

A D V E R A N K™

Hey Zip It

S E L F S T O R A G E
O C C U P A N C Y & A D S



ZIP YOUR OCCUPANCY & ADS

ADVERANK HAS 4 MAIN COMPONENTS

Essentially we **ZIP** two data sources together.



Alerts

Alerts or Email notifications



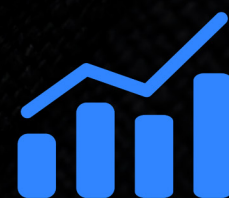
Google Adjustments

Google Adjustments or Pay-per-click (or PPC) campaign changes



Social Boost™

Social Boosts or rich media ads running on popular social channels and apps



Results

Results or Interactive dashboard like software interfaces

In essence, working with Adverank starts with us configuring and sending you email alerts regarding the occupancy of your portfolio and data related to Google search activity around each of your facilities.

Adverank watches (on a nightly basis) your area or unit occupancy of each facility and merges it with the facility Daily PPC budget and search volume.

Essentially we **ZIP** these two data sources

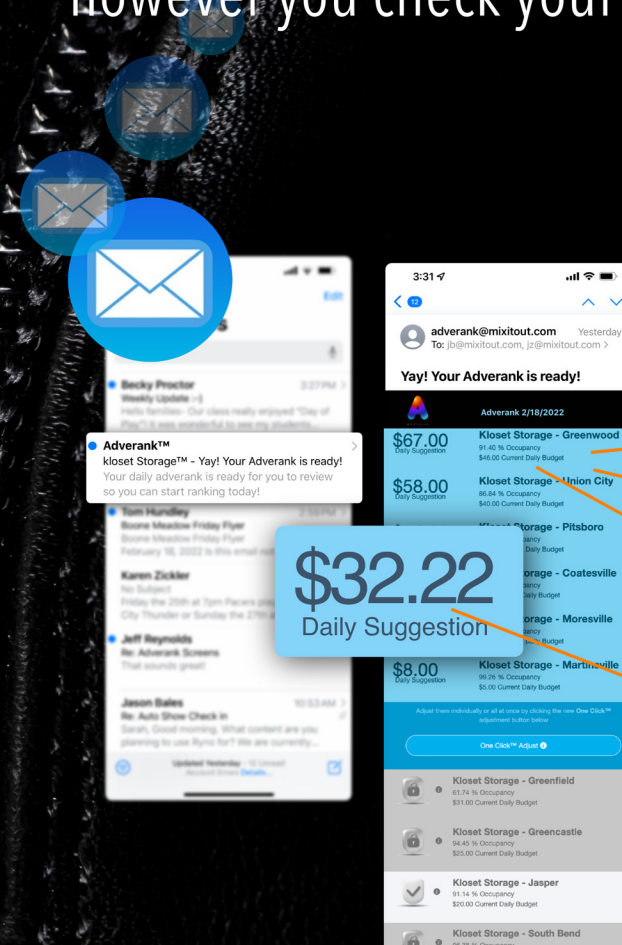
Storage Operators and Real Estate Investors have told us it's overwhelming and even impossible to get timely Occupancy alerts related to locations in a portfolio that might not be achieving a desired occupancy.

We have also been told it's impossible to make efficient PPC adjustments outside of gut instinct. Self storage operators want access to their data. Whether it's behind login credentials they have forgotten, or protected by a vendor that doesn't share PPC account access with customers, the reasons customers are switching to Adverank are growing.

ADVERANK ZIPS TWO KEY DATA SOURCES TOGETHER

Adverank **zips** two key data sources together into one master facility list (or Adverank) showing operators and investors where immediate adjustments can be made to PPC. We do this with full transparency....**everyday.**

You get notified when Adverank hits your inbox, however you check your email.



Daily **alerts** include:

Each Facility Name

Daily Ad Budget

Daily Occupancy

Most importantly Adverank sends you the **Daily Suggestion** for making a Google PPC adjustment. Again, this is all calculated nightly.

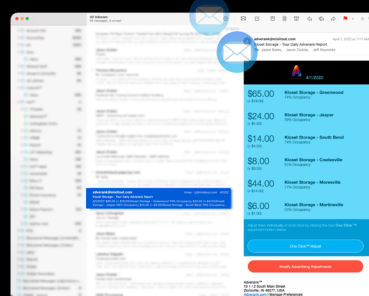
Mobile

Get email alerts on your phone



Desktop

Get email alerts on your desktop



Watch

Get email alerts on your watch



The email alert hits your device, and you get a timely rank of your entire portfolio with suggestions for where to make adjustments.

We even configure how often you receive these alerts.

