

S E L F - S T O R A G E

A D V E R A N K TM

USING A.I. TO JUSTIFY PAID ADVERTISING

- POWERED BY MICROSOFT AI



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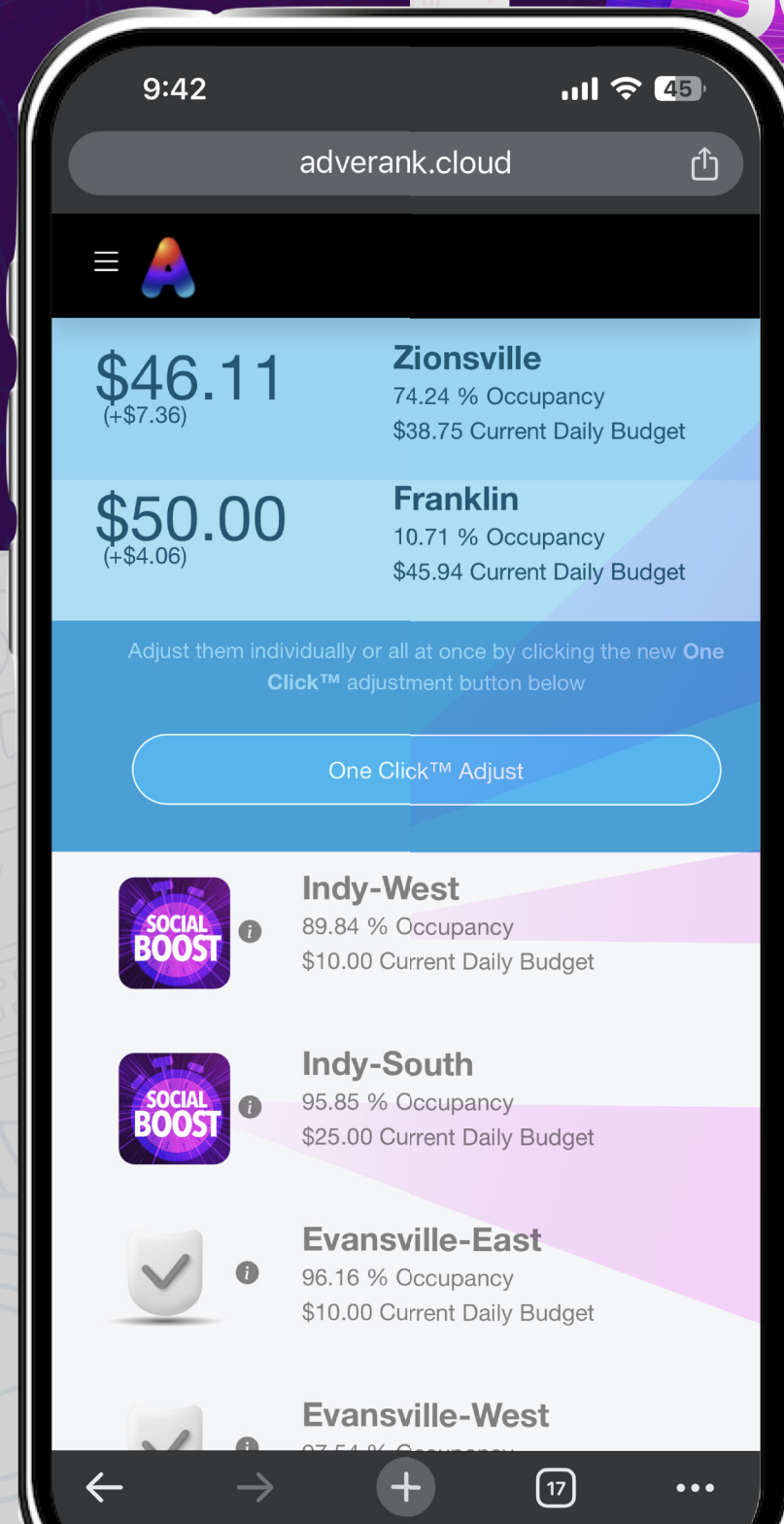
JUSTIFY PAID ADS



Adverank's integration of Microsoft AI-powered suggestions for Social Boost paid advertising campaigns represents a significant step forward for self-storage operators. This innovative tool not only helps in advertising your storage facilities online but also addresses a common challenge within the industry—stagnant occupancy rates. Here's how you can justify your advertising spend and budget increase using Adverank:

Adverank uses artificial intelligence, powered by **Microsoft AI**, to analyze data and make predictions about how well ads will perform. Adverank's latest feature is called Social Predict, which helps self storage operators decide whether or not to use a social media paid advertising campaign to find more customers.

