

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

Smart Advertising

A D V E R A N K TM



ADVERANK

© Copyright 2023. All Rights Reserved. Adverank.com sales@adverank.com

SMART ADVERTISING

60M

Over 60 million ads served

125

Over 125 facilities across the U.S.

5

Standard Ad Groups in our typical pay-per-click ad campaign

4

Featured Ad Groups in our typical pay-per-click ad campaign

Adverank is a helpful tool to manage your self storage advertising budgets. And guess what, we don't take any commissions (**zero**) on those budgets.

We use algorithms to measure occupancy elements and give operators budget recommendations. With Adverank, you can use pay-per-click ads or social media paid ads to increase demand and occupancy; making it easy to run a successful self storage business!

We call this **Smart Advertising**.

We help self-storage operators increase occupancy (more **leads**) for a fraction of the cost of alternatives like using **SpareFoot**.

10M

Over 10 million rentable square feet advertised

50k

Over 50 thousand units advertised

108

Over 108 Keyword phrases in our typical pay-per-click campaign

5+

Over 5 years of experience managing advertising campaigns in **self-storage**



We Go Bananas FOR ADWORDS



SMART ADVERTISING

SMART LEADS GET THINGS STARTED

All successful **advertising** strategies in self-storage start with a cost-effective way for generating predictable leads. Self-storage operators can now access powerful technology tools to quickly and accurately assess their occupancy and advertising performance. Adverank's proprietary algorithms allow operators to see a **daily assessment** of their facilities' occupancy rates and recommended **budget adjustments** to reach desired occupancy goals. This efficient process saves time and energy in comparison to traditional methods.

Adverank also takes it one step further with **Tech Enabled Ad Management**. By utilizing our services for the placement and design of PPC and social media ads, NextGen operators can take advantage of automated processes that improve their campaigns' overall effectiveness and maximize their return on investment. With Adverank, operators finally have a comprehensive **smart** solution for managing all their advertising needs to generate **leads**.



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.



LOWEST COST PER LEAD

COST PER LEAD

COST PER LEAD

Google Ads Recommendation

SAVINGS



Google

SpareFoot

Premium Bids for tenants

LOWEST COST



ADVERANK™

Increasing the budget to acquire **leads** is only recommended by our algorithm when there is a gap between the desired occupancy level and current occupancy.



Google

When a campaign is limited by budget, Google often suggests increasing the daily budget cap to ensure that ads appear throughout the day. However, this can get **expensive** since Google does not consider your **occupancy** targets for each self-storage facility.



SpareFoot

SpareFoot receives a **'Finder's Fee'** from businesses for providing them with new tenants. However, this is not a Lead-generation model. Instead, it's a **premium** auction style bidding

SMART ADVERTISING

SMART ADVERTISING

SMART SOCIAL ADS GET IT DONE

Adverank's smart **social ads** make marketing, finding potential customers, and generating leads easier than ever. With Adverank, you can target customers based on criteria such as their internet behavior, interests, and location. This way, you can find customers more likely to need storage near a facility requiring an aggressive occupancy boost. Adverank's smart ad campaigns run for **30 days** and cover many major platforms such as YouTube, Facebook, Instagram, Twitter, Spotify, and Google Display Network.

This allows your message to be seen by people in multiple places so that you can maximize the reach of your campaign and capture high **quality leads**. Adverank has been very successful with advertising special categories for our clients, such as RV storage and outdoor parking. We have generally placed emphasis on video production on YouTube and Facebook. Other ad considerations could involve market campaigns, such as the introduction of your brand after a local acquisition. We supplemented with ads on Facebook and Instagram that mimic those occurring in **PPC** ads.



WE HAVE DOZENS OF SMART SOCIAL AD FORMATS FOR EACH 30-DAY CAMPAIGN



FULL FORMAT ANIMATED ADS WITH YOUR BRAND



Jarrett Reed

Founding Partner
Avid Storage

As we were looking to build a new brand, we knew we wanted to **partner** with a company we could count on.

Having utilized Adverank in the past, we knew the **experience** they brought to the table was critical.

Trust is key.

SMART ADVERTISING

SMART ADVERTISING

SMART GROWTH IS ALL THE PROOF YOU NEED

Many traditional self-storage operators are still **liquidating** their inventory through online listing services, but the cost of doing so can be much **higher** than if they used PPC advertising. There are better strategies for growth than this. Not only that, it provides **no brand value** either. It's similar to how you would find a hotel or airline using a listing service; you don't have any brand loyalty and compete solely on price. This can impact your business **valuation**.

Adverank is great for operators who have been frustrated with current PPC strategies or those who have never had one at all! With Adverank's user-friendly interface, launching into the online **smart advertising** space has never been easier. Plus, our proprietary AI algorithms make it even more efficient to reach your **occupancy** goals - and at a fraction of the cost compared to liquidation sites! You also get access to an entire suite of marketing and agency services that can help build a **stronger brand** with more value. With years of experience in the field and credentials to match, Adverank is your best bet for building an effective **growth** strategy.



Damon Rexroad

Marketing Specialist
Another Closet

In our situation as the 3rd Party Manager of the Another Closet locations, working with Adverank has really been great.

It's really important to be able to react to changes **quickly** that affect a location or even an entire portfolio and Adverank allows us to do that.

Often times in our industry, it's all about **speed**.

