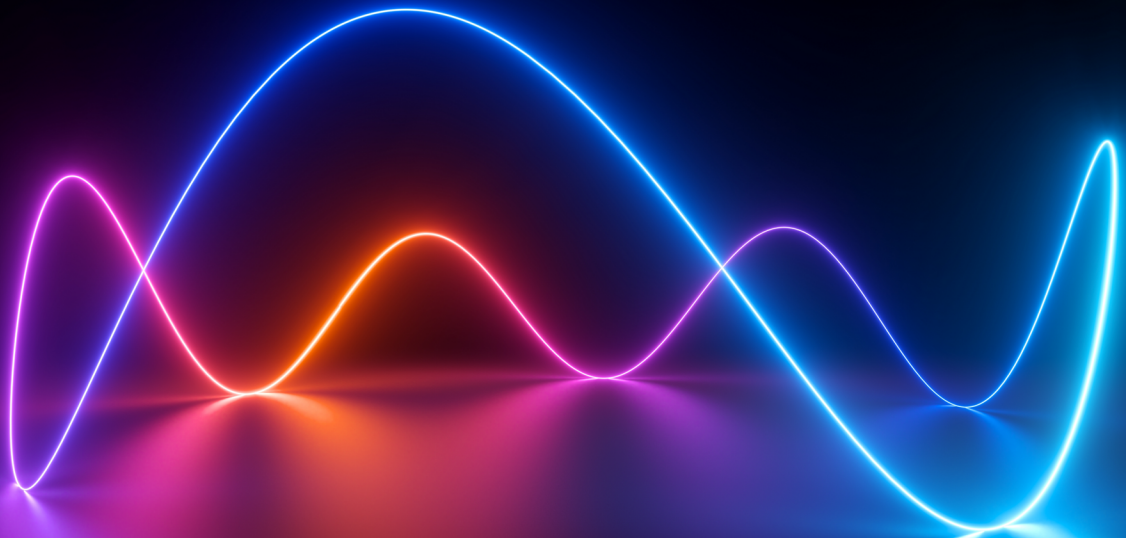




Self Storage Advertising

We want your success story, to be part of our launch story!





Alerts

IT ALL STARTS WITH ALERTS!

With Adverank, you get daily alerts that help you decide what facilities are performing as expected and what facilities need help.