A D V E R A N K™



Data-Driven Insights: Adverank's use of Microsoft AI ensures that your advertising decisions are based on data-driven insights rather than gut feelings or assumptions. This alone provides a strong justification for your advertising spend because it demonstrates a commitment to optimizing your marketing efforts.

Occupancy Rate Analysis: Adverank can analyze your occupancy rates over time. If it identifies a stagnation or decline in occupancy, this is a clear indication that your advertising efforts need attention. This data is critical to support your request for a budget increase.

Social Boost Campaign Recommendations: Adverank's AI provides recommendations on when to use Social Boost paid advertising campaigns. These recommendations are rooted in real-time data and trends, ensuring that your advertising efforts are timely and effective.

Targeted Advertising: With the help of AI, Adverank can identify the most promising segments of your target audience and recommend specific strategies to reach them. This targeted approach is more likely to yield results and justify your advertising budget.

Measurable ROI: Adverank tracks the performance of your advertising campaigns, providing you with measurable ROI data. You can show how your advertising spend translates into increased occupancy rates and revenue, which is a powerful argument for budget increases.

Competitive Advantage: Highlight that by using Adverank and AI-powered suggestions, you are staying ahead of competitors who may still rely on traditional advertising methods. This positions your storage facilities for long-term success.

Adaptability: Emphasize that your advertising strategy is not static. Adverank's AI continually adapts to changing market conditions, ensuring that your advertising efforts remain effective and responsive.

Cost-Efficiency: AI-powered suggestions can help optimize your advertising spend, ensuring that your budget is used efficiently to achieve the best results. This demonstrates responsible financial management to stakeholders.

Real-Time Reporting: Adverank offers real-time reporting, enabling you to provide up-to-the-minute updates on campaign performance and the impact on occupancy rates. This level of transparency adds credibility to your justification.

THE CRITERIA

Before Adverank's AI engine can run for a self-storage facility, the facility must meet **certain criteria.**

WHAT DO YOU GET WITH A SOCIAL BOOST?

It is not only static ads that you get with one of our social boosts. We also make **audio** ads that can be used on Spotify as well as radio, and when combined with the look of your other ads, we can make eye catching **videos** that go out on Social media channels, YouTube, and more.



LESS THAN 90

First, its occupancy rate must be less than 90%. This means that there are available units for people to rent.

