



TM



A D V E R A N K

GOOGLE PPC ADS & SOCIAL MEDIA ADS



BEST INGREDIENT FOR GROWTH

BIG

ADVERANK'S BIG 4 ANSWERS FOR BETTER ADS

1. Avoid Google's **High** Budget Recommendations
2. Bypass Industry Expensive Aggregator Sites (such as **SpareFoot**)
3. Strategic **Focus** on Facilities that Need Attention
4. **Zero Commission** on Ad Spend – Unmatched Transparency

In the vast landscape of self-storage portfolio management, our large portfolio investors and managers unearthed the ultimate catalyst for success – Adverank, aptly termed as the “**Best Ingredient for Growth**” (BIG).

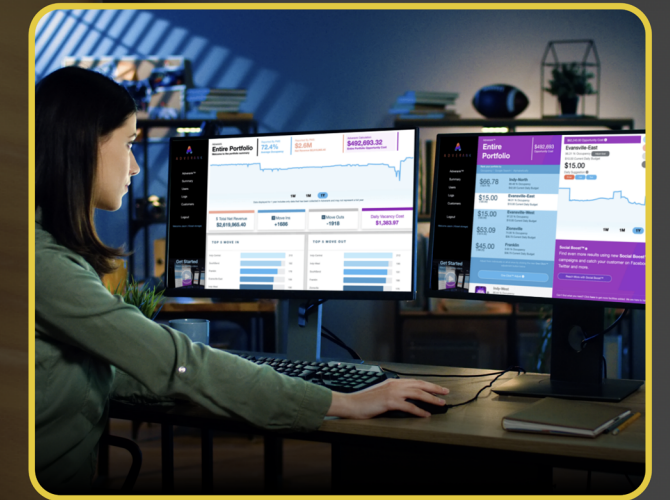
This success story unfolds the remarkable journey of our investors and managers, where Adverank's proprietary algorithms became the essential component that propelled them to unparalleled heights in optimizing **PPC** spending and **social media** advertising across their extensive portfolio.

Navigating the complexities of a large self-storage portfolio posed unique challenges for our clients that are investors and/or third-party managers. The quest for a scalable and efficient solution to manage digital advertising across diverse locations led them to the discovery of Adverank, the **BIG** solution that would transform their approach to advertising.

Adverank has emerged as a linchpin in our investors and managers' success stories, providing a scalable and intelligent solution for **advertising management**. Our proprietary algorithms embedded in Adverank have proven to be a vital ingredient that not only has streamlined advertising, but has also fueled growth across their expansive portfolios.



Adverank's impact went beyond individual successes, solidifying its position as the **BIG** solution in our large portfolio investors and managers' journeys. Our platform has not only contributed to the financial success of individual facilities but also elevated overall brand visibility and market position of entire self-storage portfolios.



As the **BIG** solution in their strategy, Adverank seamlessly integrates into their PMS tools and advertising strategies. Its scalability and adaptability has allowed for comprehensive analysis and optimization of PPC spending and social media advertising across the entire portfolio, making it the indispensable ingredient for success.

Much like Adverank, renowned companies have strategically utilized ingredient marketing to carve their niche. Examples include Gore-Tex, a key ingredient in outdoor clothing known for its waterproof and breathable properties; Splenda, a sweetening ingredient transforming the food industry; and Intel, a vital component powering computers worldwide. These examples showcase the power of highlighting a unique and valuable “ingredient” to drive consumer trust and market success.

Empowered by Adverank, our large portfolio investors and managers have launched **targeted campaigns** on an unprecedented scale, witnessing a substantial increase in occupancy rates. Adverank's role in optimizing advertising expenditure at scale proved transformative, demonstrating that it is not just a tool but the key ingredient for sustained growth.

The success stories of our large portfolio investors and managers, powered by Adverank as the **Best Ingredient for Growth**, exemplifies the transformative impact of intelligent advertising management at scale. In a world where ingredient marketing defines success stories, Adverank stands out as the crucial **ingredient** that propelled them to unparalleled heights in the competitive self-storage



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SAVE

START | ACCEPT | VALUE | ENJOY

INTRODUCING ADVERANK'S INNOVATIVE SAVINGS FEATURE DELIVERING IMPACTFUL RESULTS.

In the dynamic realm of Google Pay-Per-Click (PPC) advertising for self storage facilities, staying ahead of the curve is paramount. At Adverank, we're committed to empowering our users with cutting-edge tools to optimize their PPC strategies. Today, we're excited to unveil our latest breakthrough: Adverank's innovative **savings** feature tailored specifically for the self storage industry.

At the heart of this feature lies a fresh approach to PPC optimization, designed to dynamically adapt to real-time conditions. Introducing our new framework: **SAVE (Start, Accept, Value, Enjoy)**, crafted to revolutionize PPC advertising for self storage facilities.