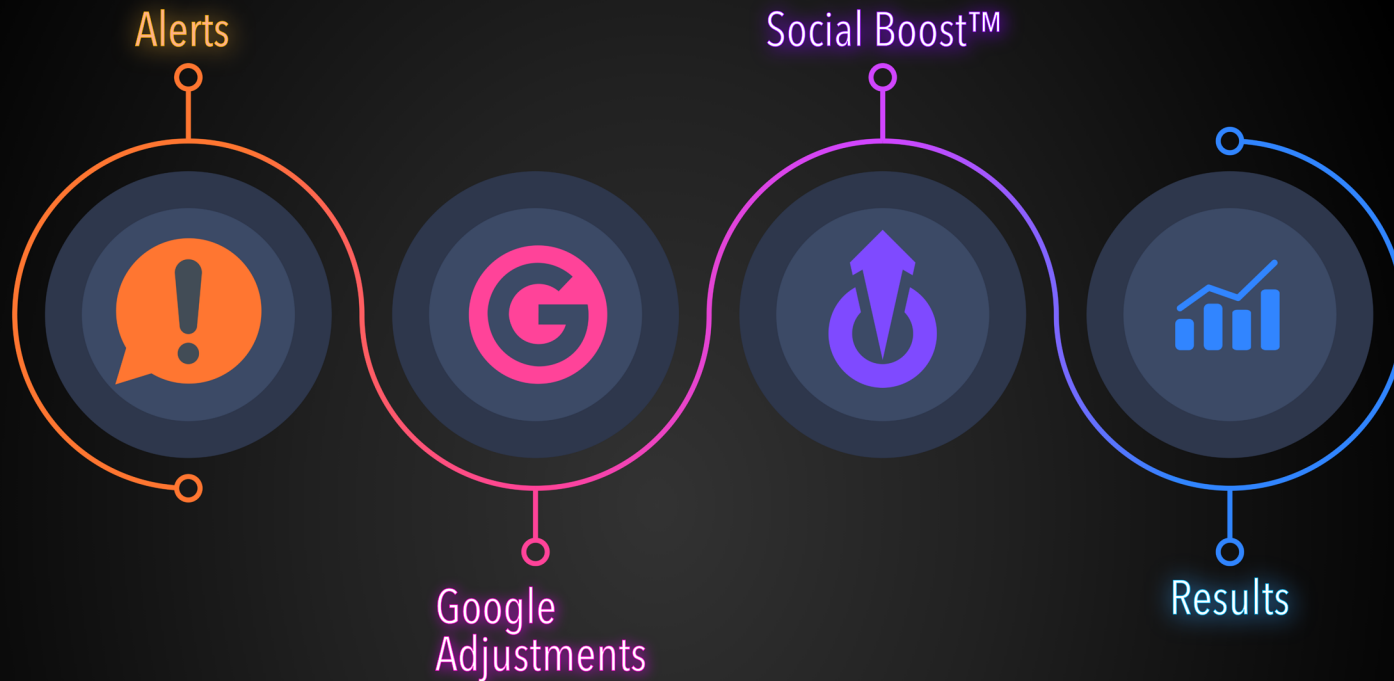
Google Adjustments

Adverank is connected to your Google Ads to allow you to make fast easy updates to your pay-per-click budgets.



Social Boost™

Sometimes a facility needs a rapid increase in occupancy. Within the software, you can request a Social Boost™, a powerful short social media campaign that runs across popular social channels to help drive immediate rentals.



Self Storage Advertising

Introducing Adverank, our new automation platform developed by experts in digital advertising, along with feedback from top operators in the self-storage industry. Adverank integrates with our proven Tech Enabled Ad Management services (TEAM). For the past several years, our TEAM services have successfully delivered increased occupancy, accelerated lease-up, stabilization, and greater customer lifetime value through the use of our proprietary algorithms to drive advertising decisions.

Adverank now provides near real-time insight into each facility in your portfolio, making pay-per-click (PPC) budget recommendations based on formulas intended to drive occupancy improvement. Adverank takes the guesswork out of advertising spending, giving you complete control over your digital advertising budget. It automates manual reporting and decision-making processes with data driven tools powered by Adverank.

Results

Storage operators live on the occupancy rates of facilities. With Adverank in place, you find success in knowing what to spend and where to keep revenue on target.





“ Seeing all of my facilities ranked so I can see where I need to focus our advertising attention, is life changing. ”



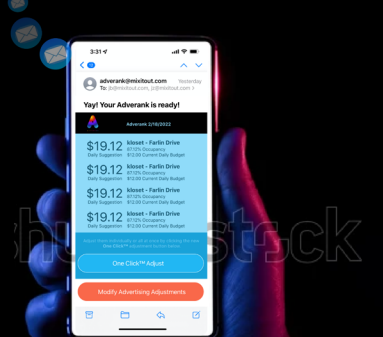
It All Starts With Alerts

Get your Adverank™ email alerts anywhere you get your email. Your mobile phone, your watch, or your desktop. Your alert contains all of your facilities while highlighting the locations that need an advertising adjustment based on occupancy and competitive Google Search metrics.

When you're ready to make a decision, a simple click is all that is needed to make adjustments to your Google PPC activities. Like buying a stock, our TEAM will receive your request and make the changes within the next "update window".

