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# A NEW INGREDIENT IN SELF STORAGE ADVERTISING

PRESENTED BY ADVERANK



THE POWER OF **INGREDIENT** BRANDING



SELF STORAGE CUSTOMERS REQUIRE DYNAMIC AND DIVERSE ADS

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The future is bright, and it's displayed in stunning near-real time at Adverank.

In the fast-evolving landscape of self-storage, where success is measured in prominence, Adverank has emerged as a groundbreaking advertising ingredient, drawing inspiration from industry giants like **Splenda** and **Intel**.

Consider Adverank as the **secret sauce** to spice up success for operators aiming to fill expansive storage spaces quickly. It goes beyond conventional advertising, focusing on smart ads, especially on platforms like Google and social media, to boost occupancy goals. Adverank emerges as the essential **ingredient** that propels operators to new heights in the self-storage game.

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Much like **Splenda's** association with being a high-intensity alternative to standard sugar, and with **Intel's** crisp reputation for reliability in computer manufacturing, Adverank positions itself as an indispensable ingredient for success in the self-storage industry, introducing the transformative concept of 'Adverank Inside.'



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# REVOLUTIONIZING SELF STORAGE ADVERTISING



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ROOTED IN BIG OPERATORS' UNDERSTANDING

# THE ORIGIN STORY

60%  
About 6 of 10 Instagram users log in at least once daily

79%  
After seeing a product or service on Instagram 79% searched for more information

37%  
After seeing a product or service on Instagram 37% visited the retail store

47%  
After seeing a product or service on Instagram 46% made a purchase

Adverank's roots lie in the world of prominent self storage operators, not just as a necessity but as a solution that comprehends the challenges faced by extensive advertising campaign setups.

It's not merely an option; it's a **natural choice** for those seeking to make a real impact in the world of large-scale self storage advertising.

Embracing the power of **ingredient** branding, Adverank pledges a level of quality and effectiveness that resonates with both operators and investors. In an industry where visibility is a currency, Adverank stands tall as the **trusted ingredient** that not only elevates advertising performance but also promises unparalleled results. It's more than an ad tool; it's a commitment to excellence that speaks volumes to self storage owners and investors.



## TURBO CHARGING GROWTH

One of Adverank's standout features is its ability to help operators swiftly achieve their occupancy goals.

## ADVERANK AS A CATALYST

Adverank serves as a **growth** catalyst, a turbo boost renowned for managing top-notch advertising campaigns, especially on Google and social media. Adverank transcends the realm of a tool; it becomes a **strategic partner** in navigating the ever-changing self-storage landscape.

In the dynamic world of self-storage, where challenges arise as swiftly as storage units themselves, Adverank distinguishes itself as the **expert** in handling advertising for large portfolios. It transcends the role of a mere tool, evolving into a **secret weapon** crafted to tackle the unique issues that accompany large-scale storage operations and advertising budgets.

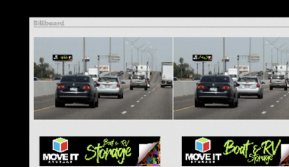
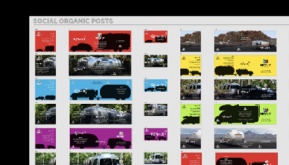
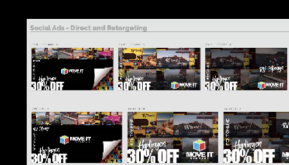
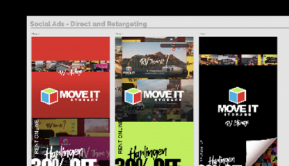
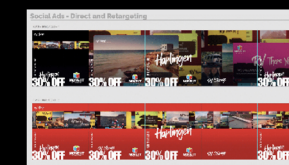
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# SEAMLESS INTEGRATION WITH THIRD PARTY MANAGEMENT COMPANIES

What sets Adverank apart is its seamless integration into the toolkit of Third Party Management companies.



THANK YOU

Move It - RV Storage

© 2024 MOVE IT STORAGE



# NITTY-GRITTY OF ADVERANK'S OPERATION

Delving into the mechanics of Adverank, it employs an A.I. driven pay-per-click budget recommendation engine synchronized with real-time search trends.