NO RECOMMENDATION

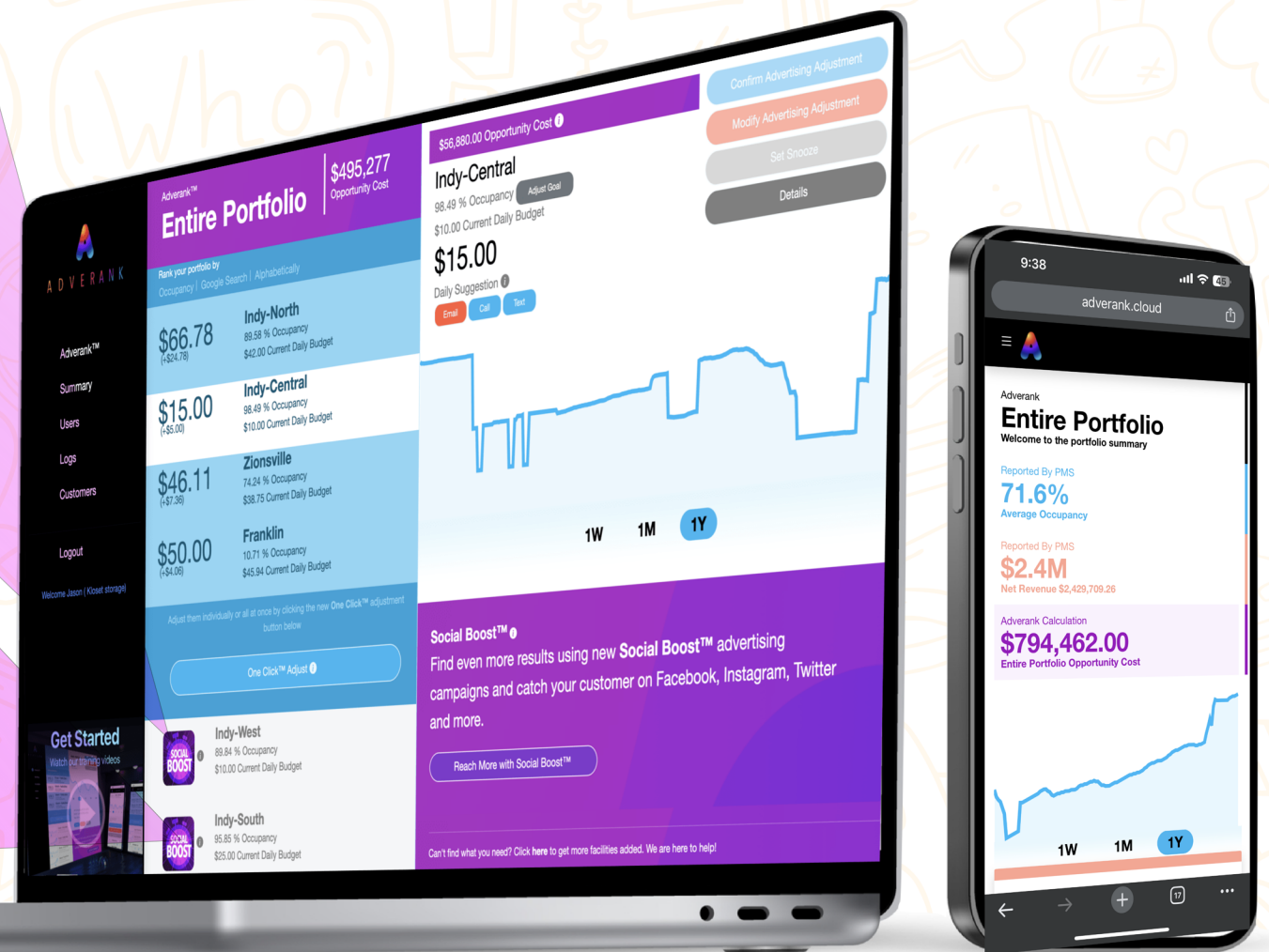
Second, the facility must not already have an Adverank Pay-Per-Click (PPC) Budget Adjustment Recommendation. PPC is another type of online advertising where businesses pay for clicks on their ads.

LESS THAN 5

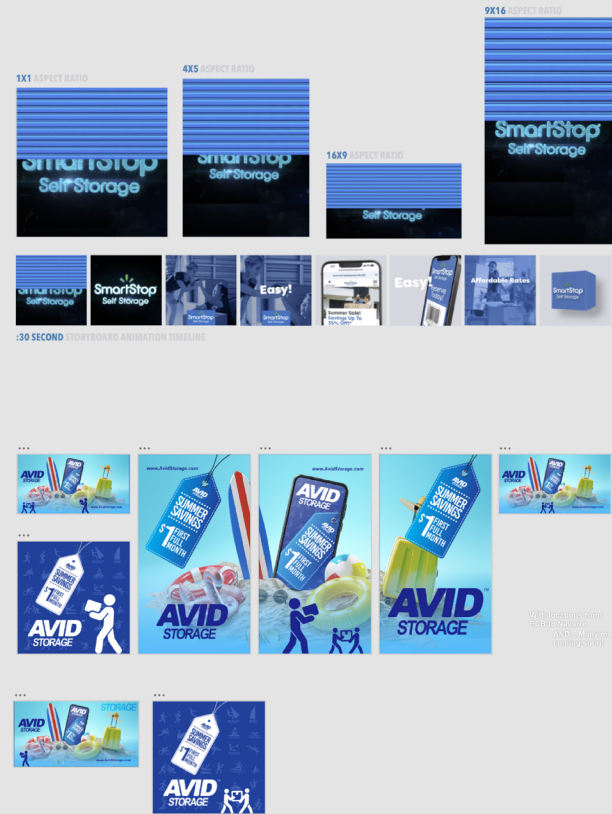
Third, the facility must have a search lost rate of 5% or less. A high search lost rate means that potential customers are having trouble finding the facility's ads online.