HEY, ZIP IT. SELF STORAGE OCCUPANCY & ADS

HEY, ZIP IT. SELF STORAGE OCCUPANCY & ADS

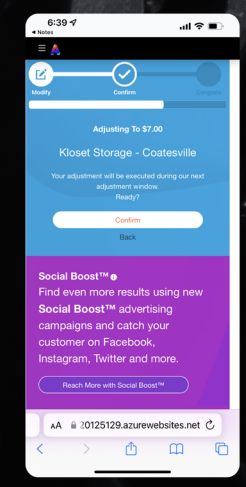
QUICK CONTACT

In some cases an adjustment is not needed at all, but you want to contact someone about a specific property and discuss marketing ideas for the next week, we have **tools** for making quick contact.

Indy-Central
93.99 % Occupancy Adjust Goal
\$5.00 Current Daily Budget
\$10.00
Daily Suggestion ⓘ

Email
Call
Text

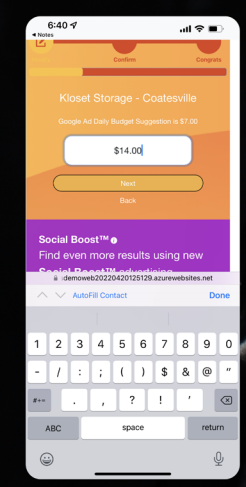
Text
Call
Email



One Click™ Adjust

ONE CLICK ADJUST

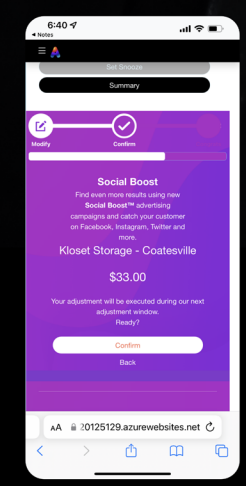
Operators and Investors can accept the Adverank suggestion for each facility or use the concept called **"One Click Adjust"** and Adverank makes all the changes within the next adjustment window.



Modify Advertising Adjustment

MODIFY ADJUSTMENT

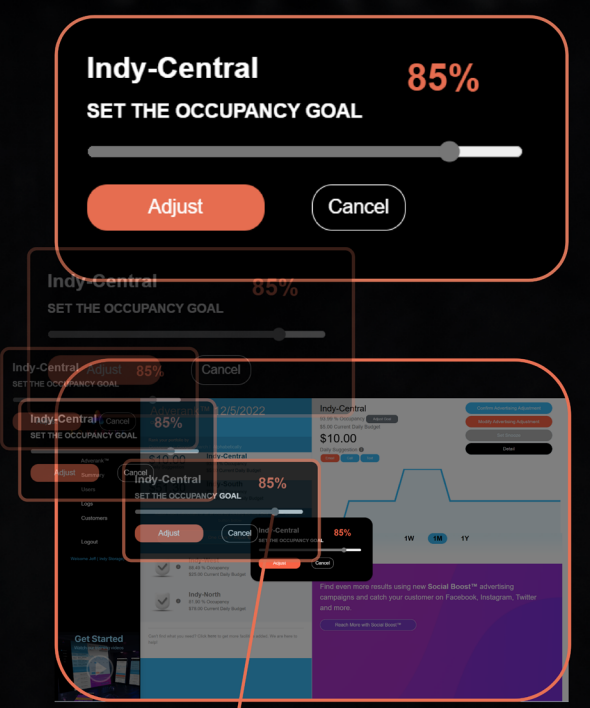
Sometimes operators and investors want to **MODIFY** the Adverank suggestions up or down based on internal forces. We have a digital tool for doing that.



Reach More with a SocialBoost™

RUN A SOCIAL BOOST™

And for those facilities in rapid turnaround or acceleration during a lease-up, we have a special service called a **SocialBoost**.



Maybe there is a unique ownership mix with a facility and it needs a specific **GOAL** separate from the rest of the portfolio.

We have a **tool** for that.

REACH MORE WITH A SOCIAL BOOST™

The SocialBoost is a chance to predict and find potential customers who might be showing signs of needing storage. Internet behavior, interests, and location can help Adverank serve ads to potential customers around a facility in need of an aggressive OCCUPANCY boost.

