

A D V E R A N K TM

**LOCKED IN WITH A SELF-STORAGE
MARKETING AGENCY?**

ADVERANK HOLDS THE KEY

Most self-storage operators don't stay with a marketing agency because everything is perfect. They stay because they feel trapped and the idea of switching things up feels risky. Better the devil you know...right?

Then, before you know it, the contract renews. Another year passes. The same spend, the same reports, the same unanswered questions. A small decline in occupancy has now turned into a huge vacancy problem and your agency is still running the same playbook.

But leaving a marketing agency isn't like canceling Netflix. It's more like switching cell phones or internet providers.

You worry about a dip in leads, losing historical data, being locked out of account access or the fear of doing things differently.

A Better Way to Switch Marketing Providers

Even without those fears, one of the biggest reasons operators stay in contracts is simple: They don't want to pay twice just to transition to a new option.

We've worked with operators in the exact position – under contract, uncertain about timing, and cautious about disrupting performance.

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If you're currently under contract with another marketing provider or agency, we'll help you prepare and transition **without charging** you during the overlap.

HERE'S OUR COMMITMENT:




We'll Review
Your Existing
Setup &
Accounts


Help You
Secure
Ownership
& Access


Plan A Clean
Transition
Timeline
Around Your
Contract Terms


Prepare New
Campaigns,
Tracking,
Creative &
Structure


Validate
Everything
Before Any
Cutover
Happens

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WE'RE **CONFIDENT** YOU'LL STAY WITH US WHEN IT'S ALL UP AND RUNNING.



All while you remain with your current provider, &
NOT PAY us a dime until it's time for things to go live.



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IT ALL STARTED WITH MOVE IT

Unhappy with their current **agency**, they worried that their largest budget, Google Ad spend, wasn't being spent correctly or efficiently. They wanted a way to see current ad spend, performance and occupancy levels for each location, each week. This way, they could dial down spending at locations reaching occupancy goals, and spend more on locations where it was needed most.



This was something way out of scope for the **agency**, so they turned to experts outside of the storage industry to help (**the Jasons!**).

After a quick proof of concept with spreadsheets, the light bulbs went off and the transition was easy. Adverank took the reins, created the solution and started running ad campaigns with higher efficiency and effectiveness.

"With Adverank's expertise, we've harnessed the power of digital marketing to attract and retain customers, showcasing the convenience and quality of our services."
- **Tim Springer**

Adverank became a vital force in Move It Storage's success, generating over \$220k in Lifetime Value just at one location through expert Google ad management and combining that with social media advertising.

GREW PORTFOLIO 4X & LED TO A MASSIVE \$1B DISPOSITION

The new and innovative strategies significantly boosted Move It's online visibility and customer engagement, making a remarkable impact. From there, those spreadsheets, best practices, strategies and ideas turned into the AI powered advertising platform - Adverank!

LIFETIME VALUE
\$220,000

Social Media Advertising:
Facebook, Instagram, Twitter, & Spotify

\$1
BILLION
DISPOSITION



UNDER A TIGHT TIMELINE WITH TELLUS



29 BUSINESS DAYS WITH 0 DOWNTIME!

The team at Tellus Self Storage was looking to modernize their website so that it was more SEO friendly, faster loading, and took advantage of an embedded rental flow process to boost their online conversion rates.

The challenge? Go live with the new site in under 30 business days. Not hard for 1 or two locations, but Tellus operates 38 facilities, has hundreds of blog posts, online guides and other design enhancements to consider - not to mention putting that new checkout process in place!

We did it in 29 business days with 0 downtime!

No additional fees or charges. Just a flat subscription.

