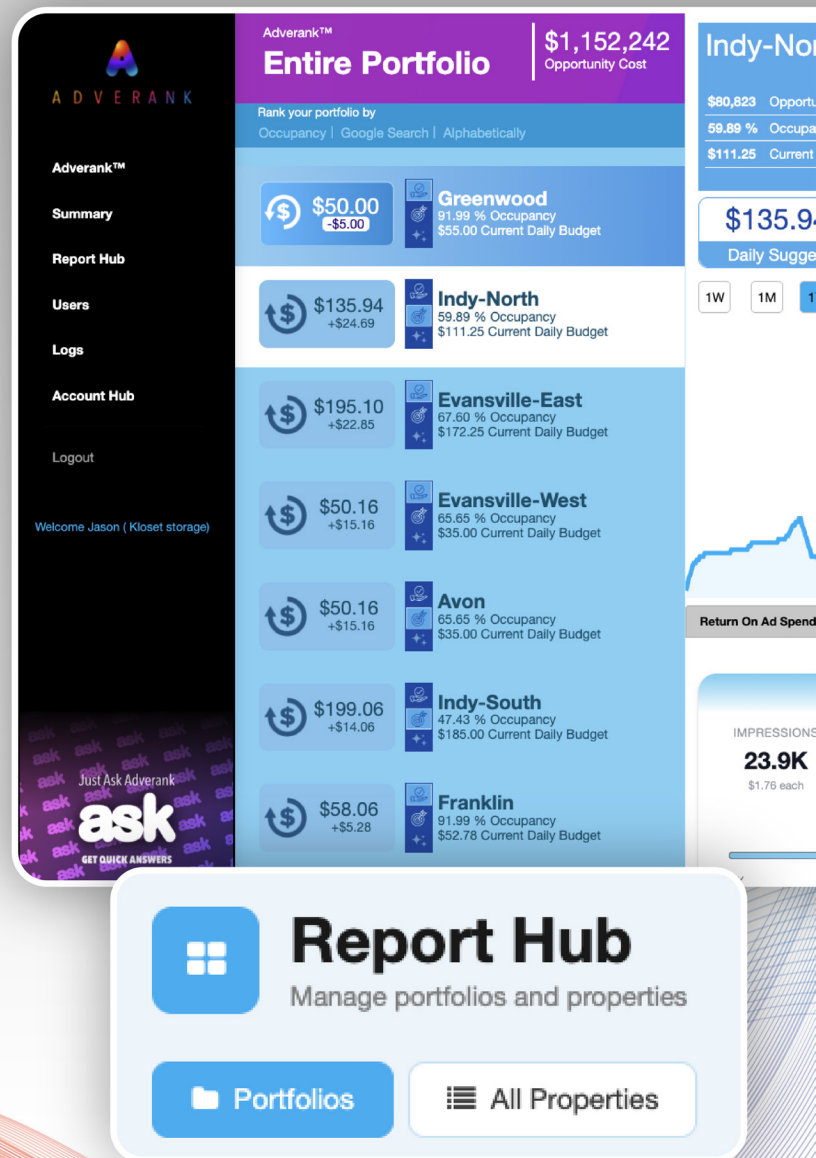


A D V E R A N K™

ADVERANK USERS SEE A 14.7x RETURN ON GOOGLE AD SPEND

Adverank, Inc
10 1/2 S. Main Street
Zionsville, Indiana 46075
www.Adverank.ai



Listening to **Edward** is what separates good from great.

**NOT GETTING A 14–16X RETURN
ON YOUR GOOGLE AD SPEND?**

Let's talk.



Data That Sees More

We track demand, competition, and missed opportunities across every facility.



Edward Knows What to Do

AI-powered recommendations tailored to your exact market.



You Take Action

Act on the right moves at the right time with confidence.



Better Results, Bigger Return

Engagement drives more move-ins, lower CPA, and higher lifetime value.

For every **\$1** our self-storage customers put into Google Search Ads, **they** get **\$14.70 back** in lifetime customer value!

We dove into our past year of data to calculate a blended average across our entire portfolio, from single-location facilities to 40+ site brands.



