Google™

Uncle Bob's Self Storage used AdWords Location Targeting to Increase Move-in Volume 345% and Decrease CPA 34%

About Uncle Bob's Self Storage
• One of the leading Self Storage companies in the US with over 400 facilities in 25 States
• Buffalo, New York
• www.unclebobs.com

About WebMetro
• An online direct marketing agency that is committed to helping brands exceed their goals
• San Dimas, California
• www.webmetro.com

Goals
• Decrease cost per acquisition
• Grow reservation volume (online or phone)
• Grow move-in volume

Approach
• Two-tier desktop and mobile campaigns structure
• Location targeted campaigns at the state, city, or radius level
• National campaigns with geo-modified keywords
• Location targeted headlines, display URLs, and landing pages
• Optimizing via geographic reports

Results
• Increased reservation volume by 361%
• Increased move-in volume by 345%
• Decreased CPA by 34%

Uncle Bob's Self Storage, owned and operated by Sovran Self Storage, Inc., (NYSE:SSS), began acquiring and managing self storage properties in 1985. Today, the company has over 400 self storage facilities serving more than 200,000 customers in 25 states. Beyond offering rental storage spaces, truck rental and moving supplies, the company focuses on customer service that eases the stress of transition. They accept deliveries, offer relocation referrals, and create a helpful, friendly atmosphere for each customer.

One in 10 consumers in the US will use self storage facilities due to life-changing events such as downsizing, moving, re-organizing, remodelling, marriage and divorce – all requiring the need for temporary storage. Once that need is identified, the location of the self storage facility becomes a key element in the final decision to rent.

The biggest challenge Uncle Bob's was facing was making sure their advertising was targeting the customers who were "in the neighborhood" and would use their service. They were experiencing a very high advertising Cost per Acquisition and were looking for a better solution.

"When we started doing location targeting, we saw immediate improvement in our CPA from AdWords. We were able to shift our spending into markets more precisely, which allowed us to spend much more aggressively overall. The result has been a dramatic shift in how much of our business has come from paid search as opposed to other sources."
—Chris Laczi, Marketing Director, Uncle Bob's Self Storage

A Complete Location Targeted Solution
WebMetro, an online direct marketing agency, was hired by Uncle Bob's Self Storage to grow move-in volume consistently month over month, while keeping their Cost per Acquisition below a specific target. To reach this goal, WebMetro needed a solution that would facilitate geographic-based targeting while providing control over performance.

Using Google AdWords Location Targeting, WebMetro developed a two-tier approach to maximize performance. First, they created Location-targeted campaigns targeting states, metros, cities, or radius targets depending on Uncle Bob's level of coverage in that area. For example, they targeted the entire state of Florida if there were enough locations throughout the state. In a state like Missouri, a limited number of locations required metro, city or location radius targeting to be effective. Second, they created Nationally-targeted campaigns where they ran geo-modified keywords like 'storage Miami' so anyone in the US searching for storage in Miami could see their Miami ad. They used state, city, and zip code geo-modified terms.

About AdWords Location Targeting

Location Targeting within AdWords allows advertisers to target their ad campaigns to specific geographic areas. Depending on where an advertiser wants to target their campaigns, country, regional, city, metro, and custom targeting might be available.

WebMetro's campaign structure allowed them to control bid, budget, and other changes at a location level. "There is quite a variance in performance between geo-modified and general keywords. The two-tier campaign allowed us to properly assign a bid that correlates to performance. Having this control allowed us to take advantage of the tremendous reach both types of searches provide without having to sacrifice efficiency," says Michael Behrens, VP of eMarketing at WebMetro.

An important element of the campaign structure was tightly aligning ad texts, keywords, and landing pages with a common location. If someone searched for 'storage Miami': the ad headline showed 'Storage Miami', the display URL would end with 'Miami', and the destination URL would send you to a Miami focused page.

Location Targeting leads to Greater Performance

Since using AdWords Location Targeting, Uncle Bob's Self Storage saw an increase in reservations of 361% leading to a move-in volume increase of 345%, while decreasing Cost per Acquisition by 34%. Plus, the reservation-to-rental rate improved to the point that AdWords became the company's leading advertiser in terms of conversion.

In addition to the desktop efforts, WebMetro also ran mobile campaigns with the same two-tier location targeted campaign structure. Now mobile makes up over 20% of Uncle Bob's traffic, driving move-ins at comparable levels to desktop CPA. Location targeted mobile will continue to be a focus area for growth moving forward along with more specific regional campaigns as they continue learning how to best optimize their location targeting.

Visit **www.adwords.google.com** for more information.

Google™