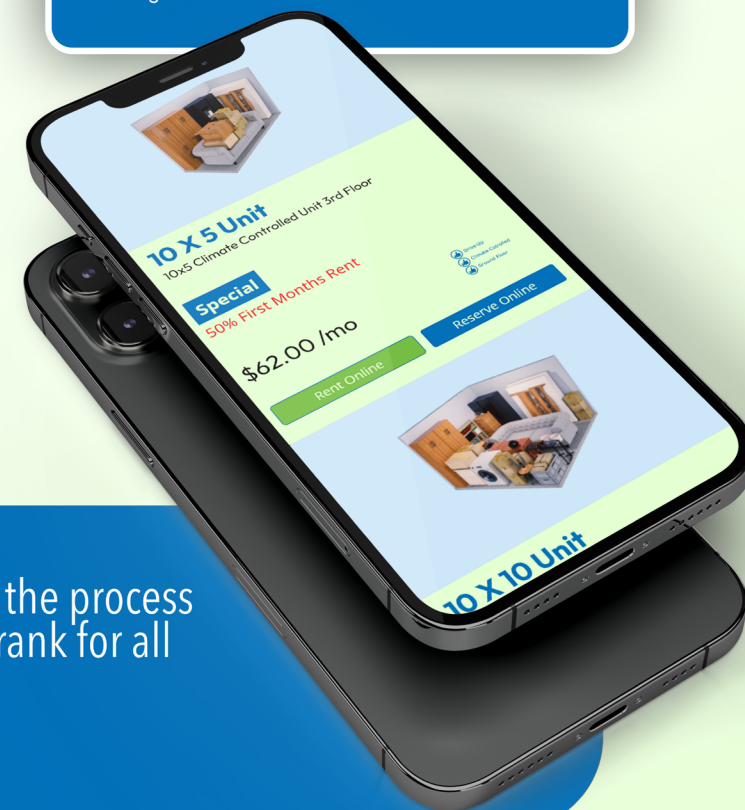
"Really like the website and how the process has gone so far. Thank you Adverank for all your help."

-Jason Clemons

Moved 38 Location
Built a new Checkout!

38 Sites

October 2024 → November 2025
Using Adverank's solutions and in-house team



AVID STORAGE

CONNECTING ADS TO MOVE-INS

Avid Storage made the switch to Adverank to bring more transparency to their digital marketing campaigns.

To grow effectively and efficiently, they needed to answer a key question—*Which of their digital ads were driving actual move-ins?* Like many operators, Avid Storage knew they were generating leads and move ins, but lacked the insights to directly connect ad spending to specific unit rentals.

With the newly established tracking and reporting, Avid Storage could finally see a full picture of their digital marketing performance.



Let's take a look at their first week of running ads with attribution:

\$1,537.19 spend on Google ads during that week

4 Move-ins at 4 different locations (2 in Texas, 2 in Florida) directly traced back to those ads.

That's an estimated \$7,000 for the lifetime value of those 4 customers.

\$1500 -> \$7000 of value in one week!

LIFETIME VALUE
\$7,000

\$1,500 in Ad Spend:
\$7000 of value in one week!

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AVID STORAGE MADE THE SWITCH TO ADVERANK

"Working with Adverank changed our perspective on digital marketing. We could **clearly** see which campaigns were truly driving move-ins, and it will make a huge difference in how we allocate our marketing budgets."

- Jesse Munoz, Director of Operations, Avid

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Moove In Self Storage

TAKING CONTROL AT SCALE

Moove In Self Storage recently launched its new website on moovein.com for 27 self storage properties. With the help of Adverank to power the launch, they've taken full command of their website, ad campaigns, and analytics to facilitate data-driven decision making and optimization.

