



TWO **BURNING** ISSUES FOR SELF-STORAGE ADVERTISERS

COMMISSIONS ARE OUT OF DATE
NEXT LEVEL ADVERTISING ISN'T BEING UTILIZED



COMMISSIONS ARE
OUT OF DATE

Just Google it.

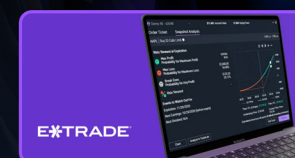
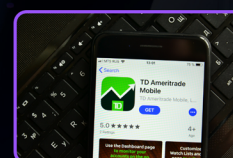
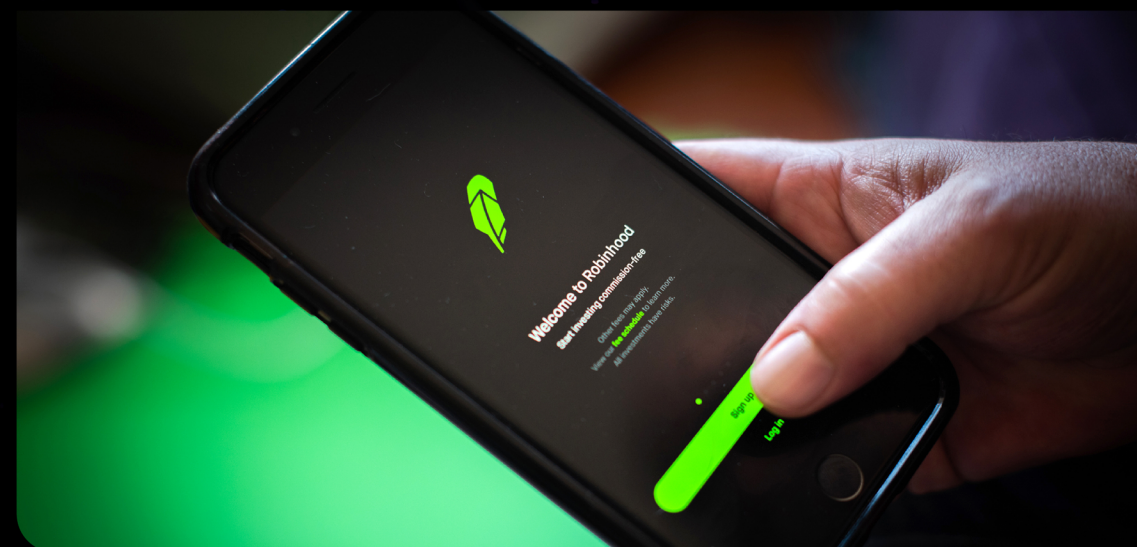
Many industries are switching away from commissions on sales, investments, and even real estate. Many companies are taking commissions on products and services that require no additional effort from sale-to-sale.

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Consumers have begun questioning this model, since it would seem to benefit the salesperson or advisor if the prices are driven higher.

Look at the major market shift with brokerage firms in 2019. **Charles Schwab** eliminated commissions on products for retail and investment advisor clients in response to market pressure from smaller consumer-focused competition like Robinhood.



TD Ameritrade and ETrade quickly followed Schwab, with Fidelity following suit a week later.

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Well, it seems that many **advertising agencies** in the commercial real estate and self-storage industry are still selling commissioned-based services to their clients. This is a longstanding traditional model.

But are they too being incentivized to increase your ad spend with little additional effort?

Are they working harder to maximize your pay-per-click (PPC) spend, or simply to maintain your commission basis?

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This model may have led to PPC managers becoming complacent over time. Now is the time to challenge whether your ad manager is doing their job to benefit your business and not theirs.

- Does your **ad manager** make all the changes you think they should?
- What if you're paying **too much** or not enough?
- Shouldn't your advertising spend be driven by some sort of **analytics**, instead of just to a budget?

Well, if you don't know whether your ad spend is working for you like it should, maybe it's time to investigate a smarter way to advertise.

Adverank could be the answer. Our monthly fee is fixed and isn't based on your overall PPC spend. Our only incentive is to see your business succeed and expand. Earning and keeping your business is hard work and we're not afraid of it.