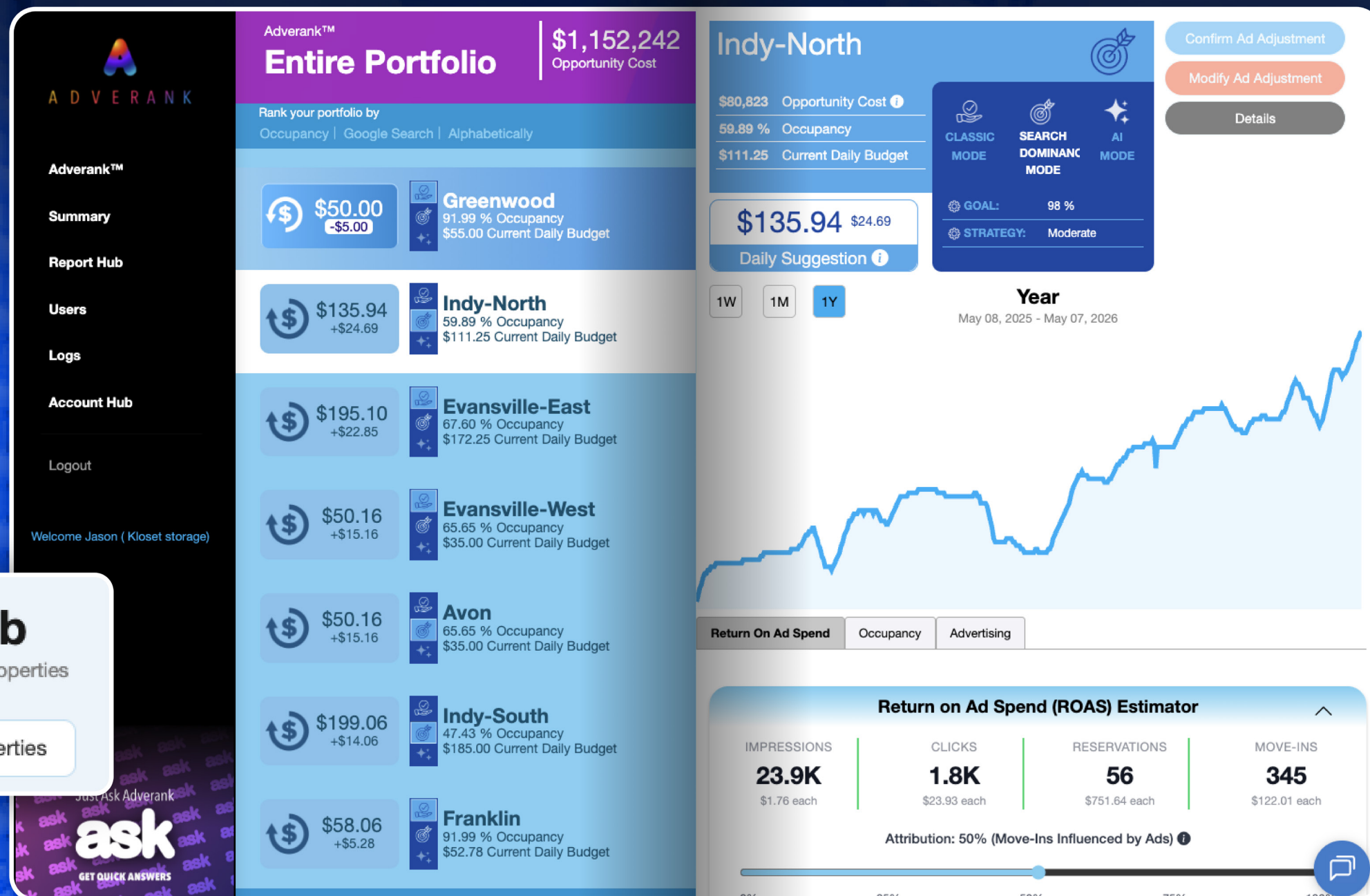
Report Hub

Manage portfolios and properties

Portfolios

All Properties

Here is what we found!...



LISTENING TO EDWARD IS WHAT SEPARATES GOOD FROM GREAT.

We split our customers into two groups:

Active – operators who've made at least one Adverank-recommended adjustment since May.

Passive – those who haven't touched a recommendation in that window.



16.6x

Active Customers



11.6x

Passive Customers



+44%

Higher Return

That's a 44% difference in return

Operators who lean into the recommendations consistently get more out of their spend.

LOWER PERFORMERS

Brand	Sites	ROAS	Total Ad Spend	Avg. Stay	Avg. Rent	Attributed Move Ins
Storage Co. 4	1 SITE	1.5x	\$7,175	12 mo	\$242	5 ATTRIBUTED MOVE INS
Storage Co. 5	4 SITES	2.6x	\$9,409	22 mo	\$101	15 ATTRIBUTED MOVE INS
Storage Co. 6	5 SITES	2.6x	\$53,158	5 mo	\$239	168 ATTRIBUTED MOVE INS

ROAS = Return on Ad Spend | Currency in USD | mo = months



WHAT ABOUT THE OUTLIERS?

The portfolio average is 14.7x, but individual brands range from under 2x to over 70x. These outliers are the extremes to give you some context of what can make or break your ROAS.