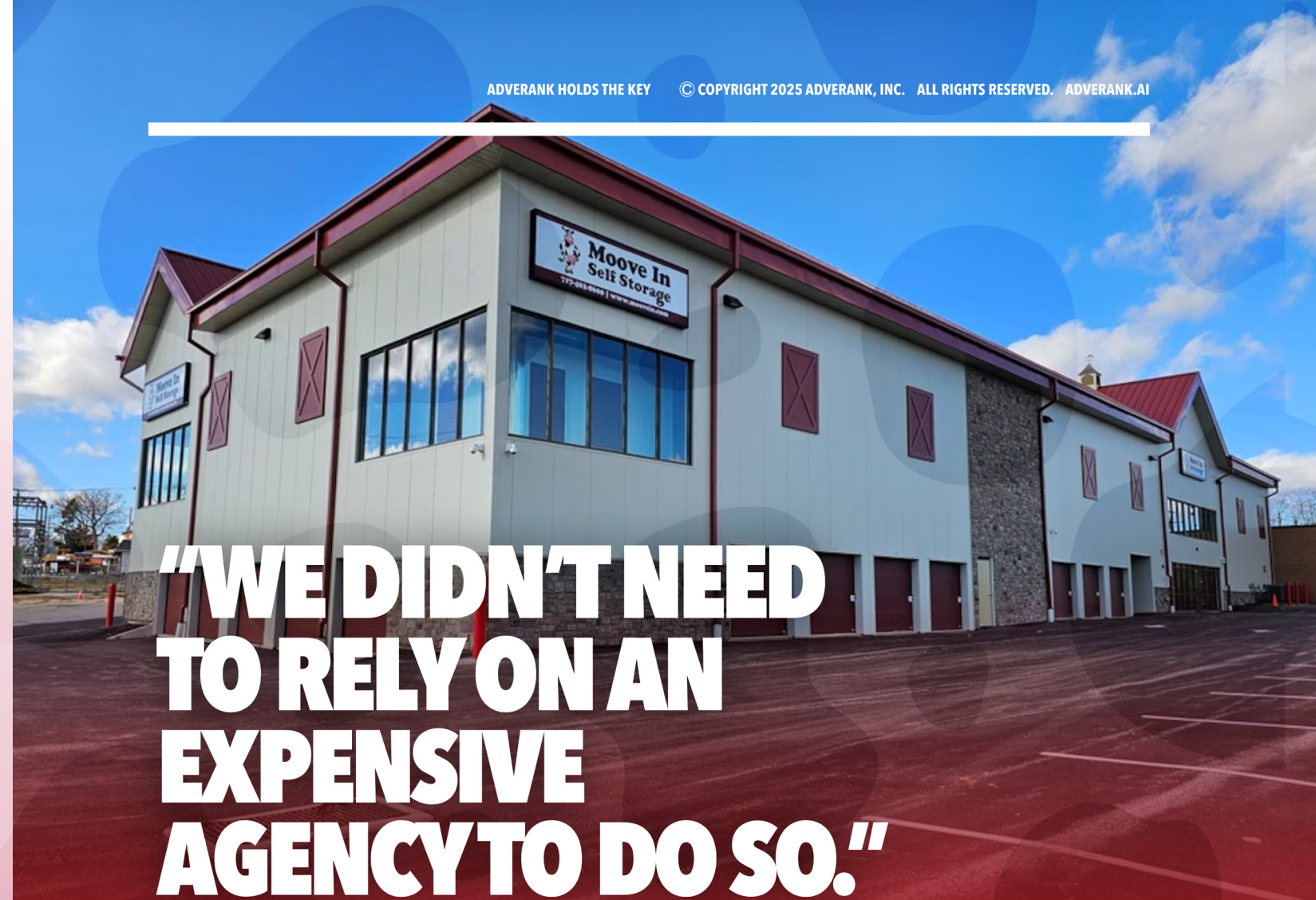
LIFETIME VALUE
\$563,500

Aug-Oct 2025:
Avg of 14 month length of stay at \$125/month

"We're excited to start owning our digital presence on our domain with our team and the Adverank solutions," said **John H. Gilliland**, President & CEO, Investment Real Estate, LLC

"The combination of Adverank advertising and website software is what made this project easy and cost effective. We didn't need to rely on an expensive agency to do so. This means more of our marketing dollars can go towards driving occupancy and not overhead."

"What we love most is the simplicity. Adverank gave us the tools needed to execute website updates and advertising campaigns without adding complexity. We will be able to see what ad source is contributing to the rentals and reservations which will be a game changer going forward," said **Kathleen O'Neill**, Director of Marketing, Investment Real Estate, LLC



"WE DIDN'T NEED TO RELY ON AN EXPENSIVE AGENCY TO DO SO."

When these facilities moved under the new management model, they generated a **higher** volume of leads and rentals while **spending less** overall in advertising.





OWNING A MODERN DIGITAL PRESENCE

When A+ Storage sought to build a digital presence to match their world-class facilities, they made the switch to Adverank's Blocks Website Platform and Advertising Assistant to do just that.