NO SOCIAL BOOST YET

Finally, the facility must NOT already be running a social boost, which is a paid promotion on social media to increase visibility.



ATTRACT MORE



FIRST THING FIRST

These **criteria** are important because Adverank wants to make sure that a facility's PPC campaign is working well before adding a social boost. If a facility's occupancy rate is **low** or its PPC campaign needs **improvement**, Adverank believes that focusing on PPC will lead to better results overall.

WHAT IS A SOCIAL BOOST?

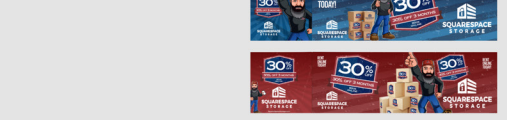
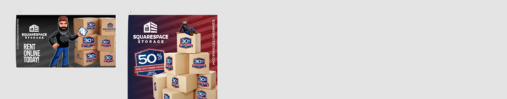
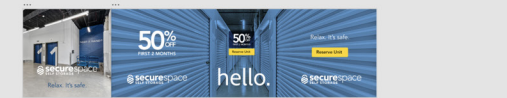
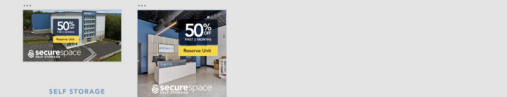
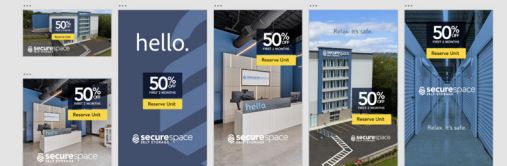
Before we run a Social Boost, we send you a **Campaign Document** so you can modify and approve all the display, audio, and video storyboards before we build anything.

Social boosts run for **30 days** at a time so you can always re-evaluate if you want to continue with another boost prior to over-spending.

People access Facebook, Instagram, X, Spotify, YouTube and the Google Display Network on PC's, Phones, Tablets, and more, meaning there is not just one size ad that fits all devices. Because of this, we create **multiple** sizes that are specific to the platform and device, so you get the most out of each ad.

WE GO BANANAS FOR ADWORDS

However, if a facility meets all **the criteria** and its occupancy rate is predicted to stay the **same** or **decrease**, then a **Social Boost** may be recommended to help attract more potential renters.



