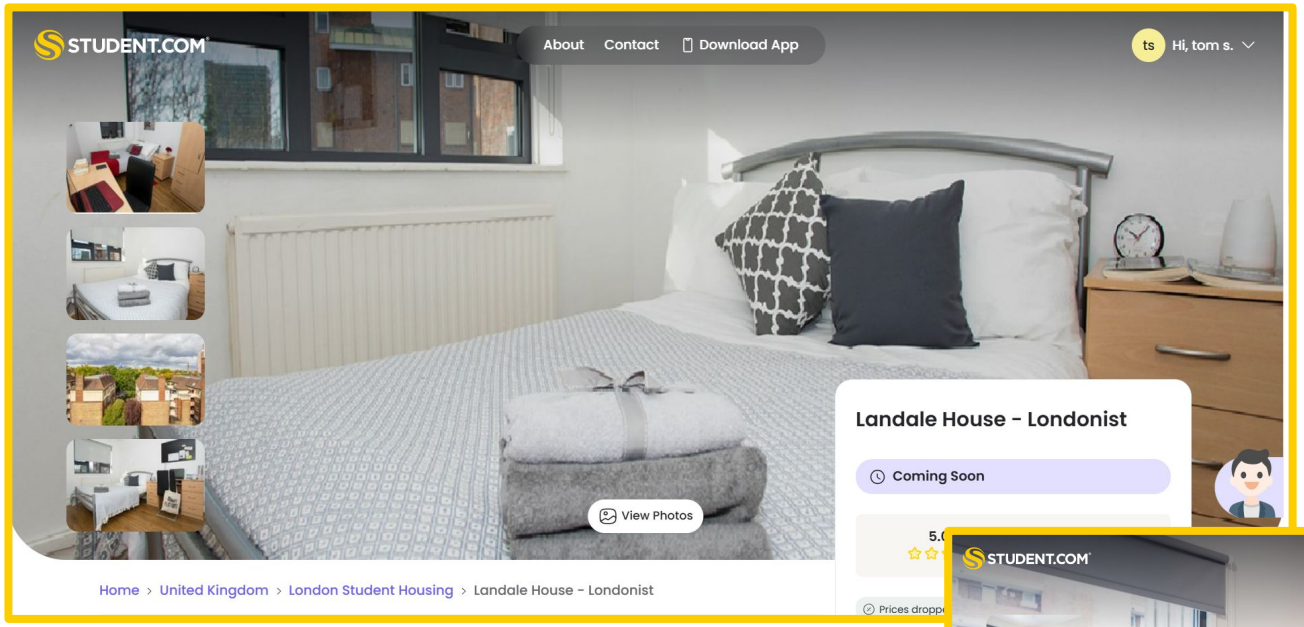
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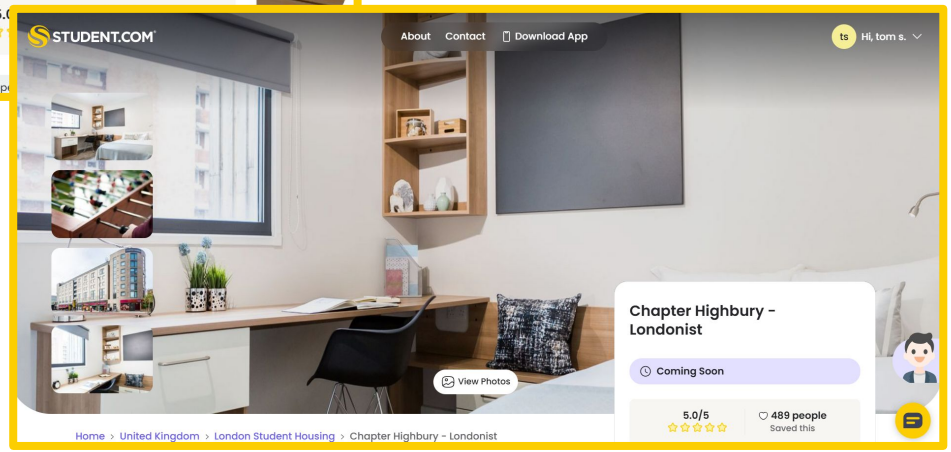
Key Changes in the last 6 months and looking ahead

