

Extra Space Storage Utilizes Local Splash to Become Fastest Growing Major Storage Facility in Online Exposure

Situation

There are nearly 50,000 self storage facilities in the U.S. and they are owned by approximately 30,000 different companies. The competition is fierce. Extra Space Storage is the second largest public storage facility in the U.S with 735 locations.

Opportunity

Extra Space Storage (ESS) was looking to increase total revenue and market share in the national self storage market. They knew that consumers were increasingly using Internet search to find self storage facilities. They also knew that their online presence was less than satisfactory and began to look for multiple avenues to increase their online exposure. Among their shortcomings in online presence was their lack of exposure in local search results. Extra Space Storage looked to RelevantAds, Inc. to utilize their Local Splash product's proprietary and proven methods of improving ranking for local businesses.

The Solution

To achieve high local search rankings, search engines must identify a business' listing as being relevant and trusted. Local Splash accomplishes this using a number of proprietary technologies including:

- Automated search term relevancy tools based on competitors' listings and most common consumer search terms
- Direct data feeds into Google, Yahoo! and other search engines, as well as dozens of online local business directories
- Business data normalization and "translation" to formats required by search engines and business directories.
- Automated scalable processes that can add hundreds of locations in days

Local Splash identifies the most relevant keywords and the optimal categories to use for each individual listing in each geo-targeted area. This proprietary technology considers competitors' terms and service tags as well as consumer search term frequency in order to optimize keywords and categories for each listing.

Local Splash customized their data entry systems to match those of ESS making it extremely easy to transfer the data. The data was then normalized and sent to Google, Yahoo! and other search engines and local business directories. Local Splash's technology made verifying 760+ listings in Google, Yahoo! and other partner sites cost effective—purely manual submissions and verifications would have required tens of thousands of man hours and would have been cost prohibitive.

Along with submitting directly to Google and Yahoo!, Local Splash's service submits business data on all 760+ of Extra Space Storage's locations to dozens other directories across the web including: Yelp, Clush, About Us, Vast, Relevant Yellow, Rate it All, SuperPages, Merchant Circle, YellowBot, and Acxiom. Because Local Splash has the ability to update each of Extra Space Storage's individual business' details weekly, ESS can rest assured that their information is current and consistently seen by Google as relevant and trusted. Relevant, consistent and current business data are among the most important factors when it comes to getting high rankings in local search.

Local Splash initially submitted and verified over 600 Extra Space Storage locations across the United States. ESS continues to grow and Local Splash now supports every ESS location nationwide—and best of all, the Local Splash product automatically keeps the business data current for all locations.

Results

Extra Space Storage's locations were submitted and verified in the first quarter of 2008. Good ranking takes time, especially in a competitive market. Extraspace.com saw an increase in website traffic during the rest of 2008—the increase was especially high for traffic coming from search engines. In 2009, ESS continued to gain a larger share of online traffic for storage facilities and in the month of January 2010, ESS was the fastest growing major storage facility in the US in terms of online traffic according to alexa.com. Most important, extraspace.com has been gaining share of the online market faster than their largest competitor. Furthermore, Extra Space Storage is achieving an average 8% click through rate on their listings—every 100 times an ESS listing or ad is given as a search result, eight people will click on it!

Google Local Business Center Tracking Data for ExtraSpace.com

Impressions	6,096,558
Actions	492,816
Clicks for More Info	139,257
Clicks for Driving Directions	76,141
Clicks to Website	277,105

www.google.com

Page Views- Percentage increase in page views for individual website.

Website	Last 3 Months (Nov 11-Feb11, 2010)	Last Month (Jan 11-Feb 11, 2010)
Extraspace.com	+24%	+65%
Publicstorage.com	+16%	+11%

