

# How Anderson Street Storage Drove a 728% Return on Investment and Solved a Critical Business Challenge with Google Ads



Storable  
Easy



Anderson Street Storage

## KEY RESULTS → AT A GLANCE

- ▶ **728% Return on Ad Spend (ROAS)** based on the estimated lifetime value of new tenants
- ▶ **\$42,160 in estimated Lifetime Value** from 31 confirmed online rentals
- ▶ **Dominated the competitive ad landscape**, appearing at the absolute top of the page in nearly 50% of ad impressions
- ▶ **Elite Click-Through Rate (CTR) of 9.86%**, significantly outperforming the 6.66% Google Search average
- ▶ **14.9-point increase in facility occupancy** in the 12 months following the campaign launch

## THE CHALLENGE

### Turning 109 Empty Units into Revenue

- ▶ In the spring of 2024, [Anderson Street Storage](#) in Tullahoma, TN, faced a significant business challenge. They had just completed the construction of 109 brand-new units and needed to find qualified tenants—fast. With their physical occupancy at just 66.89% in July 2024, they needed a strategy that could deliver immediate, measurable results and start generating revenue on their substantial investment without delay.

## THE SOLUTION

### A Strategic, Results-Driven PPC Campaign

- ▶ Anderson Street Storage needed speed and precision. While SEO builds long-term foundational strength, PPC delivers immediate visibility. Storable's Digital Marketing Services team designed and launched a strategic Google Search campaign engineered to place Anderson Street Storage in front of customers actively searching for storage.

The strategy was built on proven industry best practices, **customized for the client's specific market and goals:**

- **Sophisticated Campaign Architecture:** The campaign used tightly-themed ad groups that ensure high ad relevance by aligning keywords, ad copy, and landing pages with specific customer needs, such as unit types, facility features, and location-based searches.
- **Optimized Budget & Targeting:** To maximize ROI, the campaign utilized precise geographic targeting to focus ad spend exclusively on the most relevant local audience. Strategic ad scheduling was also implemented to ensure budget was allocated effectively to peak search hours, increasing visibility when potential customers were most active.

- **Compelling, High-Visibility Ad Creative:** The campaign leveraged Google's full suite of ad extensions to maximize visibility and make the ads as informative and engaging as possible. The ad copy was dynamically crafted to speak directly to user intent, featuring clear calls to action and highlighting key facility benefits to drive a high click-through rate.

- **Seamless, End-to-End Conversion Tracking:** A key Storable advantage is the ability to provide true attribution. Because Anderson Street Storage uses Storable's management software, Storable seamlessly tracked customers from their initial ad click all the way through to a confirmed rental. This closed-loop reporting eliminates guesswork and allows for unparalleled accuracy in measuring real-world business results.

# 728%

## Return on Investment

# 14.9-Point

## Occupancy Increase

### THE RESULTS

#### A Masterclass in Driving Profitable Growth

The Google Ads campaign delivered immediate, measurable impact across every key metric.

The 31 confirmed online rentals generated an estimated \$42,160 in total lifetime value, based on an industry-average 16-month rental duration at \$85 monthly rent. Against the \$5,787.79 ad spend investment, this represents a 728% Return on Ad Spend.

#### Exceptional Traffic Quality

- The campaign delivered 1,278 clicks with a 9.86% Click-Through Rate, nearly 50% higher than the 6.66% Google Search average. This performance proves the ads were highly targeted and compelling to local searchers.
- Qualified traffic converts through multiple channels. Some visitors rent online immediately. Others call the facility, save the contact information, or visit in person

days or weeks later. While the advertising drives these actions, not all can be attributed to a single ad click. The 31 confirmed rentals and tracked calls represent the most measurable portion of total value generated.

#### Market Dominance

- In a recent 30-day period, Anderson Street Storage achieved a 46.61% impression share, appearing in nearly half of all relevant searches. The facility appeared at the absolute top of search results 48.96% of the time and outranked national aggregators like Public Storage in over 40% of auctions.
- Physical occupancy climbed from 66.89% to 81.81% in the 12 months following campaign launch. The facility successfully filled the new units and generated sustained revenue from the investment.

## LONG-TERM IMPACT

### Building a Sustainable Growth Engine

The success at Anderson Street Storage demonstrates how a well-executed PPC campaign solves immediate business challenges while creating lasting competitive advantages.

#### Sustainable revenue growth:

- ▶ The campaign didn't just fill empty units. It established a predictable lead generation system that continues to drive qualified prospects as tenants naturally turn over.

#### Market positioning:

- ▶ Consistent top-of-page visibility has established Anderson Street Storage as the go-to facility in Tullahoma, making it harder for competitors to gain traction.

#### Data-driven optimization:

- ▶ Every click, call, and rental provides insights that inform ongoing campaign refinements, improving performance and efficiency over time.

#### Scalable framework:

- ▶ The proven campaign architecture can be replicated or expanded as the business grows, whether that means promoting additional unit types or supporting future facility expansions

From 109 empty units to 81.81% occupancy in just 12 months, Anderson Street Storage's results prove that strategic PPC can build a foundation for sustained, profitable growth in competitive markets.

Anderson Street Storage's transformation demonstrates what's possible when expert PPC management meets a clear business goal. Whether you're launching new units, fighting low occupancy, or looking to dominate your local market, **Storable's Digital Marketing Services can help you achieve measurable results.**

### Discover how Google Ads can help you:

- ▶ Generate immediate visibility while building long-term SEO
- ▶ Track every dollar spent directly to confirmed rentals
- ▶ Outrank competitors in your local market
- ▶ Fill units faster with qualified, high-value tenants



**READY TO FILL YOUR UNITS FAST?**

**Book Your Demo Now >**

- ▶ **Schedule a demo today to learn how Storable can drive similar results for your facility.**