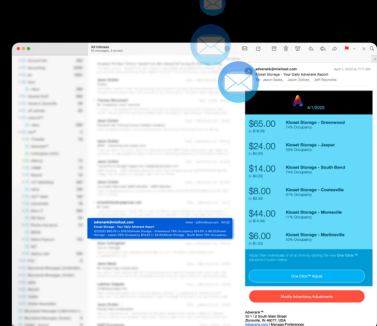
Mobile

Get email alerts on your phone



Desktop

Get email alerts on your desktop



Watch

Get email alerts on your watch



Email Alerts 90 DAY TRIAL

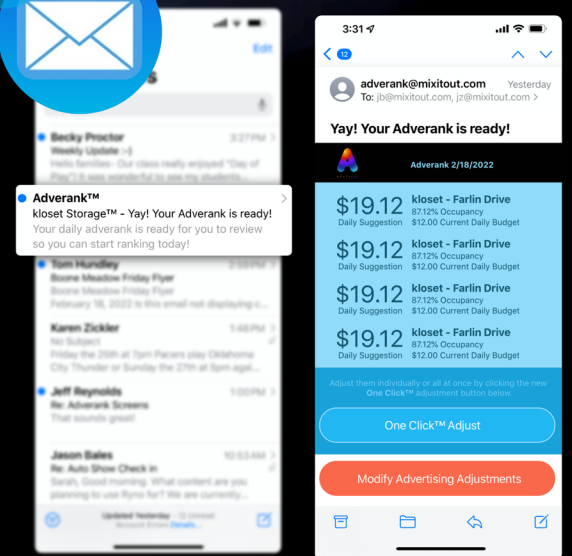
The data is updated nightly, but you can access the software 24/7. All adjustments will be made in the next adjustment window (typically 24 hrs).

Frequency

The alerts are fully customizable based on your occupancy type (unit vs area), your occupancy threshold, and Google Ads competitive threshold.

Current Data Metrics

Data that appears in the email includes facility name, occupancy, current daily budget for Google Ads, and most importantly the recommended daily budget adjustment.



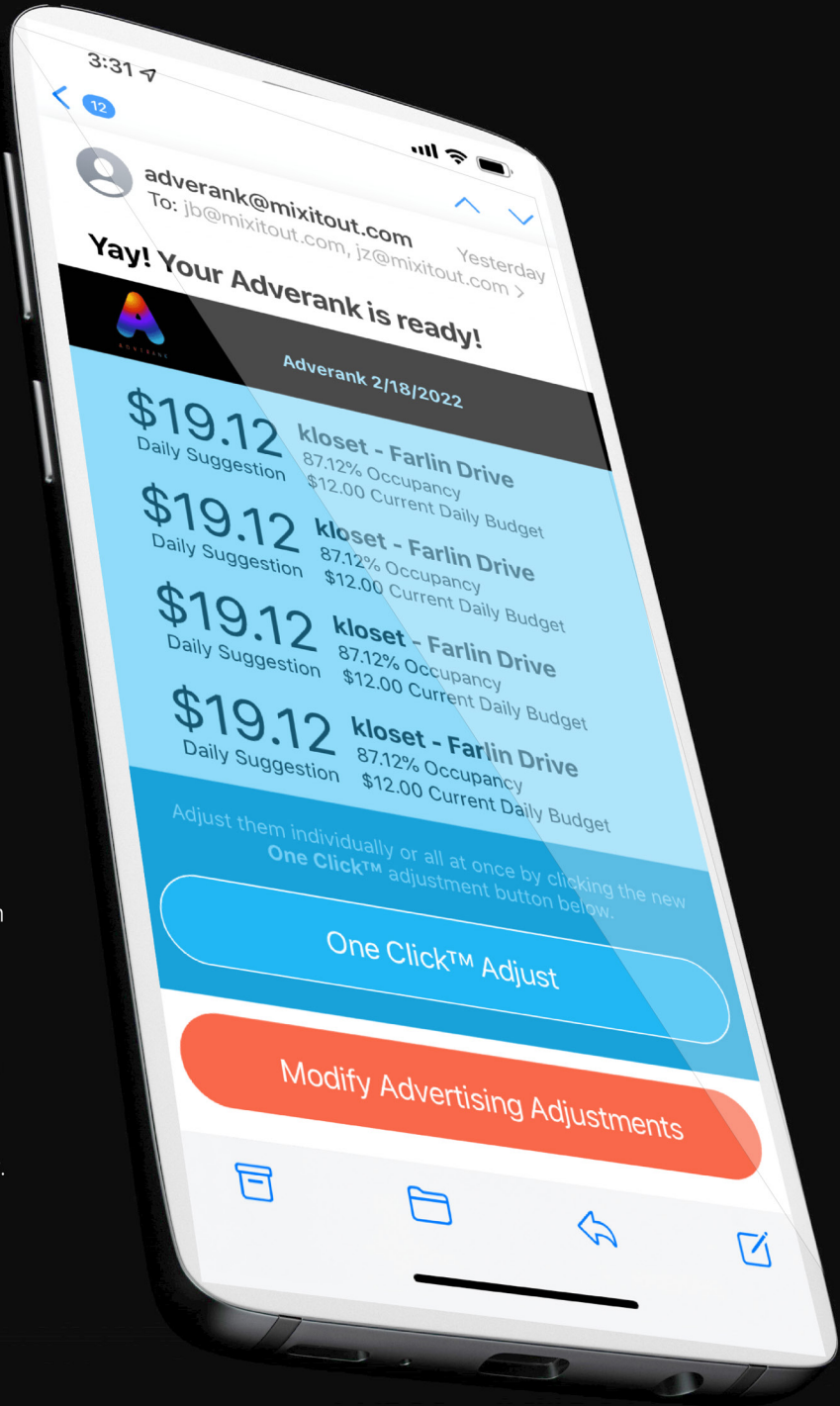
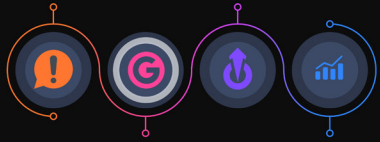
ENTIRE FACILITY LIST WE ARE WATCHING

