

A D V E R A N K™

CLEANING UP SELF STORAGE ADVERTISING

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THE UNSEEN SHINE OF NEGLECTED SELF-STORAGE UNITS

In the world of self-storage advertising, every **vacant unit** is a hidden gem. But what's the true **cost** of leaving these gems unoccupied?

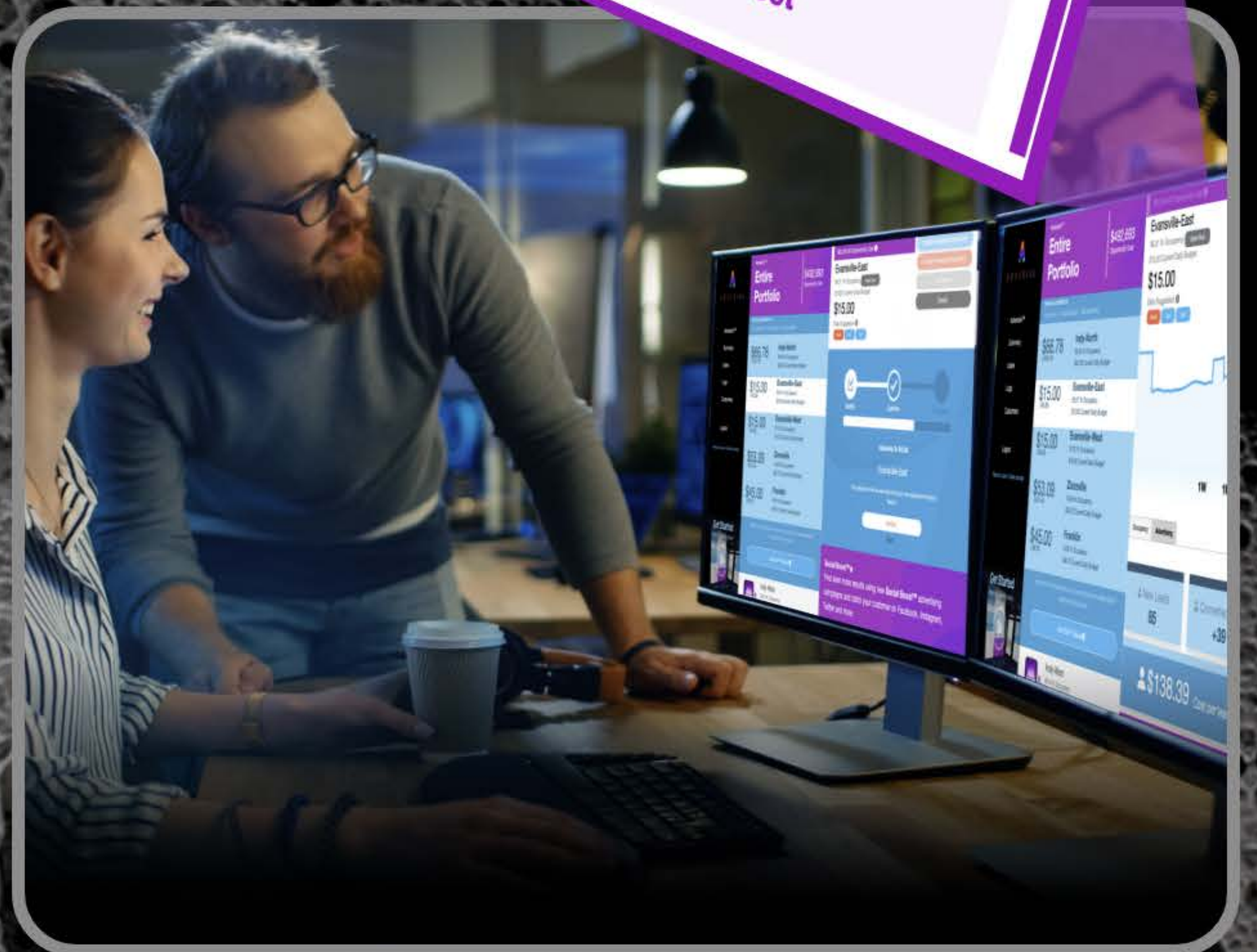


UNVEILING THE UNSCENTED SOAP

Explore how "**Vacancy Cost**" serves as the unscented soap revealing the elusive scent of "Opportunity Lost" – otherwise known as "**Opportunity Cost.**"

UNLOCKING THE MYSTERY OF LOST REVENUE

Dive into the concept of "Vacancy Cost" and how it measures the revenue that slipped away in the previous period.



FROM UNSCENTED TO FORWARD-LOOKING

Learn how "**Opportunity Cost**" transforms the unscented soap into a forward-looking tool, reminding us of unopened treasure chests within the self-storage industry.

