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CASESTUDY FOR CAMPBELL PROPERTY





Choosing your first student home isn't an easy choice

Moving away from home is stressful - students need a personal experience to reassure them that the business they're trusting to host them for the next 12 months of their life sees them as an individual, not just another dollar on the P&L sheet. That's where Kulea comes in

From acquisition to retention, Kulea leads the way

Campbell Property uses Kulea at every step of their student recruitment journey, from acquisition of new leads via their beautifully designed ['Win tickets to Leeds Festival'](#) competition landing page (built and hosted with Kulea), through to live events and lead nurturing.

Their Kulea campaign has been a run-away success, with average open rates over 30% on emails, full personalisation of their customer's digital experiences, and a steady pipeline of new leads coming into their sale team daily.



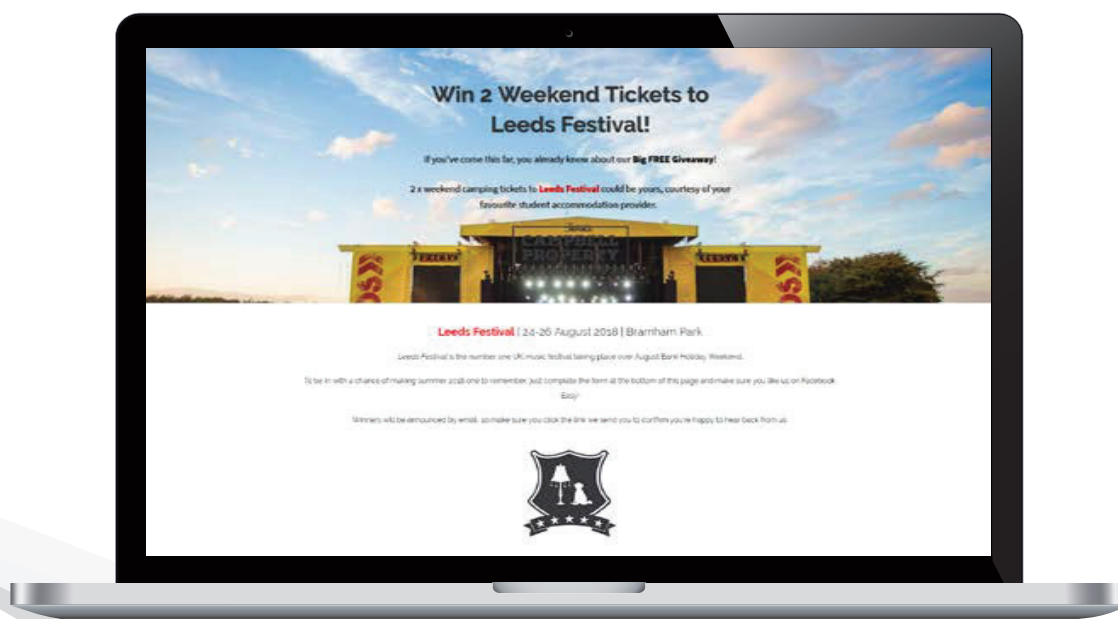
"We have been using Kulea for around 6 months now. We initially started conversations with Andrew as we wanted to enhance the customer's journey on our website with automation but first, we had a data capture project we needed help with!

We ran a competition to win 2 Leeds festival tickets in order to capture student data for marketing purposes. I couldn't believe how simple it was! We have now had 215 (and counting) entries into our competition that we have been able to actively market our product too. With 5% converting into sales, these have more than paid for the annual use of Kulea. We will be customers for a long time!"

Lauren Britten

Marketing Manager

Campbell Property



keen to put Kulea into practise for
your business?

Contact us at:

hello@kulea.ma
+44 (0)1908 889 764

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