

How Hwy 7 South Storage Shattered Their Growth Plateau with Facebook Ads, Achieving Record 92.65% Occupancy



Key Results at a Glance

- ▶ 104% increase in mid-funnel website engagement (clicks to find units, waitlist starts)
60% boost in high-intent conversions (move-ins, waitlist confirmations, contact form fills)
- ▶ 5 new tenant move-ins directly attributed to Facebook campaign alone
- ▶ Record-high occupancy of 92.65% in May 2025—a massive 21.6 point lift over the previous year
- ▶ 40.6% increase in total website sessions across all channels

PROBLEM

Pushing Past the Limits of a Single Channel

Hwy 7 South Storage had mastered one piece of the puzzle. Their Google Ads campaign with Storable was successfully capturing high-intent searchers in their local market, and a recent facility expansion in late 2023 had increased their capacity. But relying solely on capturing existing demand meant they were missing a crucial opportunity creating new demand.

The facility needed a way to reach potential customers earlier in their journey, building awareness before they were actively searching for storage. The key question was: How can we add a new layer to our marketing to break through our performance ceiling and drive incremental growth?

SOLUTION

A Strategic, Full-Funnel Approach

As a forward-thinking partner, Hwy 7 South Storage agreed to be a beta tester for Storable's new Facebook Ads service. In September 2024, Storable launched a comprehensive campaign designed to complement their existing Google Ads efforts by generating new, top-of-funnel demand. This represented a strategic shift to a full-funnel marketing approach.

The strategy focused on leveraging Facebook's unique strengths

- ▶ **Targeting "Implied Intent":** Storable built audiences based on demographics and life events (like "Recently Moved") to reach potential customers who showed characteristics of needing storage, even before they started searching.

SOLUTION

- ▶ **Building Local Awareness:** The campaign introduced Hwy 7 to a broad but relevant local audience, building brand recognition and ensuring they were top-of-mind when a need for storage arose.
- ▶ **Powerful Retargeting:** Storable re-engaged past website visitors from all traffic sources (including their Google Ads), nurturing warm leads and converting users who had previously shown interest but hadn't rented.

Success on a visual platform like Facebook requires creative content that grabs attention.

- ▶ Storable also combined the client's authentic facility photos with professional design templates. By adding clean, branded graphic overlays, it transformed standard photos into high-performing ads that highlighted key selling points and drove engagement.



RESULTS

From 70% Plateau to 92% Record Occupancy

The new strategy drove a 40.6% increase in total website sessions and delivered measurable results across the entire customer journey.

1. Created a "Halo Effect" of Brand Awareness

The campaign successfully created a "halo effect," lifting the performance of all brand-related channels.

- ▶ **Organic Search traffic grew by 19.6%** as more users discovered the brand on Facebook and later searched for it by name.
- ▶ **Direct traffic grew by 17.8%** as increased brand recall prompted more users to navigate directly to the website.

2. Ignited On-Site Conversions

The most dramatic impact was seen in the total number of valuable actions taken on the website. Comparing the 10 months before and after campaign launch revealed dramatic on-site improvements:

- ▶ **60% increase in high-intent conversions** (move-ins, waitlist confirmations, contact form submissions)
- ▶ **104% increase in mid-funnel engagement** (clicks to find units, waitlist starts)
- ▶ **5 directly attributed move-ins from Facebook campaign alone**

3. Broke Through the Occupancy Plateau

This new lead stream, combined with existing Google Ads success, created powerful occupancy momentum:

Before Facebook Ads (Dec 2023 – Aug 2024)

- ▶ **Average area occupancy:**
70.4% (stable plateau)

After Facebook Ads Launch (Sep 2024 – May 2025)

- ▶ **Average area occupancy:**
84.9% (sustained growth)
- ▶ **Record peak performance:**
92.65% occupancy in May 2025
- ▶ **21.6 point year-over-year improvement:**
(vs. 71.08% in May 2024)



LONG-TERM IMPACT

The Power of a Full-Funnel Strategy

The true power of Hwy 7's full-funnel approach extends far beyond the immediate occupancy gains. By combining demand capture (Google Ads) with demand creation (Facebook Ads), they've built a self-reinforcing growth engine that becomes more powerful over time. The team now benefits from:

- ▶ **Rich market intelligence:** Customer data from both channels provides deep insights into local demand patterns and demographics
- ▶ **Replicable success framework:** The proven channel mix creates a tested playbook that could work across different markets or business scenarios

- ▶ **Operational predictability:** Consistent lead flow enables better staff planning, inventory management, and capacity utilization
- ▶ **Financial confidence:** Demonstrated ROI across multiple channels provides solid foundation for any future business decisions

KEY TAKEAWAYS

- ▶ Hwy 7 South Storage's transformation demonstrates that even successful single-channel strategies can benefit dramatically from strategic channel diversification.
- ▶ By adding Facebook Ads to complement their existing Google Ads success, they unlocked record-breaking occupancy levels and sustainable growth momentum

READY TO BREAK THROUGH YOUR PERFORMANCE PLATEAU?

Schedule a demo today

- ▶ Learn how Facebook Ads can complement your existing marketing success and drive your facility to new performance heights

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