

CASE STUDY Smoobu

AI-POWERED CONVERSION PREDICTIONS FOR FASTER, SMARTER GROWTH

THE COMPANY

Smoobu is an all-in-one vacation rental management platform that empowers hosts to simplify and scale short-term rental operations.

PROBLEM STATEMENT

Smoobu's subscription model requires accurate forecasting of trial-to-paid conversions, but their handcrafted segmentation model was slow, rigid, and unable to provide user-level predictions. This prevented targeted acquisition actions, negatively impacting trial-to-paid conversions.

GEMMA ANALYTICS x  SMOOBU

GEMMA SOLUTIONS:

ML-BASED FORECASTING

A machine-learning model predicts conversion likelihood using historical and behavioral data, reducing dependence on manual segmentation or extensive interaction data.

ADAPTIVE INTELLIGENCE

The model autonomously learns patterns, eliminating static logic and uncovering insights missed by the handcrafted approach.

USER-LEVEL PREDICTIONS

Individual conversion probabilities enable targeted outreach, personalized incentives, and more efficient acquisition strategies.

Forecast error reduced by 50%

