

Zumper Feed Integrations FAQ

Last Updated 3-22-24

What integration formats (xml, mits, api, etc...) do you support?

Our standard integration method is for 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' however we accept most other industry standards. We can provide technical specs for how to format a single unit feed and/or a sample of our standard MITS format.

- [Zumper XML Feed Specification: Single Unit Listing Feeds](#)
- [Unit MITS Example](#)

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

How often do you update data from feeds?

All syndication feeds are updated a minimum of 2 times/day with the frequency increasing for premium customers.

How are leads delivered?

Our standard lead delivery is via email 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.

While we don't have lead API documentation to share we can build to your requirements to ensure a quick & seamless lead delivery process. For premium partnerships we can explore additional methods based on your needs.

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](#).

If a customer wants to edit a listing, can they do it on Zumper or only via their feed?

All property content should be updated & 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 resyndication 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 that 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 & 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 [Community Listing Service Order Form](#)
- Prepare a feed that meets our specifications (see above at the beginning of this FAQ)
- Submit both the order form and feed to feeds@zumper.com