1. Doubling our marketing spend for 25/26
2. New website which has been delivered early
3. In the middle of a significant recruitment drive (expansion of Marketing, Partner and Tech Teams)
4. New CEO and CTO/CPO
5. New Chinese marketing agency
6. Our content team has tripled
7. New dedicated customer service team
8. New Wechat mini programme



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About
Contact
Download App
ts
Hi, tom s.
View Photos
Landale House - Londonist
Coming Soon
Home › United Kingdom › London Student Housing › Landale House - Londonist


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About
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Hi, tom s.
View Photos
Chapter Highbury - Londonist
Coming Soon
5.0/5
489 people
Saved this
Home › United Kingdom › London Student Housing › Chapter Highbury - Londonist

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How do we attract students?

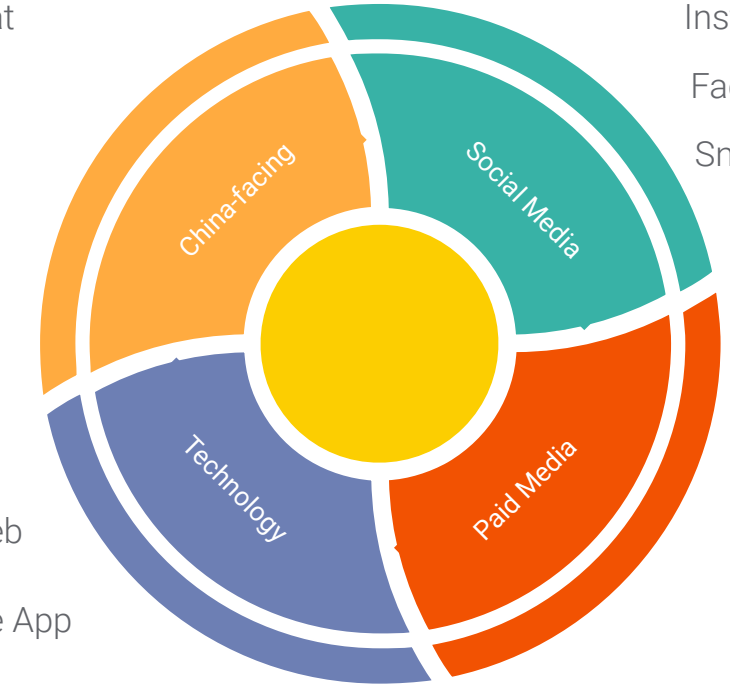
WeChat

Weibo

Douyin

Zhihu

RED



Instagram

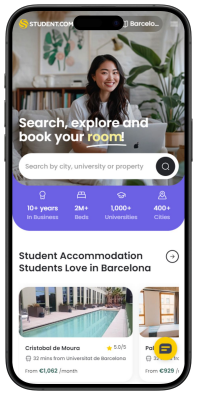
Facebook

Snapchat

TikTok

X





Web

.cn Web

Mobile App

WeChat Mini Program

TikTok for Business

Meta Ads

Google Ads

Bing ads

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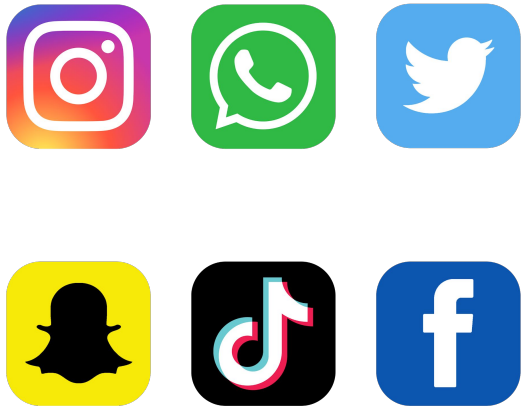
Non Chinese Marketing Platforms & Reach