Maximize Customer Lifetime Value

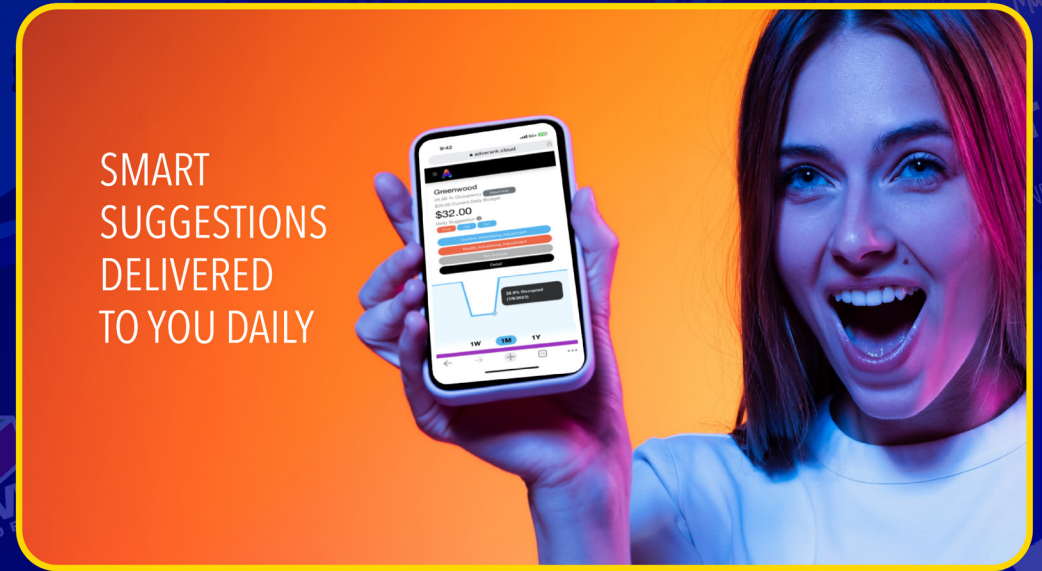
Generating your own leads with Adverank and not relying on the aggregator sites will create greater brand loyalty and increase your **customer lifetime value (LTV)** which will drive up your business valuation.



CAPTURE LEADS WHILE YOU SLEEP

Receive Occupancy Daily Email Reports

Staying on top of your key metrics, like your occupancy data, will allow you to make quick advertising decisions that can drive up your occupancy. Adverank provides a **daily summary** via email to facilitate these daily adjustments to your PPC and



SMART SUGGESTIONS DELIVERED TO YOU DAILY

Reach Occupancy Targets Fast

The Adverank **cloud based** application allows you to dive into each facility in your portfolio to monitor daily trends in occupancy performance as well as advertising performance around lead generation.

Adjustments can be made with a few clicks 24/7.



24/7

SMART ADVERTISING

SMART ADVERTISING

HERE IS HOW TO GET STARTED

Getting started with Adverank is easy!

Book a quick **15-minute** meeting with our team, and we'll walk you through what Adverank is, show you examples of successful campaigns, give a **high-level demo** of the application, and introduce you to some of our team.

With just a few clicks and conversation, you can start understanding how Adverank can help your business reach its **goals** faster.

Let's talk.

START TODAY

WHEN YOU ARE READY

15 MIN
INITIAL MEETING

If you have 15 minutes, we can walk you through how Adverank works and show you some sample advertising campaigns.

No obligation, we love talking about advertising and marketing.

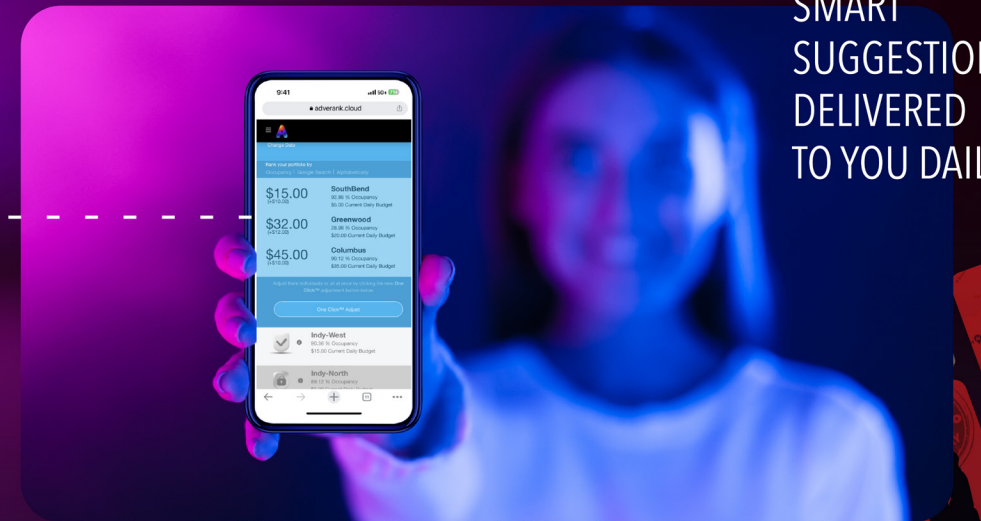
We start with a quick review of your **PMS** and **Google Ads** account.

If you don't have a google ads account, no problem. We can help you set up your initial keyword strategy.

Visit us at Adverank.com

STEPS TO GET STARTED

- - Sign Up
- - We connect your PMS and Google Ads accounts
- - You receive your first daily email report (alert) with a budget recommendation
- - You accept, modify, or snooze the recommendations
- - Watch your results in Adverank.Cloud
- - Explore a 30-day Social Boost to accelerate growth
- - Run ads on Facebook, Instagram, Spotify, Youtube, and Google Display Network as needed
- - Repeat



START GETTING SMART SUGGESTIONS DELIVERED TO YOU DAILY

SMART ADVERTISING

Smart Advertising

We Go Bananas FOR ADWORDS



Adverank.com



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