

A D V E R A N K TM

Campaign Document

SHIELD STORAGE CENTERS

STATIC
RETARGETING ADS


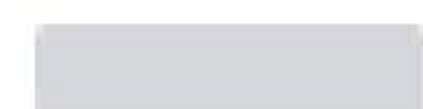



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RESPONSIVE
RETARGETING ADS





Adverank, the leader in self-storage advertising, offers Google static retargeting ads to re-engage past visitors with pre-designed, fixed creative assets. These ads maintain a consistent look with tailored images, messaging, and calls-to-action to reinforce brand recognition. Ideal for clear, singular promotions, static retargeting ensures potential customers see a compelling, familiar message across the Google Display Network. While these ads don't adjust dynamically, multiple variations can be created to target different audience segments and devices effectively.

As the leader in self-storage advertising, Adverank provides Google responsive retargeting ads that dynamically adjust in size, layout, and content based on ad space and user behavior. By uploading multiple headlines, descriptions, images, and logos, Adverank utilizes Google's **machine learning** to optimize ad combinations for maximum engagement. This flexible format ensures the most relevant messaging reaches potential customers across devices and platforms. Ideal for dynamic storage ads, responsive retargeting personalizes content based on user interactions, increasing conversions and strengthening brand recognition.

Text

	Type	Maximum length	Quantity	Required
	Headlines	30 characters	1-5 headlines	✓
	Long headline	90 characters	1 headline	✓
	Descriptions	90 characters	1-5 descriptions	✓
	Business name	25 characters	1 name	✓
	Call to action	Automated	1 call to action	✓

Images

	Ratio	Recommended size	Quantity	Required
	Horizontal 1.91:1	1200 x 628 pixels (min 600 x 314 pixels)	1-15 images Recommended: 5	✓
	Logo 1:1	1200 x 1200 pixels (min 128 x 128 pixels)	1-5 images Recommended: 1	✓
	Logo 4:1	1200 x 300 pixels (min 512 x 128 pixels)	1-5 images Recommended: 1	✗
	Square 1:1	600 x 600 pixels (min 300 x 300 pixels)	1-15 images Recommended: 5	✓



SHIELD STORAGE

CENTERS

BELLEVUE RD

STATIC RETARGETING ADS

When creating static retargeting ads, incorporating bright, bold photography and signature brand colors ensures a strong visual impact and brand consistency. High-contrast, eye-catching imagery instantly grabs attention, while vibrant colors reinforce recognition and trust among returning visitors. Clean, well-structured layouts with clear calls-to-action effectively remind potential customers of convenient, secure, and accessible storage solutions. Maintaining consistency across six ad sizes helps create a cohesive brand presence, making it easy for users to recall and engage when they're ready to rent a unit.

Google-Ad-336 x 280



Google-Ad-728 x 90



Google-Ad-300 x 600



Google-Ad-300 x 250



Google-Ad-320 x 280



Google-Ad-300 x 100 Large Mobile Banner



RESPONSIVE RETARGETING ADS

In this design document, we present five example Google Responsive Ad combinations, leveraging bold photography, vibrant colors, and compelling messaging to maximize engagement. Each combination dynamically assembles various headlines, descriptions, logos, and promotional offers to create an optimized user experience.



Half Off First 2 Months



Get half off your
first 2 months
with smart lock
access and gated
entry in
Haughton!



Secure Storage in Haughton
with Boat & RV parking, Plus
online move-in options!

Boat & RV Parking in Haughton

Visit Site



Smart Lock Storage in Haughton



Rent online in Haughton and
enjoy 2 months half off plus
modern smart lock access!



Secure Storage in Haughton



Shield Storage in Haughton
offers smart locks, gated entry,
and 50% off 2 months!



Move In Online & Save

Online rentals, secure
gated access, and 2
months half off—book
Haughton storage now!



