

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

A D V E R A N K TM

TEAM TM

TECH ENABLED AD MANAGEMENT

TECH ENABLED AD MANAGEMENT

TECH ENABLED AD MANAGEMENT and what that means.



Most successful business owners utilize a vast array of **technology** products and services to help them manage their businesses.

In the **self-storage** arena, some of those include website hosting, property management systems, access control systems, etc.

Products from tech giants Intel, Google, and Intuit have long been in the stack as well. These **technologies** enable management of much of the business, providing owners with additional time and/or **peace of mind**.



SHIFT AWAY FROM MANUAL PROCESSES

In the past 10 years or so, there has been a paradigm shift away from **manual** processes to more **automation** and reliance on technology. In fact, **85+%** of today's U.S. market capitalization is comprised of intellectual property, services, and software as more than **75%** of companies rely heavily on **technology** to manage their businesses.

85%

U.S. MARKET CAPITALIZATION IS COMPRISED OF INTELLECTUAL PROPERTY

75%

COMPANIES RELY HEAVILY ON TECHNOLOGY TO MANAGE THEIR BUSINESSES

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As **NextGen** operators look to adding more **technology** to their stack, many are overlooking **advertising management** as an area for technology enablement. While many are using third-party services to assist with the placement and design of pay-per-click (PPC) and social media advertising, the internal processes are still very **manual** and outdated in their application.

At Adverank, we have Tech Enabled **Ad Management** as the very basis of our platform.

OUTDATED AD MANAGEMENT

Many operators spend hours of their time digging through **management reports** and/or building spreadsheets to analyze occupancy results. For the most part, this is occurring after the end of a month or other reporting period.

Next, the results of advertising must be **compiled** or reviewed and then compared to the occupancy results.

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Adverank Ad Management Software

Usually, there is also then a meeting to discuss these results internally or with outside vendors to determine the best course of action relative to **advertising** budgets. At the end of this long, arduous journey, gut-based decisions are required without the use of simple or sophisticated **technology**, and usually weeks after prior results.

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ADVERANK TECH ENABLED AD MANAGEMENT

Top operators today have **technology** tools that help them assess occupancy and advertising performance **hand in hand**.

At Adverank, we utilize **proprietary algorithms** to assess your daily occupancy results alongside PPC results to provide you with a daily Adverank of all your facilities. As well, Adverank provides calculated **recommendations** for PPC budget adjustments based on your desired occupancy targets.

This information is always available on any **platform** with access to the Internet.

This allows operators to make quick **decisions** in response to changes in occupancy or ad performance.

It also eliminates hours of time usually dedicated to making these **decisions** based on more traditional methods.

Adverank **measures** what matters and presents it to you in a way that can be easily acted upon.

Today's operators have better uses for their time than trying to sort through reports, have meetings, and make unsupported **advertising** decisions.



Tech Enabled Ad Management should be in every operator's toolbox to help align financial resources set aside for **advertising** with the **occupancy** goals

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