# Zumper Feed Integrations FAQ

Last Updated October 2026

## What integration formats (XML, MITS, API, etc…)  do you support?

Our standard integration method requires you to provide us with an XML feed file where we'll ingest your property content. Our specs are built to the 'Trulia Dev Guide,' but we accept most other industry standards. We can provide technical specs for formatting a single unit feed and/or a sample of our standard MITS format.

While we do not offer API integration, depending on the nature of the partnership, we can collaborate based on your needs and/or explore custom feed parsing.

## How often do you update data from feeds?

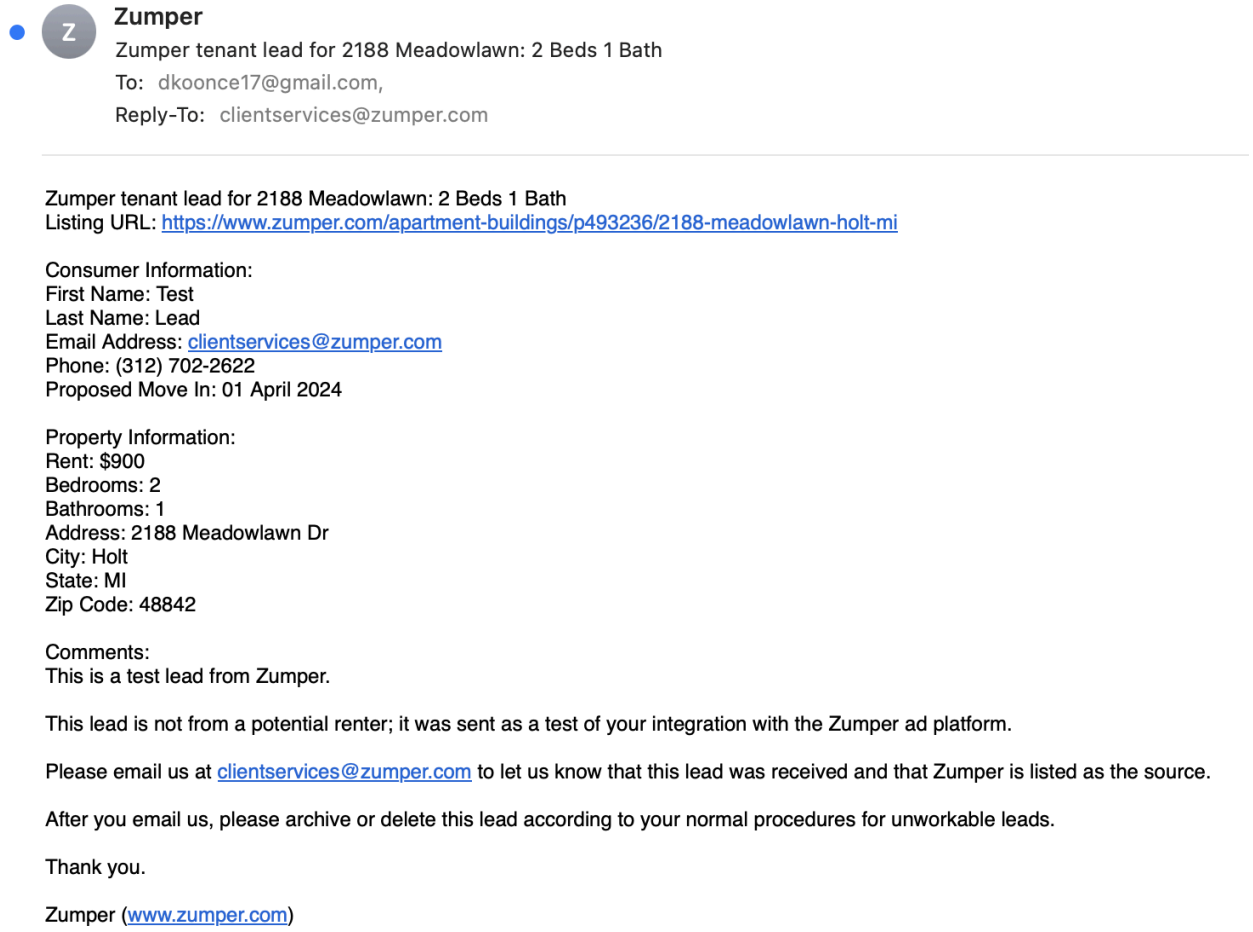
All syndication feeds are updated at least two times/day, with the frequency increasing for premium customers.