Bellevue Rd Storage:

Headlines (30 characters each):

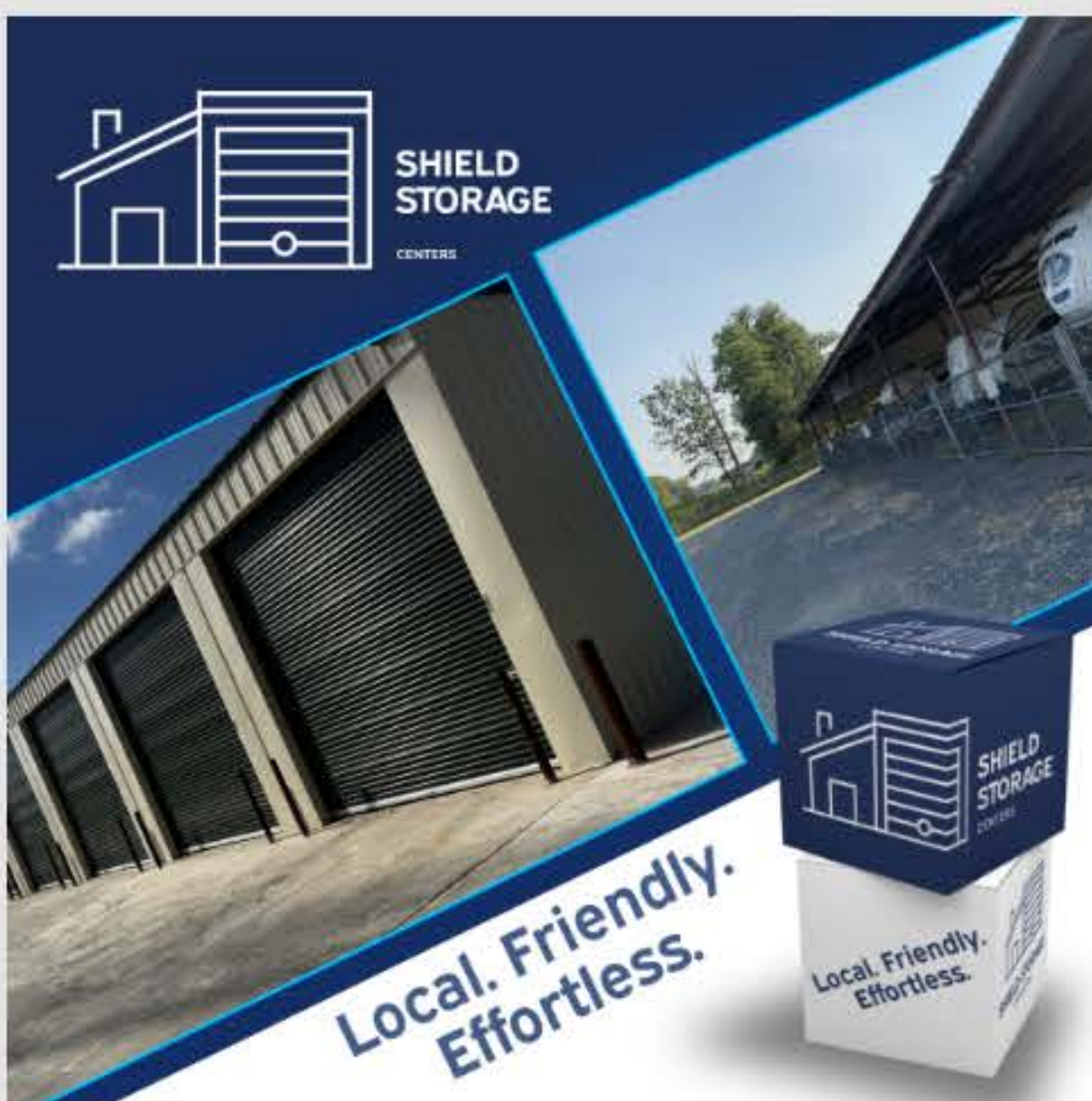
- Half Off First 2 Months
- Smart Lock Storage in Haughton
- Boat & RV Parking in Haughton
- Secure Storage in Haughton
- Move In Online & Save

Long Headline (90 characters):

Easy Online Rentals and Half Off Your First 2 Months of Self-Storage in Haughton!

Descriptions (90 characters each):

- Get half off your first 2 months with smart lock access and gated entry in Haughton!
- Secure Storage in Haughton with boat & RV parking, Plus online move-in options!
- Rent online in Haughton and enjoy 2 months half off plus modern smart lock access!
- Shield Storage in Haughton offers smart locks, gated entry, and 50% off 2 months!
- Online rentals, secure gated access, and 2 months half off–book Haughton storage now!



A D V E R A N K TM

Thanks