Let's dive into each facet of the **SAVE** framework to understand how it can supercharge PPC campaigns:

Start with More Leads:

Focused on self storage locations with untapped potential, this state emphasizes increasing ad spend to capture additional leads. By aligning with occupancy goals and responding to demand fluctuations, we kickstart their journey towards PPC success.

Accept Additional Savings:

This state recommends reducing ad spend for facilities experiencing minimal search loss over a longer timeframe. Analyzing trends over the past 15 days ensures stability in occupancy, providing balanced savings without compromising campaign efficacy.

Enjoy Stabilization:

Identifying facilities excelling with Google PPC advertising, this state signifies stability and success. Meeting or surpassing occupancy goals without significant adjustments, these locations can enjoy the rewards of their PPC efforts.



With the **SAVE** framework and Adverank's innovative savings feature, self storage advertisers can navigate the complexities of PPC advertising with clarity and precision. Our tailored recommendations cater to the unique needs of each facility, ensuring maximum ROI and effectiveness in their PPC campaigns.

In conclusion, as we unveil Adverank's innovative savings feature for Google PPC advertising in the self storage industry, we invite advertisers to embark on a journey of PPC optimization like never before. Stay tuned as we continue to push the boundaries of PPC excellence and empower self storage facilities to thrive in a competitive digital landscape.



Value Social Advertising with Social Predict:

For sites with consistent search performance but lagging occupancy, this state underscores the value of leveraging social advertising. By optimizing social media channels to drive engagement and occupancy, we unlock their potential to deliver impactful results.

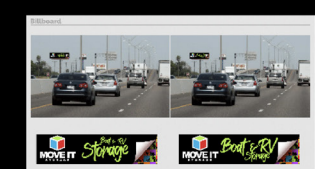
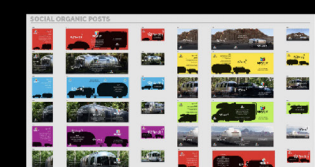
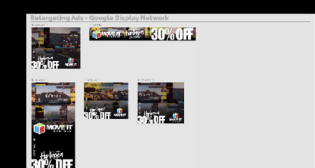
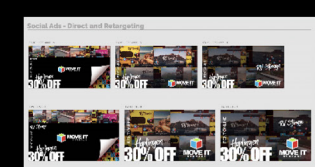
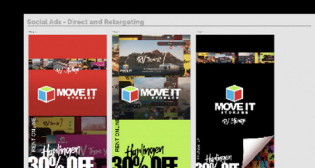
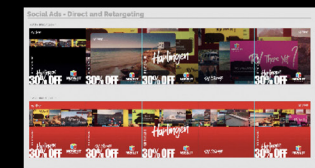
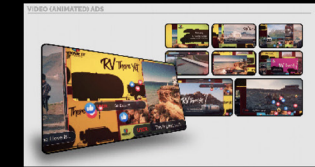


GOOGLE PPC ADS & SOCIAL MEDIA ADS

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Move It - RV Storage
Storage for your RV, boat, car, and more.



THANK YOU

Move It - RV Storage
Storage for your RV, boat, car, and more.



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.

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.



SOCIAL

POWERED BY MICROSOFT AI, TO ANALYZE DATA & MAKE PREDICTIONS ABOUT HOW WELL OCCUPANCY WILL PERFORM

Beyond being an A.I. tool, Adverank steps into the role of a seasoned professional, adept at running effective ad campaigns, particularly on Google and social media platforms.

It is not only static display 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.

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SAMPLE SOCIAL BOOST CAMPAIGN DOCUMENT

GOOGLE PPC ADS & SOCIAL MEDIA ADS

PROOF

SELF STORAGE OPERATORS ARE SEEING HUGE RESULTS WHEN RUNNING PPC AND SOCIAL AD CAMPAIGNS



Tim Springer

President
Move It Storage

Move It Storage started working with Adverank in 2017. As we went to new properties and new markets we had to have **confidence** that we had reliable budgets and that we could execute on a marketing strategy.

Adverank was a **critical** part in building the value of the Move It Storage portfolio.



Villa Maria
Case Study on: How to Accelerate Standard Lease-Up

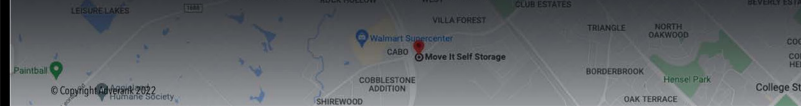
ROI AFTER THE SOCIAL BOOST CAMPAIGN **11.3%** INCREASE IN OCCUPANCY
Duration - 60 days
Budget - \$4,000
Occupancy (% of units) - 73.4 to 84.7
Units Occupied - 369 to 426
Units Vacant - 119 to 61
Units Unrentable is - 80.4 to 90.2

\$221,095 LTV

Lifetime Value (LTV) = \$62,312 x 11.3% = \$6,854 / 30 days = \$228.47 * 942 days
Based on LENGTH OF STAY (LOS) for Villa Maria of 942 Days as reported by SiteLink



Creative for Facebook, Instagram, Spotify, Twitter, and Pinterest



DRIVE OCCUPANCY THROUGH THE ROOF



In only 60 days this location in Bryan, Texas saw an **11.3%** increase in occupancy bringing their total vacancies from 119 down to 61 with the new leases having an estimated lifetime value of over \$221,000.