HIGHLIGHTS LOCATIONS THAT NEED AN ADJUSTMENT

EASY ABILITY TO MAKE DAILY ADJUSTMENTS TO PPC

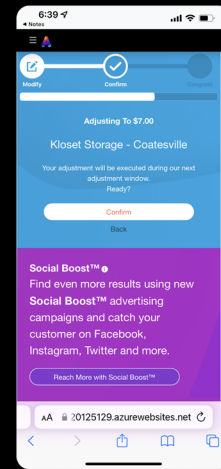
EASY ABILITY TO REQUEST MORE ADS ON SOCIAL





Google Adjustments

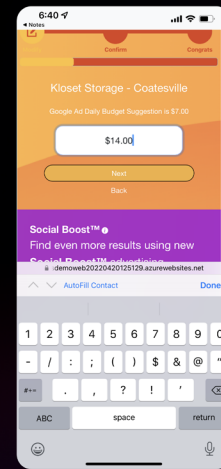
When you're to make a decision, a simple click is all that is needed to make adjustments to your marketing. Like buying a stock, our TEAM will receive your request and make the changes within the next update window. When you're to make a decision, a simple click is all that is needed to make adjustments to your marketing. Like buying a stock, our TEAM will receive your request and make the changes within the next update window.



One Click™ Adjust

ONE CLICK ADJUST

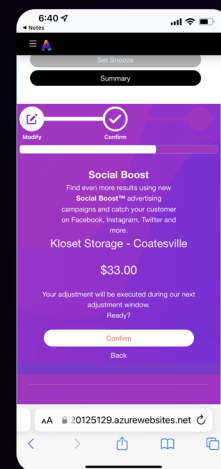
When you're ready to make a decision, a simple click is all that is needed to make adjustments to your marketing. Like buying a stock, our team will receive your request and make the changes within the next update window.



Modify Advertising Adjustment

MODIFY ADJUSTMENT

Sometimes a facility has external forces that cause an operator to modify the Adverank recommendation. These can be events such as construction, acquisition, or other internal factors. With Adverank you can simply modify the adjustment to meet your specific needs and the updates will be made.



Reach More with a SocialBoost™

RUN A SOCIAL BOOST™

With Social Boost™ campaigns, our clients multiply their online marketing efforts by reaching potential customers even when they are not actively searching for nearby storage facilities.

“ This whole idea of adjusting my Google PPC campaigns with a click or two is totally mind blowing. ”

Google PPC 90 DAY TRIAL

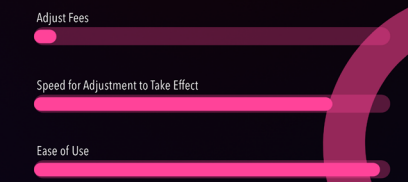
The data is updated nightly, but you can access the software 24/7. All adjustments will be made in the next adjustment window (typically 24 hrs).

Three Adjustment Types

Adjustments can be simply accepting ALL of the recommendations, accepting individual recommendations, or totally overriding the recommendations.

Snooze

If a facility does not need to be included in the list of adjustment recommendations, then a Snooze feature allows the data to collect in the background for 30 days.



