How Columbia Self Storage Transformed Decision-Making with Real-Time Business Intelligence

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COLUMBIA® SELF STORAGE

▶ Key Results at a Glance

- **Time savings** through consolidated data access and merging multiple reports

- **Faster decision-making** with real-time visibility into performance issues

- **Better resource allocation** by quickly identifying regional and manager-level performance trends

- **Deeper operational insights** from revenue breakdowns, promotion effectiveness, and length-of-stay analysis

CHALLENGE

Unlocking the Full Potential of Their Data

Columbia Self Storage operates 28 properties across New York, New Jersey, Pennsylvania, and Arizona. Since starting in 2012 with just three properties, the company has grown nearly tenfold. As Chief Brand Officer Randall Mosca Jr. explains, that growth created new opportunities for deeper analysis.

"We knew we had great data, but we didn't have a great way to use it," Randall notes. Columbia had been successfully using Storable Edge to run their operations and were ready for new ways to analyze the wealth of information being generated across their portfolio. They weren't looking to replace what they had, but build on it with more advanced analytical capabilities.

SOLUTION

Storable Business Intelligence for Real-Time Insights

When Storable introduced Business Intelligence— its comprehensive analytics platform purpose-built for self-storage—Columbia was immediately interested. Randall and team saw the potential for it to solve its reporting challenges via:

- **Real-Time Dashboards:** Business Intelligence provides live visibility into the metrics that matter most. Real-time dashboards show occupancy, revenue, conversions, and delinquencies across Columbia's 28 properties.

- **Marketing Insights:** The platform reveals which channels actually drive leads and rentals, giving Columbia clarity into lead source performance. Columbia can now see digital presence, rankings, and conversion funnels, turning marketing from a mystery into measurable ROI.

- **Revenue Intelligence:** Business Intelligence provides detailed revenue breakdowns that Columbia uses extensively for regional analysis, employee evaluations, and facility assessments.

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- **Drill-Down Capabilities:** When issues arise, Columbia can quickly identify root causes. Managers can drill down from portfolio-level metrics to specific facilities and pinpoint exactly what needs attention.
- **One Source of Truth:** Business Intelligence is built on Storable Edge data, giving operators a unified view of operations from one single source of truth.

Key Metrics Columbia Now Tracks
- Year-over-year revenue comparisons
- Rent per square foot across the portfolio
- Promotion effectiveness and usage patterns
- Average length of stay by promotion type
- Occupancy trends and economic occupancy metrics
- Lead-to-move-in conversion rates

> "I feel like every time you look at Storable Business Intelligence, you're finding some more information," Randall explains. "You definitely get access to more of your data. You get more breakdowns, drill downs, and seeing where the origin is."

Randall Mosca
▶ **CHIEF BRANDING OFFICER**

RESULTS

Faster Decisions with Better Data

Business Intelligence has transformed how Columbia Self Storage operates and makes decisions, delivering answers in minutes rather than hours.

Operational Intelligence Wins

- ▶ **Significant Time Savings & Reduced Blind Spots:** Consolidated data access eliminated manual report merging. "We were merging two reports, or looking at two different reports, and trying to make a decision," Randall explains. "We have everything at our fingertips now, that we could just kind of dump and analyze."

- ▶ **Faster Problem Identification:** Columbia can quickly pinpoint root causes. This visibility allows Columbia to identify whether challenges stem from pricing strategies, individual manager performance, or broader regional trends and act accordingly. The ability to drill down from portfolio-level metrics to specific facilities or managers has been transformative for operational management.

- ▶ **Performance Culture:** Columbia reworked their entire employee evaluation system using BI data. Evaluations now incorporate occupancy metrics, lead conversion rates, move-in performance, economic occupancy, and promotion usage, all easily accessible through BI. As Randall says, "Our managers know exactly what success looks like now."

- ▶ **Standardized KPIs:** Consistent metrics across all 28 properties create fair evaluation criteria and facilitate regional comparisons.

Revenue & Growth Wins

- ▶ **Smarter Pricing Decisions:** Year-over-year reporting simplified existing reports and prompted Columbia to restructure their standard reporting. They're actively using rent per square foot analysis, promotion effectiveness tracking, and length of stay metrics.

- ▶ **Insurance visibility:** Integration across Storable's platform provides clarity into insurance adoption rates and revenue contribution.

- ▶ **Efficient scaling:** As Columbia continues to scale, BI enables growth without proportionally increasing reporting overhead.

Marketing Wins

- ▶ **Promotion optimization:** Reporting revealed Columbia had numerous promotions available but only a handful being used, prompting strategy evaluation and cleanup of unused codes.

- ▶ **Conversion tracking:** Lead-to-move-in conversion rates are now tracked consistently, showing which marketing efforts actually convert browsers into paying tenants.

- ▶ **Strategic spend allocation:** Columbia can now see which channels drive leads and rentals, allocating marketing spend strategically rather than guessing at ROI.

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Building a Data-Driven Culture

Business Intelligence has positioned Columbia Self Storage for smarter decision-making as they continue growing, creating a foundation for sustained competitive advantage.

▶ **Performance accountability:** Comprehensive metrics create clear expectations and visibility into what success looks like across the portfolio. Managers now have objective benchmarks rather than subjective assessments.

▶ **Resource optimization:** Quick identification of performance issues enables faster intervention and more efficient allocation of training and support resources. Columbia can now address problems before they significantly impact revenue.

▶ **Strategic planning foundation:** Access to detailed revenue, occupancy, and operational data supports better forecasting and growth planning. Columbia can model scenarios and make data-backed projections with confidence.

▶ **Operational consistency:** Standardized metrics across all 28 properties create consistent evaluation criteria and facilitate regional comparisons, ensuring fair assessments regardless of market conditions.

▶ **Competitive advantage:** In an industry where large REITs have historically dominated through proprietary business intelligence systems, Columbia now has enterprise-grade analytics without the enterprise overhead. This levels the playing field and enables nimble, data-driven decision-making at any portfolio size.

> "The more information you have, the better decisions you can make," Randall emphasizes. "It seems like we have the right information in front of us now."

Randall Mosca
▶ **CHIEF BRANDING OFFICER**

Ready to Transform Your Decision-Making?

Columbia Self Storage's experience demonstrates how purpose-built Business Intelligence enables smarter, faster operational decisions at any portfolio size. For decades, large REITs dominated through sophisticated data analytics that required teams of analysts and significant investment. Now operators like Columbia can compete with enterprise-grade insights without enterprise overhead.

Business Intelligence solves self-storage's most universal problem: turning raw data into confident action. Whether you're evaluating employee performance, optimizing promotions, identifying regional trends, or planning for growth, Business Intelligence delivers answers in minutes, not hours.

Schedule a Demo Today ❯

▶ **See how Business Intelligence can elevate your operational insights and give you the competitive advantage that large operators have enjoyed for years.**

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