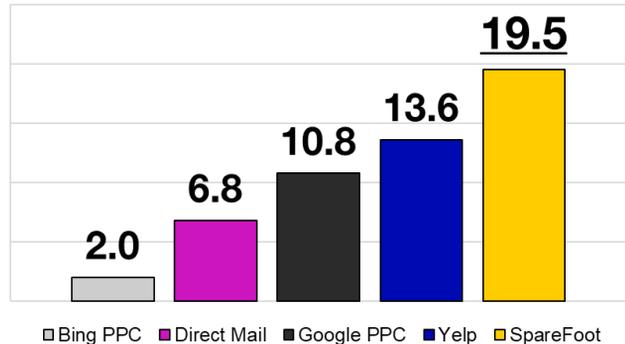


SpareFoot Brings Double the Rentals with a 53% Lower Cost per Rental than Pay-Per-Click

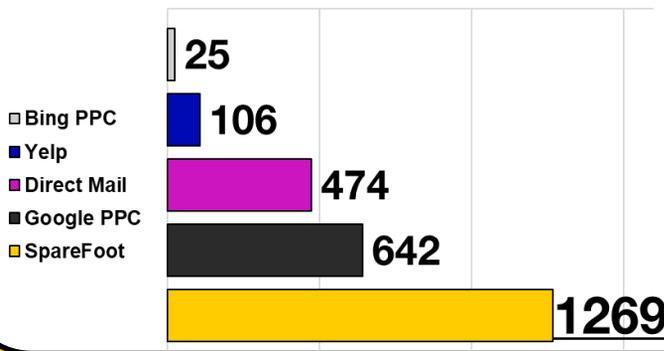
SpareFoot conducted a case study with one of our storage operators, here's what we found: This storage operator made **\$19.54** for every **\$1** they spent on SpareFoot

This operator also saw an **82% higher Return on Ad Spend (ROAS)** with SpareFoot compared to Google PPC – resulting in over **\$890,000 more in SpareFoot revenue** than PPC

Return on Ad Spend (ROAS)



Number of Reservations



Over 12 months, SpareFoot made up **50% of direct response* reservations** along with a **60% higher Reservation Rate** than PPC

*Direct response marketing - generates an immediate and measurable consumer response

Problem:

Though the operator had been a client of SpareFoot for seven years, little maintenance was performed on the account and internal leadership was skeptical of aggregators. In addition, other digital marketing avenues were very costly and not generating enough volume.

Solution:

The operator worked with SpareFoot to overhaul all listings by cleaning up text, updating available amenities, adding appealing photos to facility pages, bidding strategically, and listing facilities that weren't previously utilizing the SpareFoot network. Additionally, the client added promotions to each listing and worked with the team to measure and improve success metrics of performance. The client point person also educated internal company stakeholders on the importance of marketplaces in the online storage shopping world.

Result:

The SpareFoot network is now responsible for over 50% of direct response reservations. Reservations from SpareFoot convert to tenants 22% more than any other direct response marketing channel. Average cost per tenant is 64% less compared to other direct response marketing channels, and return on advertising spend is 136% higher in those same channels.

Aaron*, an eight-year self-storage industry professional, joined this operator in 2015. An existing SpareFoot fan from previous experience, he found tons of opportunity to grow the marketing channel into a major revenue driver for this 20+ facility company. **We sat down with Aaron to get his thoughts:**

Q: What SpareFoot improvements did you make upon joining this operator?

A: “The most important thing was cleaning up the listings. Pictures were a big part, and descriptions. I cleaned up discounts and targeted different unit types when they dipped in occupancy. We immediately joined the AAA program. If there's no discount, sometimes we offer a free truck. We always have some type of promotion there. **I also began to focus on increasing our move-in rate.**”

Q: What's the primary traffic driver for your facilities?

A: “Google organic is still the #1 way people find us, so I don't buy into the idea SpareFoot takes customers away from us. If people go to Google and search for us and there are four links to our facility and one of those is SpareFoot, that's still a win. **We get more real estate in search results just by being on the SpareFoot network.**”

Q: What about the primary traffic driver for your paid channels?

A: “We get a decent amount of traffic from Google PPC and put about \$65,000 yearly to that channel. It's been about 250 move-ins in the last 12 months and we use Yelp which gave us around 50 tenants. We haven't had quite as much success with Bing or Facebook - only 20 move-ins between the two so we cut back on that. **Ultimately, SpareFoot is a stronger channel than PPC. That's huge for us.**”

Q: Do you shift budget from other areas to SpareFoot?

A: “We don't really have a set budget. We assign amounts to other areas, but because **SpareFoot is pay-only-on-move-in**, if we go over in budget, I got a new tenant. So if we spend double, we get double the tenants.”

Q: From a usability perspective, how does SpareFoot compare to other channels?

A: “It's a storage audience, so **you don't have to worry about keywords**, and you don't have to think about geotargeting. I don't have to do much maintenance because it's really a set it and done. We pay a full person's salary to keep up the other channels we have.”

Q: How did you help reshape internal thinking about aggregators?

A: “**Look, people want to shop this way.** I don't have a loyalty to a brand when shopping for hotels. I go to Hotels.com and look around for the best deal. People shopping for storage are going to do the same thing.”

*To respect confidentiality, this operator has been anonymized. Data was analyzed for the 2017 calendar year.

Interested in learning how SpareFoot can help you?

Simply contact us at: info@sparefoot.com or (855) 460-3077

SpareFoot