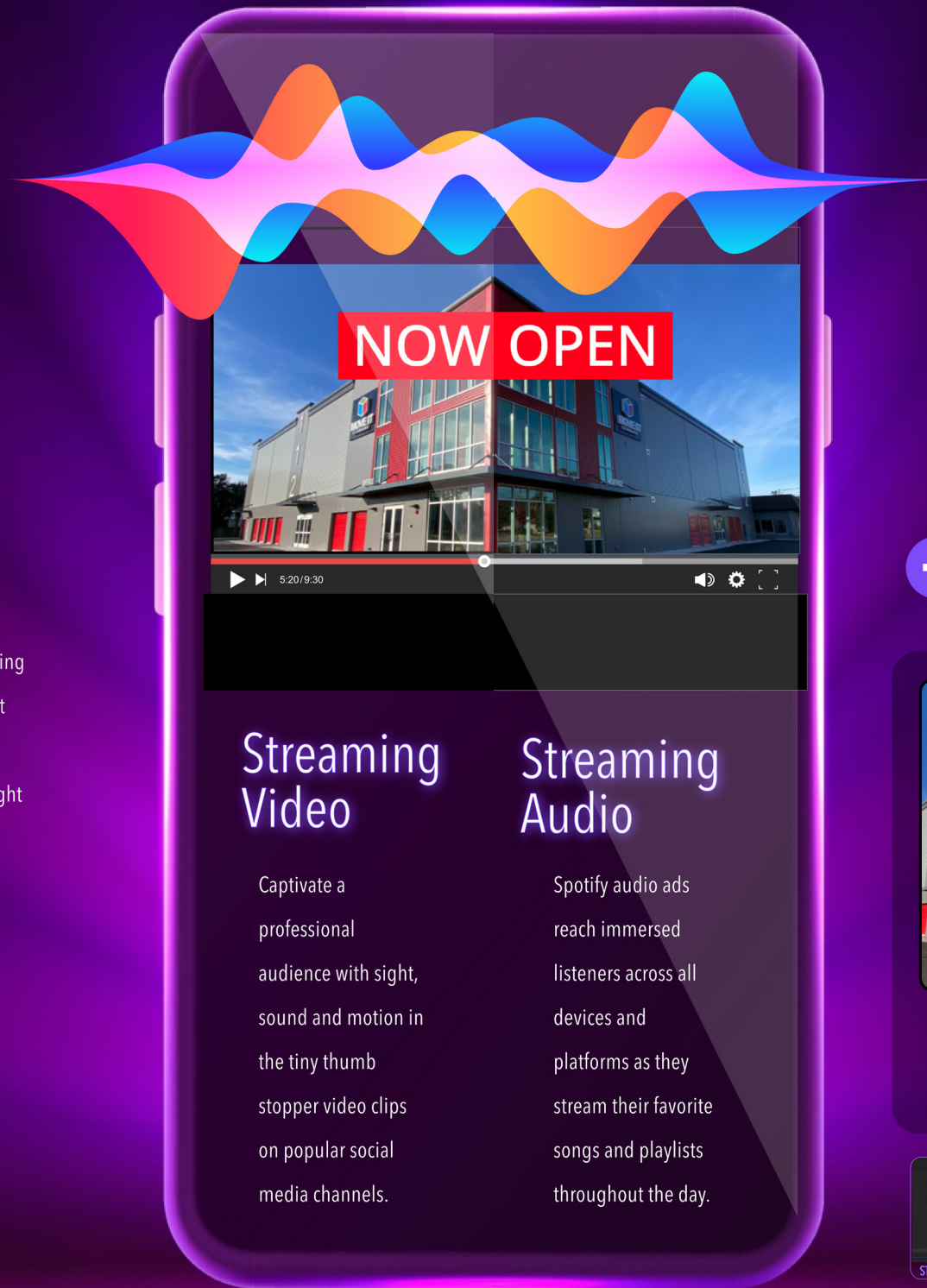


Reach More with a Social Boost™

With Social Boost™ campaigns, our clients multiply their online marketing efforts by reaching potential customers even when they are not actively searching for nearby storage facilities.

Our Adverank team builds social marketing campaigns that place your brand in front of consumers when they demonstrate behaviors or interests where storage might be of ancillary benefit.

