



## Storage providers select Fluid Ads to boost their local presence through managed digital advertising campaigns

 Consumer Services  USA

 2000+ employees

### The Client

The client is a publicly traded company that owns and operates more than 1,100 storage facilities in America in over 36 states with over 600,000 customers across the country.

The storage provider has led the way in growth for the past few years in terms of storage rental and is the 4th largest self-storage company in the USA.

**“In the short time that we have worked with both Charlotte and Richard from Fluid Ads, we have been incredibly impressed with their flexibility, agility, and capability to monitor and make changes to campaigns as needed. We are grateful to have found them as a vendor and are looking forward to what is to come in this partnership.”**

## The Challenge

The client outsources their digital advertising. They are always checking to make sure they are working with the market leading suppliers of the services they require.

A recent such review led them to contact Fluid Ads to understand how we could support the delivery of their store's digital promotion.

They wanted to promote a message to residents within a certain geographical radius of each store. They were previously just using Geofencing to target local people but were looking for a digital advertising expert to provide a seamless and integrated approach to enable better performance. Their aim was to increase the number of full/paid units in each of their stores.

## The Solution

Fluid Ads were selected for a 3 month trial period to support 3 stores via digital advertising campaigns.

Previously, the client had only used Geofencing but from the start Fluid Ads knew that the best way of achieving their ambitions was to combine a number of digital advertising tactics.

The solution was a managed service where the Fluid Ads Ops team ran the campaigns on behalf of the client with regular campaign check-ins to ensure synergy and complete optimisation of the campaigns. This encompassed the full digital advertising process from ad design, right through to deployment and reporting. The tactics use included targeting:

**Active users:** Using keywords, search terms and competitor information, the plan was to identify those people who were looking for storage now.

**Passive users:** Using certain filters Fluid Ads were able to retain those audiences who were more likely to require the clients services now or in the future. These included age, life stages and certain interests.

**Retargeting:** Identifying those people who visited the clients website and promoting a targeted message to them via digital display was the third tactic we used. This is a great way of reminding people who have shown some interest in their products/services why they should return to the website.

Keywords is one of the targeting tactics deployed in the campaigns which allowed Fluid Ads to target potential customers for the client through the keywords they searched. This in combination with Geofencing targeting which is the application of virtual borders around select locations to better identify and target users that pass through them.

## The Challenge

The first month of the 3 month trial on 3 stores went so well that the client brought over 9 more stores for the trial which generated over 4.5million impressions, 3000+ clicks and resulted in 97 online reservations.

The client was particularly impressed with the results Fluid Ads achieved for one of their more difficult performing stores where occupancy generally averaged out at 55% but following the campaign this is now at 95%.

The client has been most impressed with the level of service from Fluid Ads and the ease of running managed digital ad campaigns. This has resulted in the client planning to increase the number of stores to be managed and Fluid Ads becoming their digital advertising partner of choice.