Reach More with a SocialBoost™



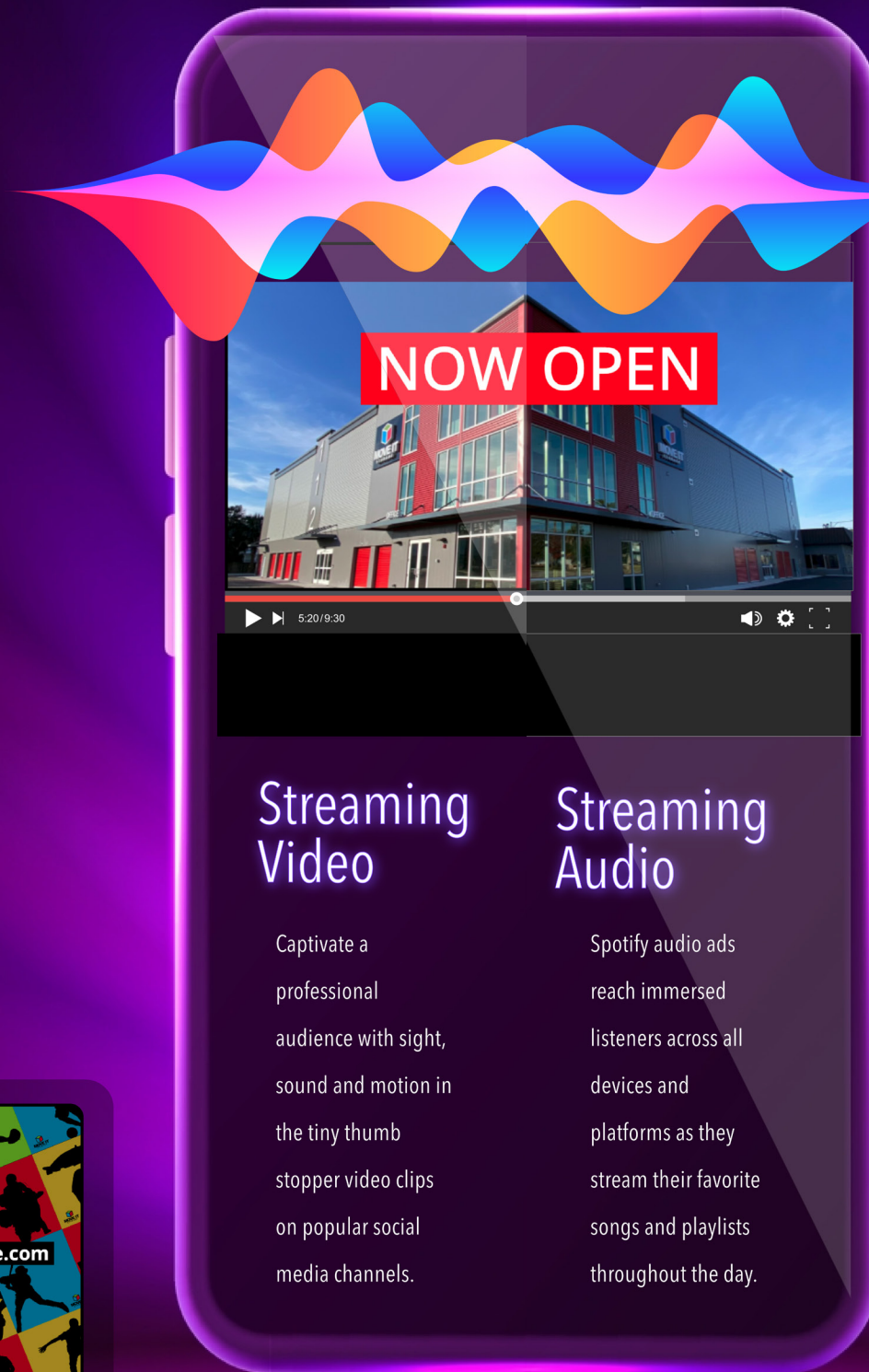
Grand Openings



Unique Storage



Special Offers



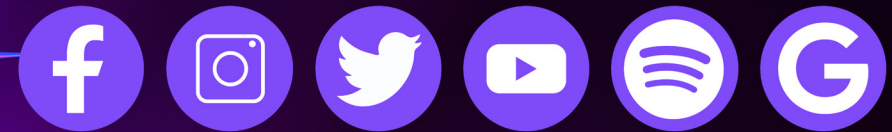
Streaming Video

Captivate a professional audience with sight, sound and motion in the tiny thumb stopper video clips on popular social media channels.

Streaming Audio

Spotify audio ads reach immersed listeners across all devices and platforms as they stream their favorite songs and playlists throughout the day.

These campaigns usually run for 30 days and hit YouTube, Facebook, Instagram, Twitter, Spotify and Google Display Network.



We send you a visual campaign package for you to review and approve prior to running.

Once complete, the occupancy results are found in the Adverank software by clicking into the facility profile screen.

At any point, key metrics associated with Occupancy can be visualized with just a few clicks. Even Move-Ins and Revenue can be used in the workspace.