TOP PERFORMERS

Brand	Sites	ROAS	Total Ad Spend	Avg. Stay	Avg. Rent	Attributed Move Ins
Storage Co. 1	10 SITES	71.8x	\$57,360	62 mo	\$227	296 ATTRIBUTED MOVE INS
Storage Co. 2	12 SITES	51.1x	\$84,644	52 mo	\$119	706 ATTRIBUTED MOVE INS
Storage Co. 3	13 SITES	47.4x	\$57,032	26 mo	\$209	493 ATTRIBUTED MOVE INS

ROAS = Return on Ad Spend | Currency in USD | mo = months

The brands at the top tend to keep customers longer and command higher rents, so every acquisition compounds into far more lifetime value. The brands at the bottom aren't necessarily running worse ads – they're often newer facilities still leasing up, or markets with shorter average stays or lower rents. Same spend, different retention, very different return.

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ONLY
\$149 /MO

DAILY BUDGET RECOMMENDATIONS.
DELIVERED TO YOUR INBOX.
EVERY DAY.

- ✓ No contracts.
- ✓ No agencies
- ✓ Just smarter advertising

THE NUMBER
BEHIND THE
NUMBER:

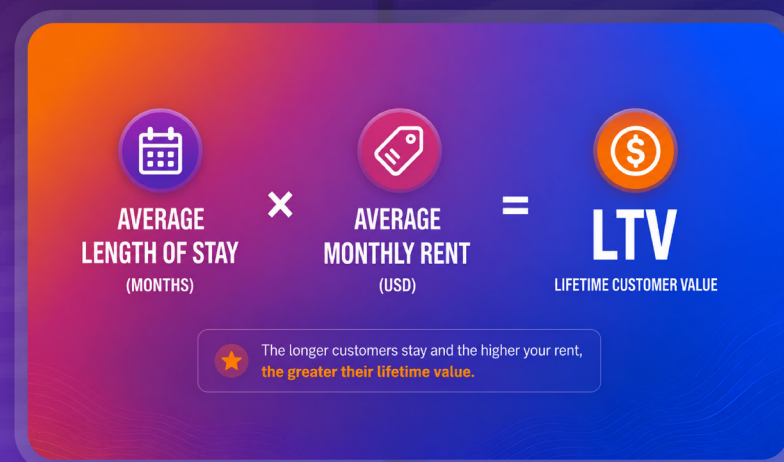
LIFETIME VALUE

Here's what makes self-storage different from most Google Ads math.

When people hear "14.7x return," they picture \$14.70 of revenue landing in the same month they spent the dollar. That's not what this is. This is lifetime customer value – what a renter is worth over the entire time they stay with you. And that changes everything about how you should think about ad spend.

How the ROAS is actually calculated

We credit a customer's lifetime value and compare that to the ad spend that brought them in – for this we set a deliberately conservative attribution.



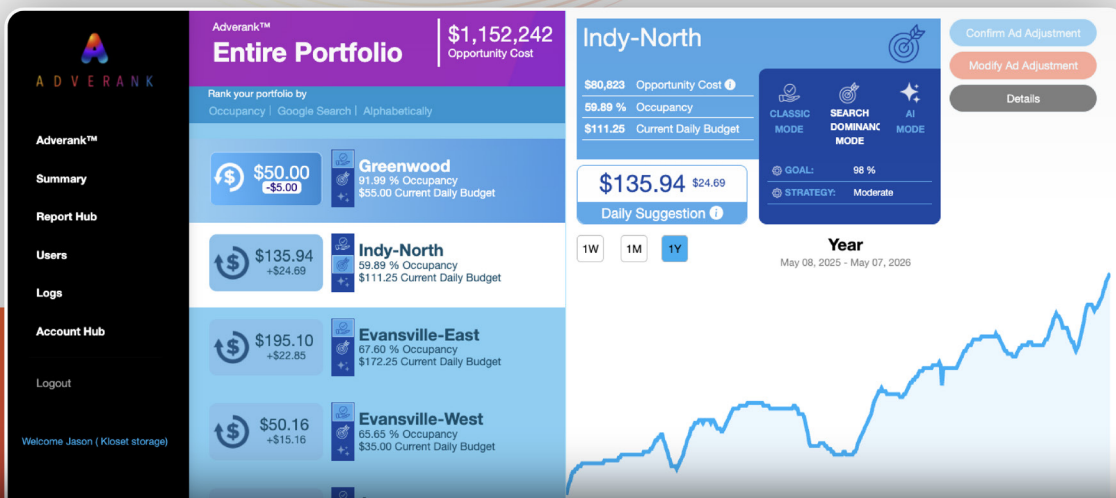
Notice the lever: every extra month of average stay pushes your ROAS up in a straight line. Retention isn't a "nice to have" – it's the single biggest multiplier in the equation.



THANK YOU



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