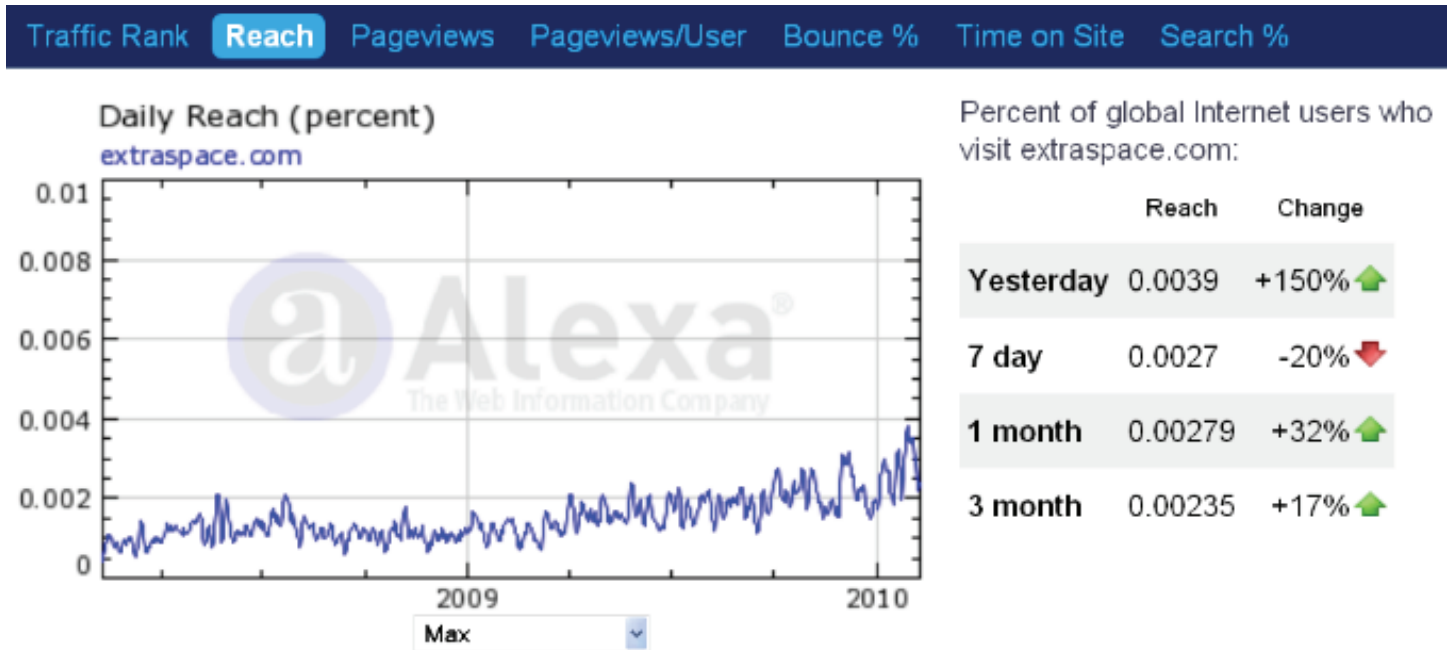
www.alexa.com

Reach- Increase in percentage of global Internet users who visit company's website as compared to the start date.

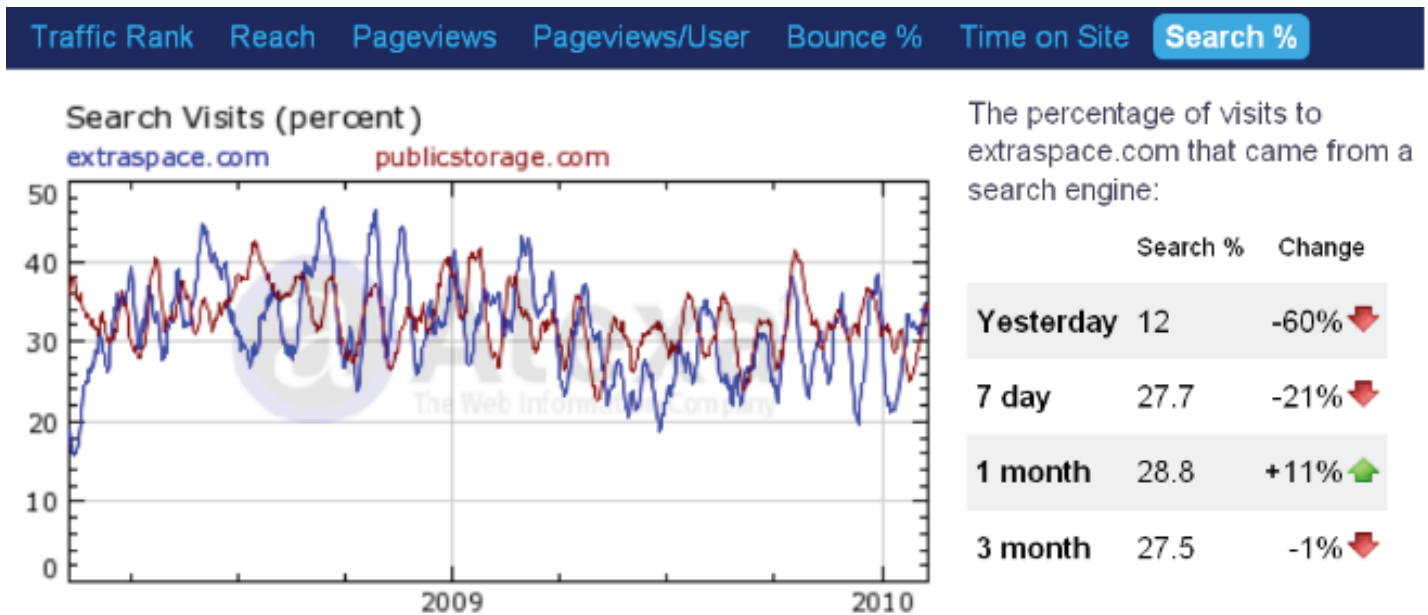
Website	Last 3 Months (Nov 11-Feb11, 2010)	Last Month (Jan 11-Feb 11, 2010)
Extraspace.com	+17%	+32%
Publicstorage.com	+9%	+15%

www.alexa.com

Below you can see the increase in daily visitors to ESS over the last 2 years. Daily reach increased significantly due to Local Splash's service beginning in Q2 of 2008. Furthermore, the increase has continued throughout 2009 and 2010.



Below you can see the data for users that visit the website directly from a search engine for the last two years. Extra Space Storage was badly lagging publicstorage.com prior to using Local Splash. Immediately after partnering with Local Splash, Extra Space Storage was able to catch up with, and in some periods surpass, their main competitor on this key metric.



Concluding Remarks from Extra Space Storage

"Our partnership with Local Splash has been a huge success. More importantly, it has been a measurable success. They provide great tracking data and let me know exactly how well our online listings are performing. Two years ago, Extra Space Storage had a more limited local Internet presence. Today, our online exposure, specifically in local search, is growing at a faster rate than any of our competition. It is, in part, through Local Splash's proven methods and technology that we have to thank for our web exposure success!"

Scott Jensen
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Extra Space Storage