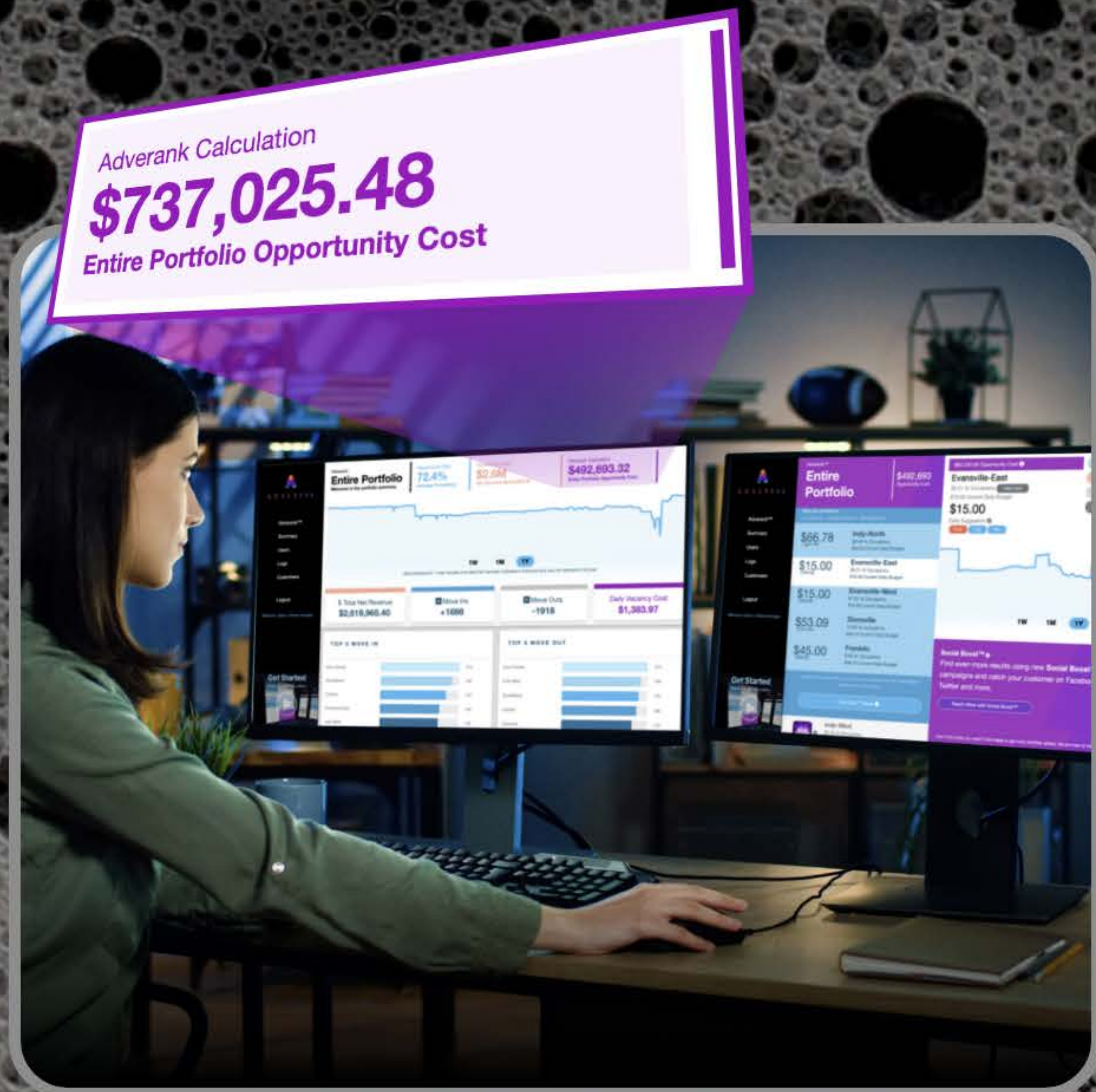
CHASING SOAP BUBBLES OF PROFIT

Discover how **Vacancy Cost** often eludes the grasp of self-storage operators, resembling elusive soap bubbles, hidden within complex reports.



ADVERANK: CRAFTING SOAP FOR SUCCESS

Learn how Adverank is akin to a soapmaker, crafting new formulas to make metrics like **Opportunity Cost** lather better, enabling operators to make critical advertising decisions.



THE BURSTING BUBBLE OF CLARITY

See how "**Opportunity Cost**" is like a soap bubble bursting into clarity, dissolving the blind spots in the self-storage industry, revealing the effectiveness of advertising investments.

MAKING SOAP FOR SUCCESS

Explore how Adverank serves as both a soapmaker and an analytics tool, cleansing and refreshing occupancy through PPC and social media advertising, bringing the fragrance of real-time data and insights to the industry.



INTRODUCING OPPORTUNITY COST FRAGRANCE

Explore Adverank's latest addition, "**Opportunity Cost**," a fresh fragrance in the Adverank.Cloud collection, designed to cleanse and refresh advertising budgets in the self-storage industry.

BEYOND SPILLED SOAP: THE FORWARD-LOOKING METRIC

Understand the significance of the forward-looking metric, **Opportunity Cost**, and how it considers the projected lifetime value of vacant units.