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.

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It acts as the **secret weapon** these companies need to craft and execute impactful ad strategies. Adverank isn't just a tool; it's a **commitment** to excellence. Its proficiency in handling daily ads on Google and social media becomes a key player in the success stories of operators and investors navigating the ever-changing world of storage.

SAMPLE SOCIAL BOOST CAMPAIGN DOCUMENT

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ROI AFTER THE SOCIAL BOOST CAMPAIGN **11.3%**  
INCREASE IN OCCUPANCY

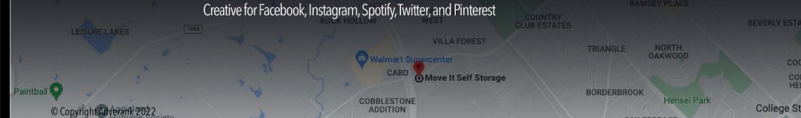
Duration - 60 days  
Budget - \$4,000  
Occupancy (% of units) - 73.4 to 84.7  
Units Occupied - 369 to 426  
Units Vacant - 119 to 61  
Units Unrentable is - 80.4 to 90.2

**\$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.

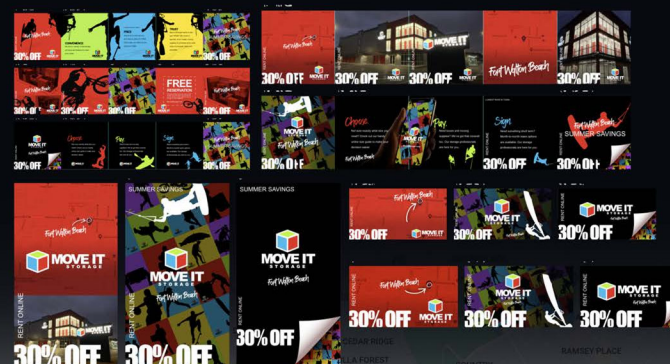


ROI AFTER THE SOCIAL BOOST CAMPAIGN **4.3%**  
INCREASE IN OCCUPANCY

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.

Adverank  
inside

# PROOF IT WORKS

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.

”

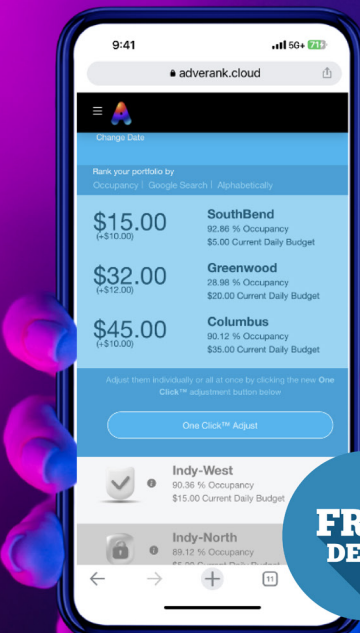
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ADVERANK.COM - PPC MADE EASY

# MONITOR WITH OUR SOFTWARE

The future of advertising is intertwined with the ever-evolving landscape of **PPC** and **Social**. As customers continue to migrate towards social media and streaming experiences, brands have an unprecedented opportunity to build meaningful connections. It's not just about **selling**; it's about sparking conversations, inspiring **action**, and creating memorable moments in the comfort of consumers' day to day lives.



FREE DEMO



FREE DEMO



FREE DEMO

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So, fasten your seatbelt and prepare for an advertising **revolution**. The future is bright, and it's displayed in stunning near-real time at Adverank. Welcome to a new era where self storage will embrace **technology**, audiences engage like never before, and the world of **advertising** finds its true north in the realm of PPC and Social media.



FREE DEMO

Adverank.com - Advertising Made Easy

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## A NEW INGREDIENT IN SELF STORAGE ADVERTISING

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Adverank isn't just another tool in the self-storage arsenal; it's a revolutionary **ingredient** redefining the advertising landscape. Operators seeking lasting success should consider the transformative power of incorporating Adverank into their products or services – a commitment to excellence that transcends the ordinary, making a significant impact in the dynamic world of self-storage.

[Adverank.com](https://adverank.com)

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