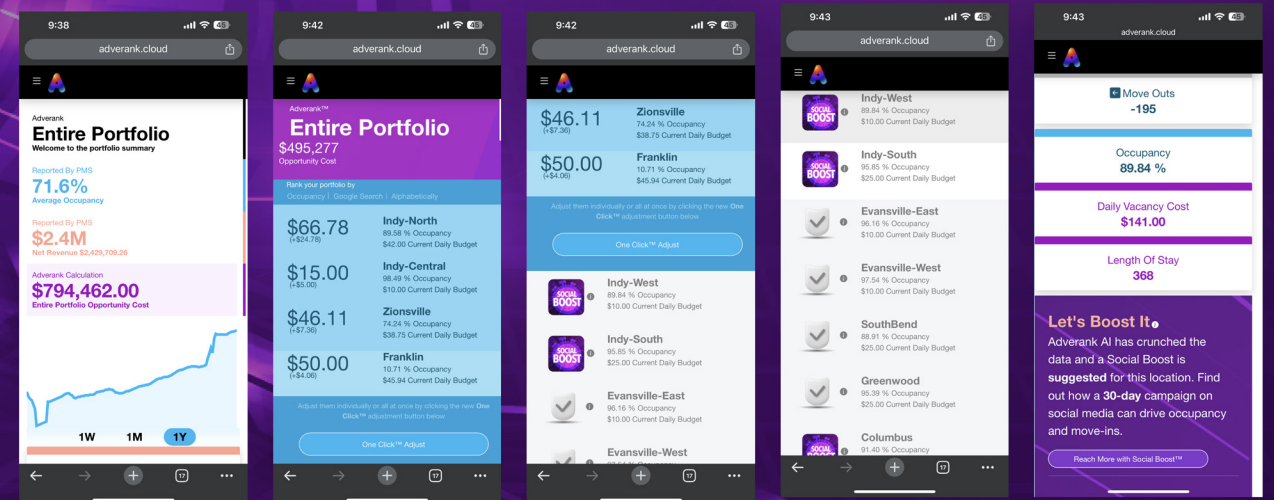
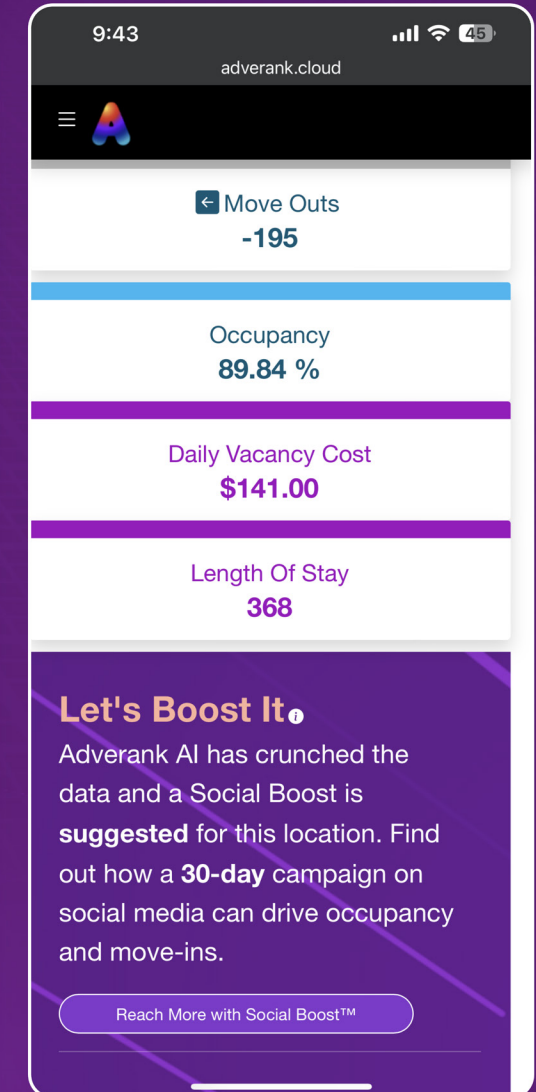
SINGULAR SPECTRUM ANALYSIS (SSA)

In technical jargon, Adverank's AI engine uses **Singular Spectrum Analysis (SSA)** to predict a facilities' occupancy rate for the next five weeks.

SSA is a method of time series analysis and forecasting. It sounds complicated because it is. **It involves using our friends at Microsoft AI** to analyze data over time to detect patterns and trends

YES, IT REALLY WORKS

This means that we can analyze your facility's occupancy in the presence of noise (such as **seasonal fluctuations** or external factors impacting occupancy) without relying on predetermined models. This is very useful in the case of self-storage facilities, which can be impacted by many different factors.