Combined Facebook and Instagram **audience over 150K**, with annual **reach to over 3.5 million**

TikTok - **225K likes** and **5 million annual impressions**

100K Student accounts created on student.com - Ability to directly contact

Paid outreach and retargeting through Google, Bing, Meta and TikTok advertising platforms



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Targeted China Marketing

Social reach with **100K loyal followers** across platforms like RED, Douyin and Weibo

500K+ social media engagements

Douyin (TikTok) - more than **750K video views** and **300K likes**

WeChat - more than **500 original articles** and counting, **250+ videos** and an intuitive WeChat Mini Program experience making it easier for students to book accommodation

Weibo - **50K+ followers** with almost **7M video views**

High volume of leads with **15%+ conversion rate** from lead to booking - driving qualified leads, for improved conversion.

Education Partners & Events

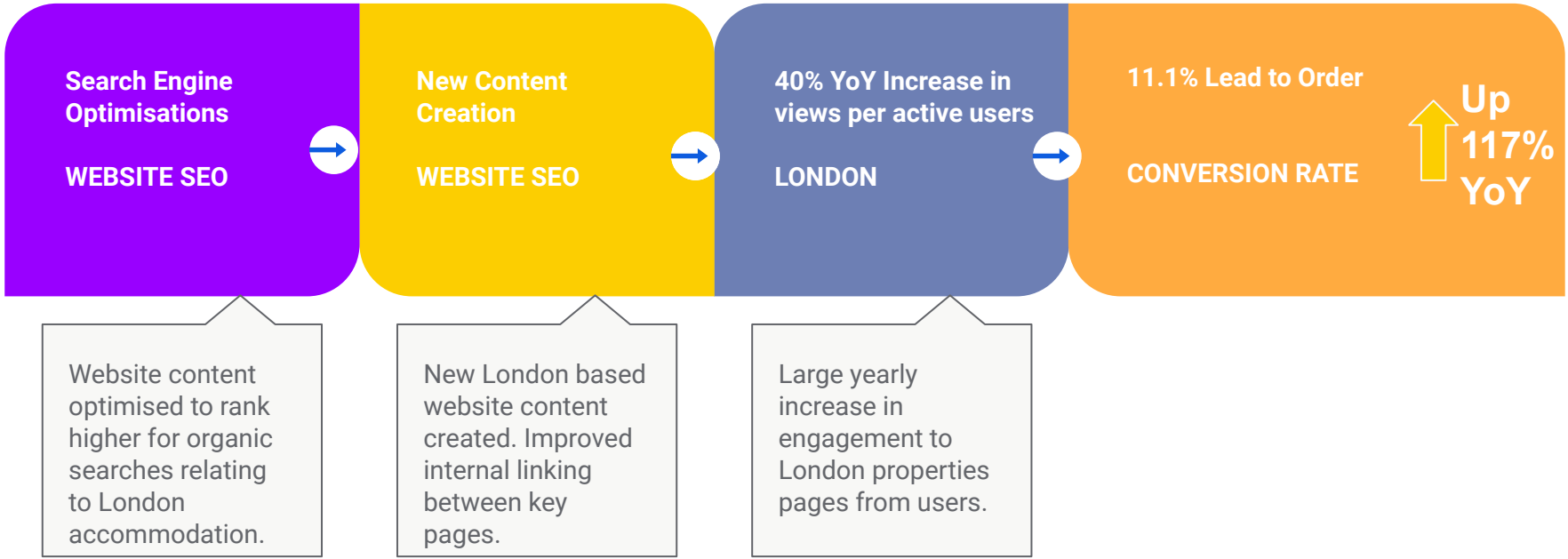
We have over **3500** education partners including but not limited to:

China, Malaysia, Singapore, Indonesia, US, India, South Korea and UAE

We plan to attend events in the **UAE, China and India**

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London - Our changes are already working



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THANK YOU
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