Reach More with a SocialBoost™



“ I have never seen a lease-up this quick in all my years as a real estate investor. ”



Social Boost™ 90 DAY TRIAL

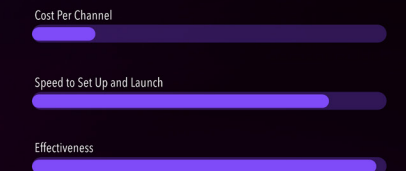
Social Boost™ Campaigns can be ran as frequently as you would like. Each Social Boost is priced individually and approved prior to campaign launch.

Social Channels

You will have access to a team of experts who will design and place ads on Facebook, Instagram, Twitter, Spotify, YouTube and Google Display Network.

Media Types

Our campaigns consist of streaming audio, video in multiple aspect ratios, display creative for dozens of sizes, and even interactive ads like scrolling sliders or carousels.



Grand Openings

Be ready to run Grand Opening campaigns when the need pops up. We can have a campaign running in 24 hrs.



Unique Storage

Seasonal pushes on unique storage like Boat and RV are a great reason for a Social Boost campaign.



Special Offers

When you have a need to lift occupancy a few percentage points, a SocialBoost is a perfect campaign.

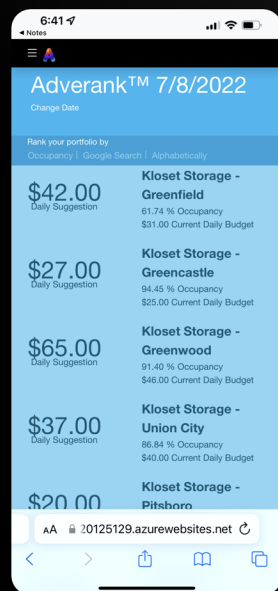




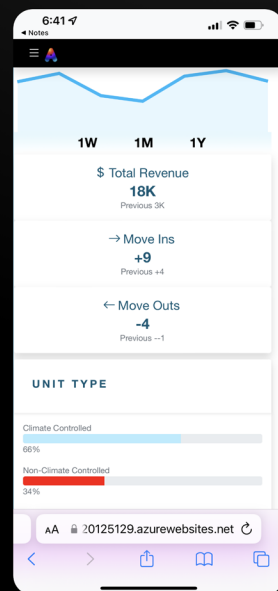
Interactive Results

The time to act is now, which is why we developed Adverank. With Adverank's proprietary mobile-enabled software, your existing property management system data is transformed into a powerful digital advertising strategy.

Adverank takes the guesswork out of advertising spending, giving you complete control over your digital advertising budget. It replaces manual reporting and decision-making processes with data driven tools powered by Adverank.