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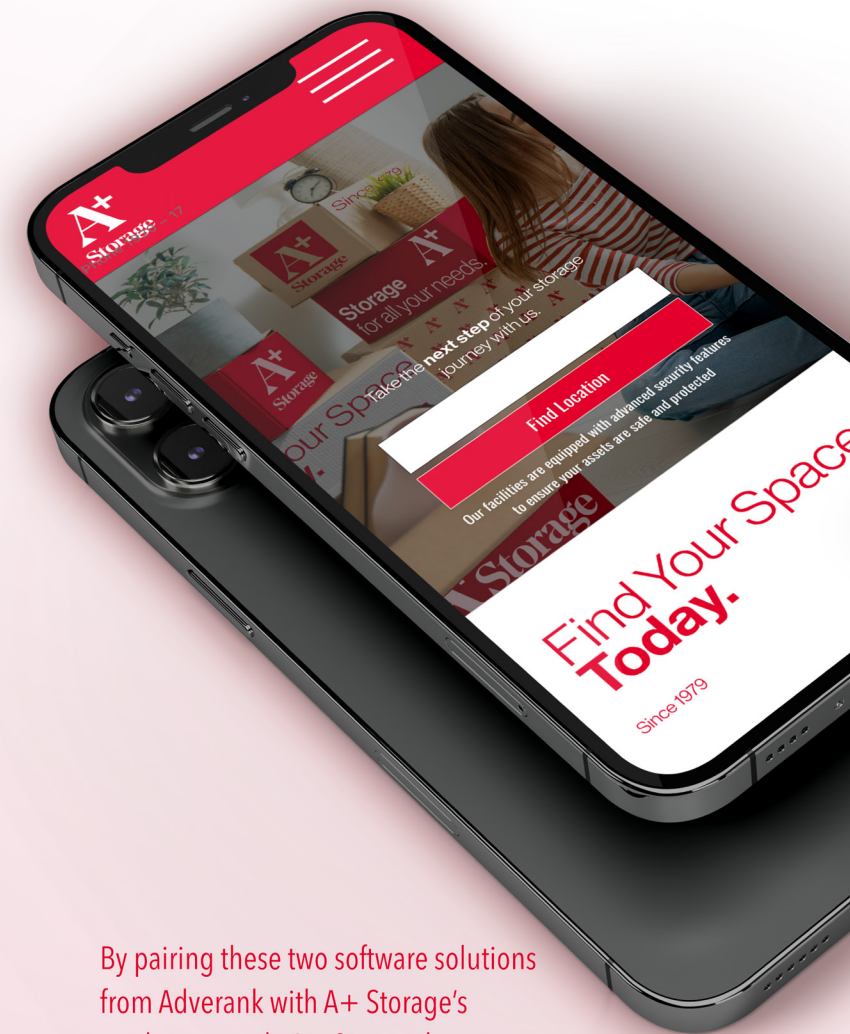
THE BIGGER PICTURE

A+ Storage came with inherent strengths: longevity, local name recognition, a reputation for reliable service and beautiful facilities. But in a competitive digital landscape, those strengths needed to translate into:

- A modern, responsive website that aligns with their brand and is easy to maintain
- Ability to align advertising, attribution, and analytics for each unique location
- More control over digital spend, insights, and performance (rather than relying on external agencies)
- Tighter alignment between web experience and ad campaigns (so prospects convert more reliably)
- Digital marketing strategies that focus on driving occupancy, not just showcasing brand

Their goal? Turn their offline strength into an online advantage.

We got the website up and running on the Adverank Blocks Web Platform and launched a new digital advertising strategy with the Adverank Advertising Platform in just 15 business days, and another 9 to update the facility management system.



By pairing these two software solutions from Adverank with A+ Storage's market strength, A+ Storage has unlocked a digital transformation that aligns legacy brand equity with modern performance marketing.

"What I appreciate most is the ownership. We don't have to rely on outside agencies or support tickets for every change – we control our message, our spend, and our results."

-Heidi Prendes, COO, A+ Storage

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