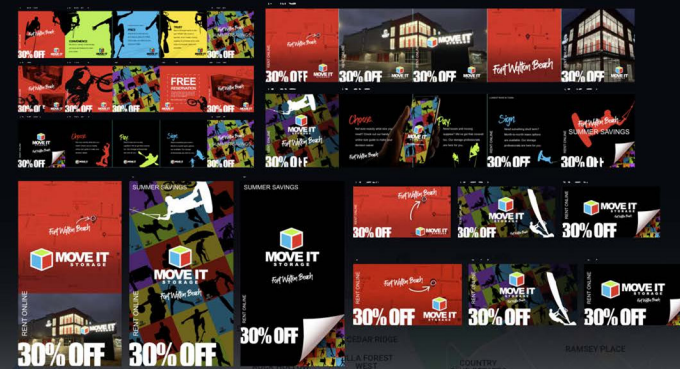


Fort Walton Beach
Case Study on: How to Stabilize a Facility

ROI AFTER THE SOCIAL BOOST CAMPAIGN **4.3%** INCREASE IN OCCUPANCY
Duration - 30 days
Budget - \$3,000
Occupancy (% of Area) - 20.1 to 24.4%
Move In/Out +20

\$115k LTV

GPR is \$72,125 or \$2,404/day. At the portfolio average of 1,114 days, gross LTV for this location would be \$2,678,242 where a 4.3% increase represents \$115,164 in LTV.



Creative for Facebook, Instagram, Spotify, Twitter, and Google
Based on LENGTH OF STAY (LOS) for entire portfolio is 1,114 Days as reported by SiteLink (8/22/2022)



ACCELERATE YOUR LEASE UP'S



In just 30 days this location in Fort Walton Beach, Florida saw a **4.3%** increase in occupancy. That is a net of 20 additional tenants with an estimated lifetime value of \$115,000.