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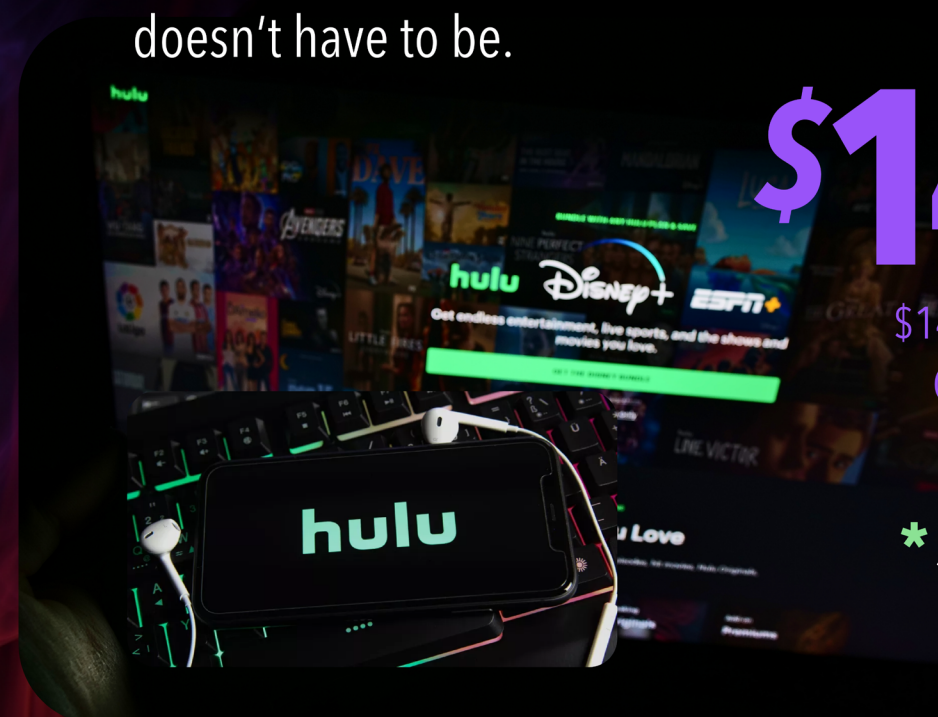
Another challenge for commission based PPC agencies is utilization of "**next level**" advertising channels. In addition to traditional social media channels, today's connected companies are utilizing TikTok, YouTube, Hulu, podcasts, and so on.



At Adverank, we are in tune with where today's consumers are being influenced. PPC will only get you so far in paid search results. Winners in the marketplace are going much **further**.

Truly understanding who you're reaching—and how often—across multiple platforms seems like an impossible task, but it doesn't have to be.

Adverank is versed in those channels, and we can help you get there.



\$14.2B

\$14.2 billion spent on
CTV ads in 2021*

*** Statista 2022**

Hulu and other streaming services - According to Hulu, their ad engine is 150% more effective than regular TV ads at developing recall and 24% better at creating an intent to purchase in viewers. Connected TV Advertising (CTV) is in for the long-haul, quickly establishing itself with today's cable-cutting generation of users. Adverank is an **Approved Hulu Ad Manager**, and we can get your ad placed in front of the right viewers at the right time.

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"We know from Kantar's 2022 Media Reactions study that TikTok is the platform on which consumers globally feel they have the best advertising experience, so it's critical for advertisers and their agencies to understand what works on the platform," said Nicole Jones, Senior Vice President, Growth & Strategy, Media & Content at Kantar.

123M+ **27%** **13.4%**

Video Views*

Increase in Ad Recall*

Brand Lift*

*TikTok case study - Mars Wrigley TREAT TOWN™ Campaign

Made For TikTok – Creative advertising agencies are leveraging the power of TikTok to reach its hyper-engaged community of shoppers, trendsetters and word-of-mouth advocates. It has quickly become one of the leading platforms for advertisers.





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Podcast listenership has risen sharply with 109 million monthly listeners in 2021, according to The Infinite Dial.

* **86%**

Podcast ads are the most recalled type of ad at 86%

*** Super Listeners 2021 report*,**



Adverank currently utilizes brands like Spotify and Pandora, which are the brands used most by almost half of all online audio users, and this increase in Podcast listenership further confirms the continuing shift away from terrestrial radio. Podcast ads are a great way to gain placement of advertising within relevant podcast shows.

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Adverank is more "On-Demand" than anything else out there. With PPC advertising strategies backed by our proprietary algorithms and our ability to reach consumers in new ways,

Adverank should be your first choice for digital advertising. But don't just take our word for it, our clients have been able to demonstrate impressive and meaningful results.

Contact us today to learn more.

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