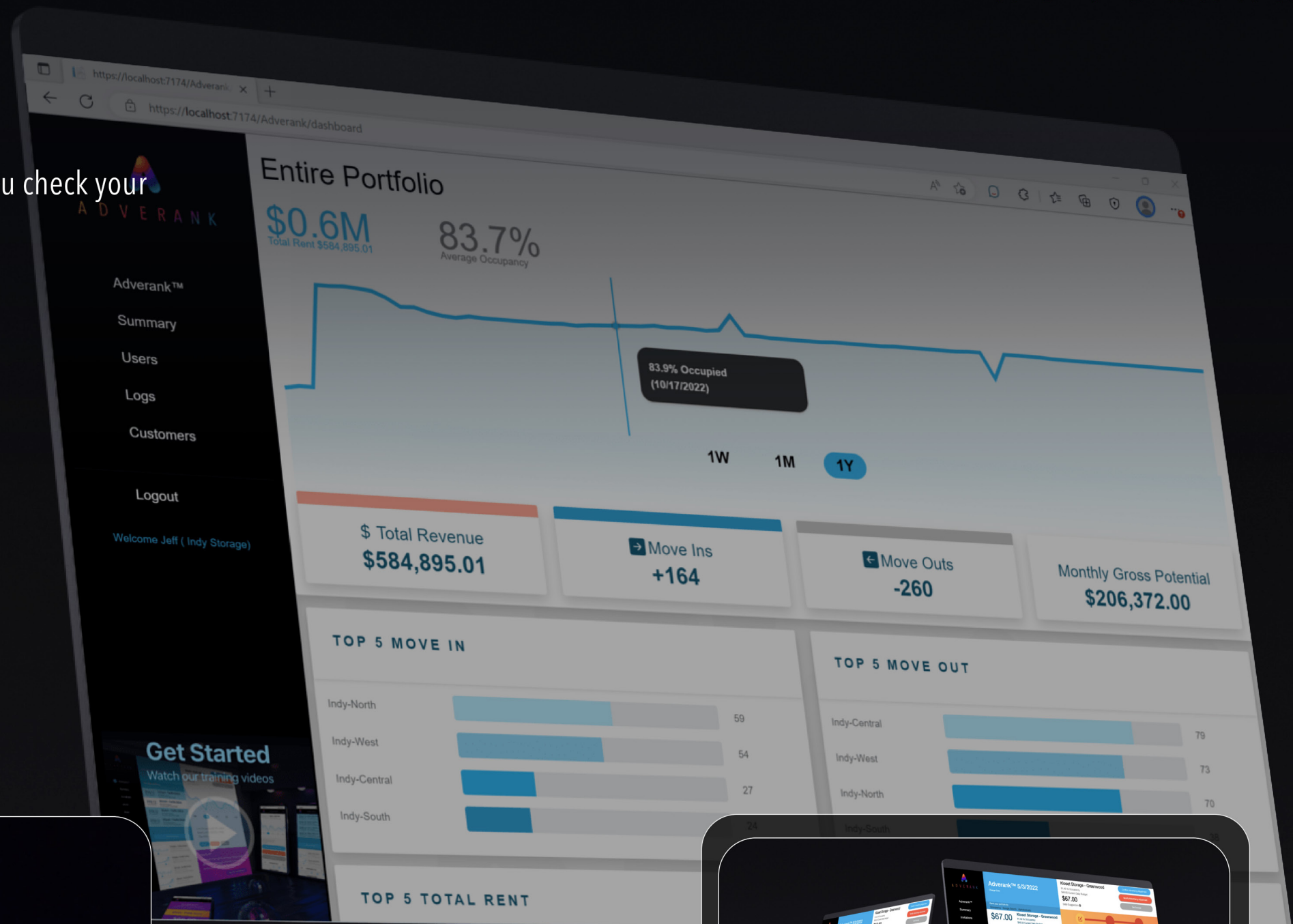
All of these results and all of these ad campaign adjustment options are NOW available in our Adverank software for you to use when making decisions.

If zipping together occupancy data with your ad strategy sounds important to you, please visit Adverank.com for more information.



You get notified when Adverank hits your inbox, however you check your email. Then dig in and get to work.

It's that **easy**.



Reliability

A D V E R A N K™

LET'S TALK ABOUT
ZIPPING YOUR
OCCUPANCY & ADS
TODAY WITH ADVERANK

A D V E R A N K TM

Hey Zip It

S E L F S T O R A G E
O C C U P A N C Y & A D S

sales@adverank.com



SCAN ME

HEY, ZIP IT. SELF STORAGE OCCUPANCY & ADS