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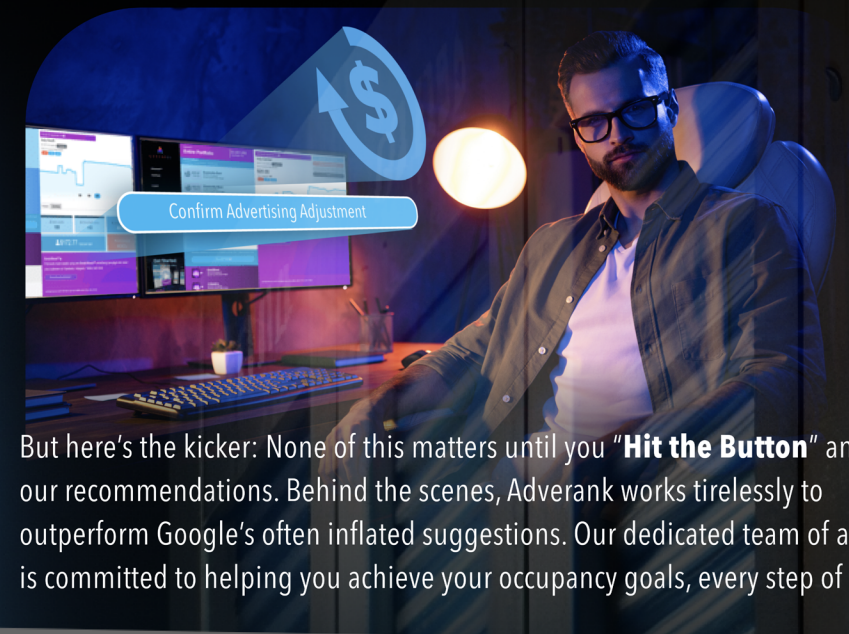
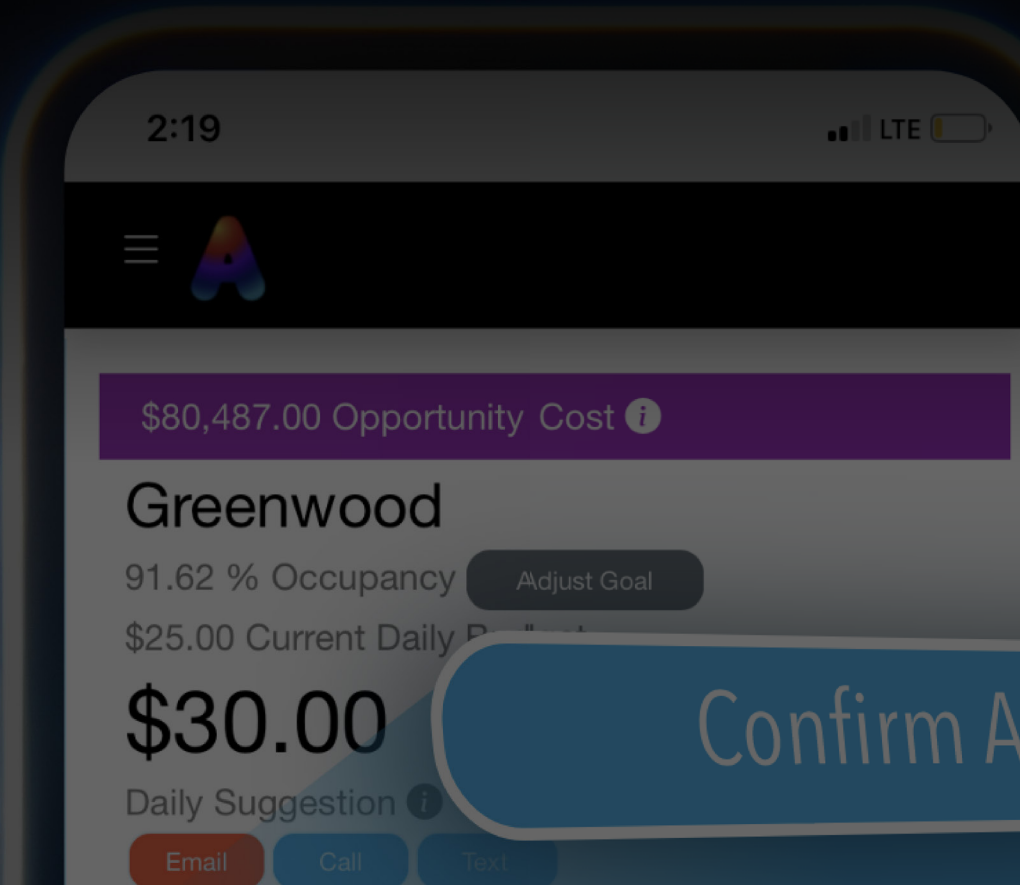
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HIT

HIT THE **BUTTON**, HIT THE GOAL

Are you a self-storage operator looking to take your advertising to the next level? Look no further! Adverank brings you cutting-edge advertising strategies tailored exclusively for self-storage operators, combining advanced property technology (prop-tech) with tech-enabled services.

Our primary focus? Optimizing your **daily** pay-per-click budgets, ensuring significant cost savings while revolutionizing the industry. With Adverank, you'll experience a game-changing approach that's reshaping how self-storage operators reach their target audience.



But here's the kicker: None of this matters until you "**Hit the Button**" and accept our recommendations. Behind the scenes, Adverank works tirelessly to outperform Google's often inflated suggestions. Our dedicated team of advisors is committed to helping you achieve your occupancy goals, every step of the way.

Confirm Advertising Adjustment



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And it's not just fancy technology – we've got real people who know their stuff when it comes to self-storage advertising. Our experts provide additional advice and insights, adding a human touch to our data-driven approach.

How do we do it? Through our proprietary process that blends advanced technology with human insight. We start by harnessing the power of Google Ads, collecting heaps of **data** on user behavior, location trends, and competitor activity. This **data** forms the backbone of our recommendations, providing invaluable insights into what works best for your locations.

To make sense of this wealth of data, we employ advanced algorithms that analyze past campaign performances, identifying patterns and **predicting** the outcome of different budget choices. The result? Tailored budget recommendations perfectly aligned with your unique

So, why wait? **Hit the button** and hit your goals with Adverank's innovative recommendations. Or, schedule a meeting with us to discover how our strategies can help you achieve your occupancy goals. Don't settle for ordinary – choose Adverank and revolutionize your self-storage advertising today!

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1M

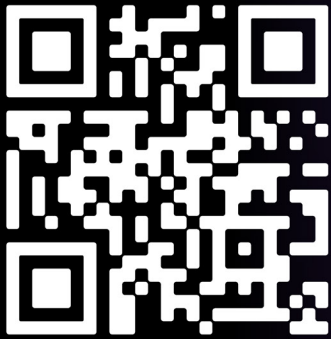
1Y

ADVERANK™

READY TO GET STARTED?

4 EASY STEPS

1. Schedule a Demo
2. Choose your Subscriptions
3. Sign Quote
4. Get Started!



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