

# Carter-Haston achieved 2X more engagement with Amplify for GBP



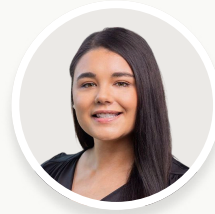
## The problem

Carter-Haston understood that performing well on Google means reaching and engaging with renters more effectively. But doing so requires multiple updates to every property's Google Business Profile everyday, a time-consuming task for their teams.

## The solution

Needing an automated, property-specific solution, Carter-Haston enrolled 8 communities in Zumper's Amplify for Google Business Profile. With daily, compelling posts, floor plan price range and availability updates, and customizable, relevant Q&As posted on their behalf, Google was able to identify their listings as accurate and trustworthy. This improved their SEO and meaningful renter engagement without manual updates. Using Amplify, Carter-Haston saw average year-over-year improvements in every tracked metric on their properties' GBPs.

"Zumper's **Amplify for GBP** has been a game changer for our team. The automation makes it effortless to keep our Google Business Profiles optimized, without adding extra work for onsite or corporate staff. The seamless tech integrations is a time-saver, a performance booster, and a reliable way to maximize our digital presence."



**Ariel Baranauckas**

Vice President of Marketing & Recruiting,  
Carter-Haston Real Estate

## Avg. YoY improvements using Amplify for GBP

**+120.6%**

Website clicks

**+132.7%**

Search views

**+415.1%**

Clicks-to-call

**+68.4%**

Map views

Google Business Profile Insights: May '24 vs May '25

Case Study Results - May 2024 - May 2025