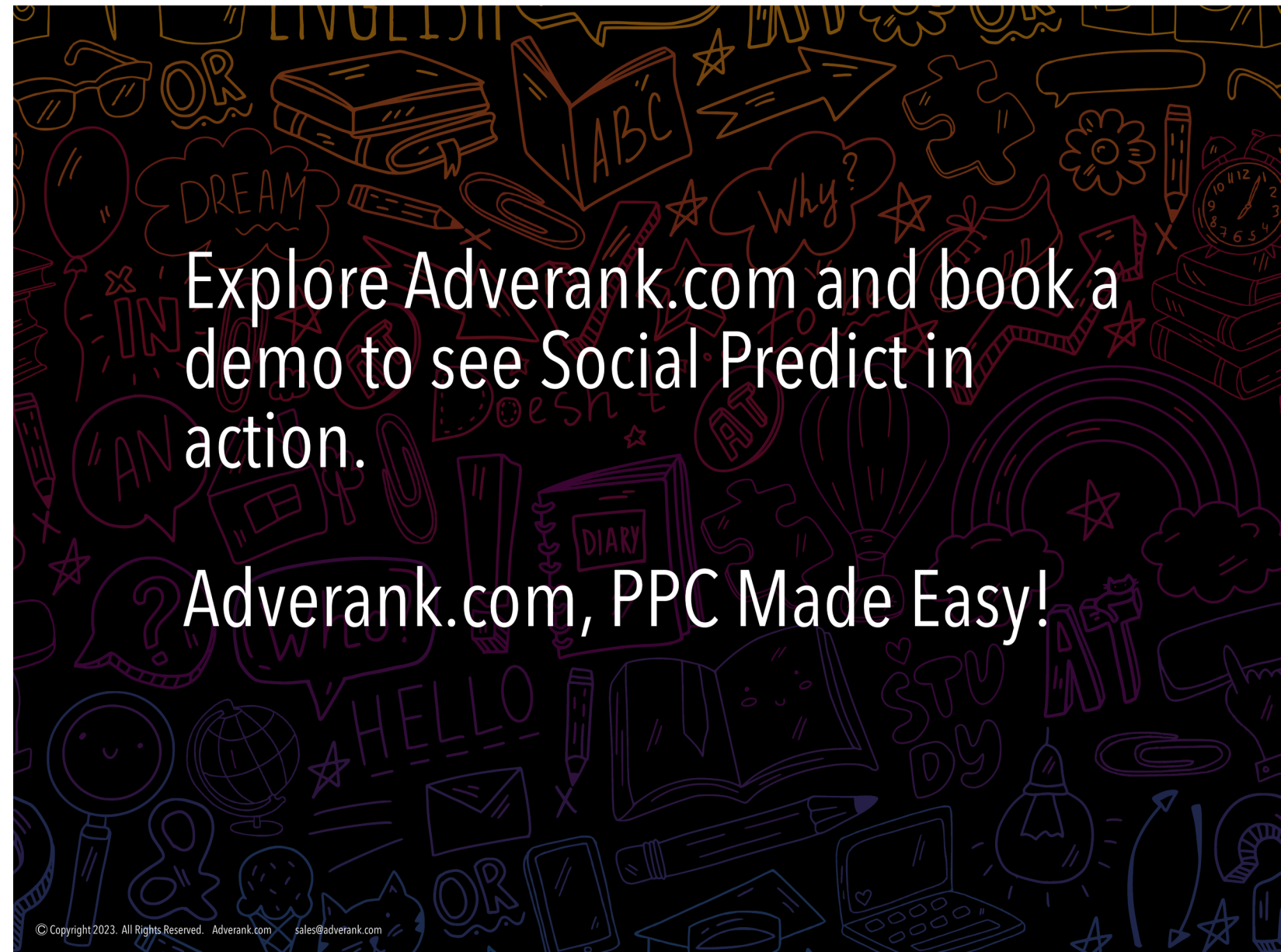
NOW WHAT?

Adverank builds a model with as much data as it can collect for a facility and **trains** it to run an **SSA** forecast. If the forecast predicts that a site's occupancy rate will increase, then no Social Boost is recommended.



However, if the forecast predicts that the occupancy rate will stay the same, decrease or remain stagnant within **2.5%** of current occupancy, then Adverank may recommend a Social Boost to help the facility attract more renters.

Overall, Adverank's new **Social Predict** (powered by Microsoft A.I.) feature helps storage operators make informed decisions about their online advertising strategy. By analyzing data and making predictions based on that data, Adverank can help self-storage facilities get the most out of their **paid** promotions and attract more leads and customers.



Explore Adverank.com and book a demo to see Social Predict in action.

Adverank.com, PPC Made Easy!

OR SELF-STORAGE
DREAM
Why?
to be
AN
HELLO
Microsoft
Coffee
WHAT???

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