## How are leads delivered?

Our standard/free lead delivery is via email (plain text or html) back to the email address provided for each property. While you may see a proxy phone number assigned to your listing on Zumper, phone leads are routed back to the phone number provided in the feed.

For our premium partners, we can explore additional lead delivery methods (API, etc…) based on your needs and build to those requirements.

Sample lead:



**Zumper**
Zumper tenant lead for 2188 Meadowlawn: 2 Beds 1 Bath
To: dkoonce17@gmail.com,
Reply-To: clientservices@zumper.com

Zumper tenant lead for 2188 Meadowlawn: 2 Beds 1 Bath
Listing URL: https://www.zumper.com/apartment-buildings/p493236/2188-meadowlawn-holt-mi

Consumer Information:
First Name: Test
Last Name: Lead
Email Address: clientservices@zumper.com
Phone: (312) 702-2622
Proposed Move In: 01 April 2024

Property Information:
Rent: $900
Bedrooms: 2
Bathrooms: 1
Address: 2188 Meadowlawn Dr
City: Holt
State: MI
Zip Code: 48842

Comments:
This is a test lead from Zumper.

This lead is not from a potential renter; it was sent as a test of your integration with the Zumper ad platform.

Please email us at clientservices@zumper.com to let us know that this lead was received and that Zumper is listed as the source.

After you email us, please archive or delete this lead according to your normal procedures for unworkable leads.

Thank you.

Zumper (www.zumper.com)

## Do customers (landlords, property managers, etc…) of feed providers need to create accounts on Zumper?

Customers using a feed to syndicate their properties to Zumper do not require a Zumper account in order to publish properties or receive leads.

If you are interested in setting up an account or learning more about our products & services you can sign up for a Zumper Manage account here.

**Can customers edit a listing on Zumper or only via their feed?**

All property content should be updated and managed through your syndication feed, not through your Zumper account. This ensures that your feed is the main source of all property updates. If, for any reason, the feed is not updating your properties, you can contact us at support@zumper.com for assistance.

## How long does it take for changes in the feed to be reflected on Zumper?

Changes (listing updates, removals, additions, etc…) should be reflected on Zumper the next time we process your feed. But please allow up to 24 hours for the changes to be reflected on Zumper.

## What content requirements do you have for displaying listings?

To publish your property, we require the below information. Properties that do not meet these requirements may not be published on Zumper:

- A working contact phone and email
- A correct address
- A minimum of one actual image of the property (no ads or placeholder photos)
- No heavy branding/watermarks
- A minimum description of 50 characters
- An accurate & transparent price

## What are some of the premium features Zumper offers?

For our premium partners, we offer the following benefits:

- Promoted placement in our search results so your customers get more leads

- Verified badging for your property
- Monthly reporting
- Inclusion in our partner re-syndication network (Microsoft Bing, Realtor.com, Chat GPT, Movoto, and more…)
- Additional data pulls/refreshes
- Priority Support
- Custom technical integrations for feed parsing and/or lead delivery

## What is the pricing for your premium package?

If you have some inventory that you'd like promoted, you can send us a separate feed of those listings using the same XML format as your free feed. We charge between $5-$10/lead depending on how much promotion/search ranking priority you want, and you can set a monthly budget cap.

If you prefer having your customers pay us directly, they will need to sign up for one of our premium listing plans.

## What premium integrations does Zumper support?

We support over 20+ third-party integrations that include adding virtual media, custom lead delivery, integrated tour booking, property content enhancements & more. Some of these integrations include:

- **Virtual Media** - Matterport, LCP 360, Peek, YouTube, Vimeo, InsideMaps, Panoskin, GRYD, VPIX & more
- **API Lead Delivery** - CRMs, Salesforce, Hubspot, & more
- **Tour Booking** - RentCafe, Entrata, Knock, Funnel, Hy.ly
- **Content Enhancements** - Neighborhood info, Custom amenity mapping, Property ratings & more

For questions or more information on our integration partners, please email your Zumper POC or ' feeds@zumper.com '.

## Who is the contact for support related questions?

For any issues or questions regarding your syndication feed you can contact 'feeds@zumper.com'. For general inquiries or other questions you can contact 'support@zumper.com'.

Our standard response time is within one business day.

## Getting started

- Complete & sign our 3P Content Agreement
- Prepare a feed that meets our specifications - please refer to our feed specs at the bottom of our feeds help center page located here
- Submit both the order form and XML endpoint to feeds@zumper.com