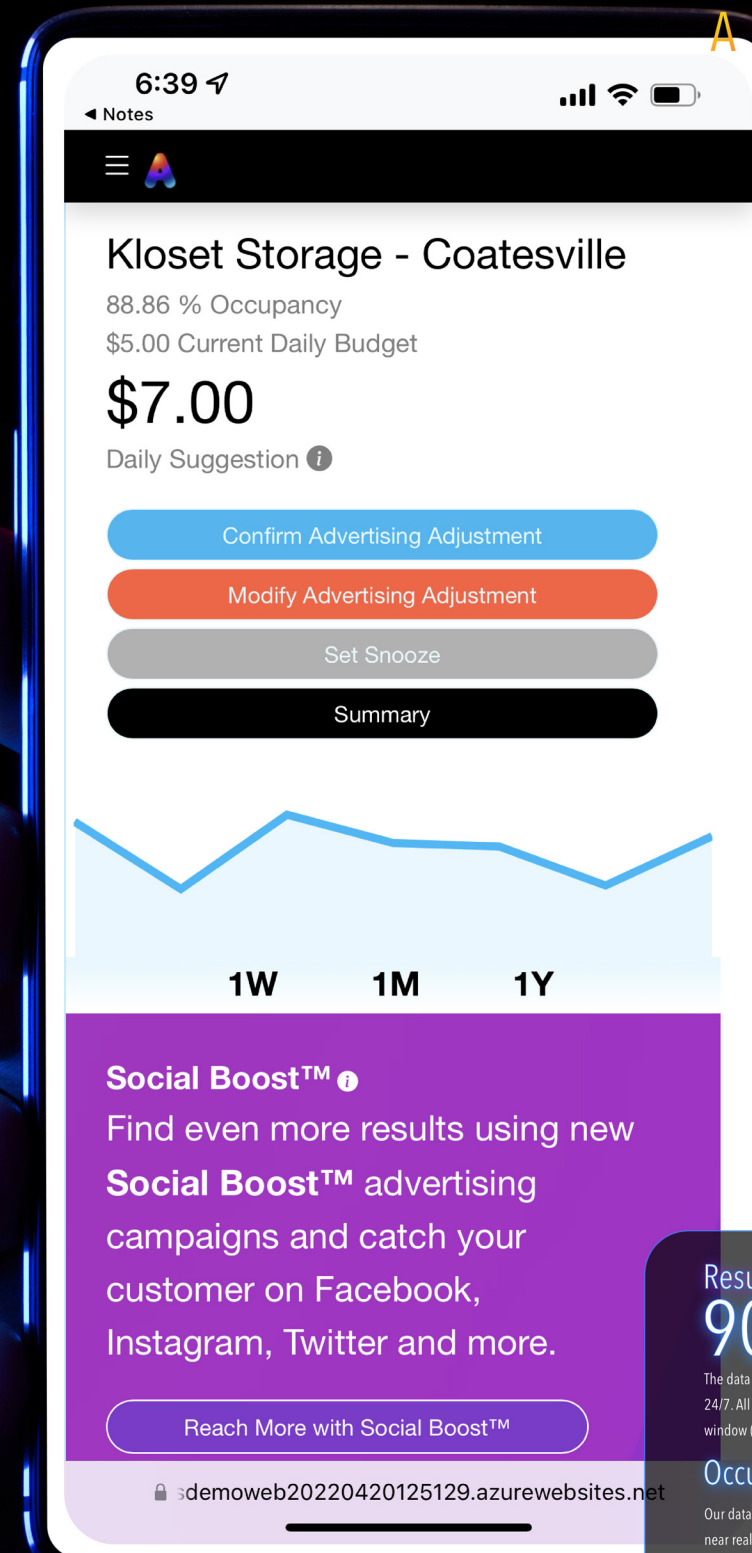
Facility List Menu
All facility types will be includes: snooze status, stabilized, and facilities that need a Google PPC adjustment.



Portfolio Metrics
Sometimes seeing the entire portfolio is the most important factor when considering an ad adjustment.



Desktop & Mobile
Currently, the storage operator facing interface of Adverank is available on desktop and mobile browser.



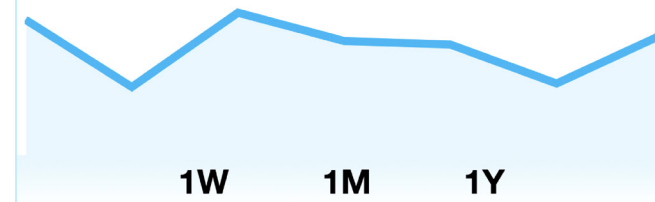
Kloset Storage - Coatesville

88.86 % Occupancy
\$5.00 Current Daily Budget

\$7.00

Daily Suggestion ⓘ

- Confirm Advertising Adjustment
- Modify Advertising Adjustment
- Set Snooze
- Summary



Social Boost™ ⓘ

Find even more results using new Social Boost™ advertising campaigns and catch your customer on Facebook, Instagram, Twitter and more.

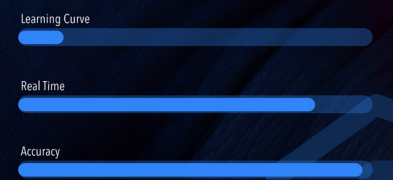
Reach More with Social Boost™

demoweb20220420125129.azurewebsites.net

Results
90 DAY TRIAL
The data is updated nightly, but you can access the software 24/7. All adjustments will be made in the next adjustment window (typically 24 hrs).

Occupancy Metrics
Our data is updated on a nightly basis so you can be reviewing near real time status of your individual facilities, or the entire portfolio.

Sort by Timeframe
Since watching your occupancy on a daily basis is time consuming, we allow you to review previous days, weeks, and months with the click of a simple toggle button.



“Having my storage data in the palm of my hand is what I was looking for and didn't even know it.”

sales@adverank.com



A D V E R A N K

ADVERANK SERVICES & SOFTWARE **90 DAY TRIAL**