

A D V E R A N K TM

1) GOAL



Adjust Your Goal - Set It & Stay in Control

2) MODE



Set Your Mode - Set It & Stay in Control

3) STRATEGY



Set Your Strategy - Set It & Stay in Control

Three Modes. One Goal. More Move-Ins.

Classic for control, Search Dominance for visibility, and AI for smart adjustments—choose the strategy that fits your business.



CLASSIC
MODE



SEARCH
DOMINANCE
MODE



AI
MODE

The Right Mode for Every Move

Want full control? Go Classic. Need to dominate search? Use Search Dominance. Prefer data-driven efficiency? AI Mode has you covered.



CLASSIC MODE

Take Control of Your Ad Budget

Want **predictable** spending and full control over your Google Ads budgets? Classic Mode in Adverank is built for operators who want structured, strategic growth—**without** AI-driven adjustments.

WHY USE CLASSIC MODE?

- ✓ Stay in control of budget changes
- ✓ Set predictable spending levels
- ✓ Align with specific business goals
- ✓ Customize how often budget increases happen

HOW STRATEGY WORKS

Classic Mode suggests budget increases based on your chosen strategy, then snoozes for a set time before reevaluating. Choose your pace:

AGGRESSIVE: Reviews every **3** days for rapid scaling for best results

MODERATE: Adjusts every **7** days for balanced and stable growth

CONSERVATIVE: Updates every **10** days for steady control expected results



New! Adverank now ensures budget increases are meaningful, never too small to impact performance.

Conservative: **20%** PPC AD Shortfall & **.5** clicks
Moderate: **15%** PPCAD Shortfall & **.75** clicks
Aggressive: **10%** PPC AD Shortfall & **1** click



SEARCH DOMINANCE

Own the Top Spot in Search

Want to **maximize** your ad visibility and outshine competitors? Search Dominance Mode in Adverank helps you secure **TOP** search placements and capture the highest possible share of local storage demand.

WHY USE SEARCH DOMINANCE?

- ✓ Maximize ad visibility in your market
- ✓ Outbid competitors for top placements
- ✓ Reduce lost search traffic due to budget limits
- ✓ Fill vacancies fast with aggressive ad positioning

HOW STRATEGY WORKS

Search Dominance adjusts your budget based on PPC Ad Shortfall percentage—ensuring your ads appear as often as possible. Choose your strategy:

AGGRESSIVE: Aims for **0%** PPC Ad Shortfall with bold budget increases

MODERATE: Gradually adjusts to maintain max visibility

CONSERVATIVE: Increases budget incrementally for steady control with PPC Ad Shortfall at **5%**



New! Adverank now caps budget increases based on strategy, ensuring spending stays in check while optimizing performance.

Conservative: **10%** max increase per adjustment.
Moderate: **15%** max increase per adjustment.
Aggressive: **25%** max increase per adjustment.



AI MODE AFTER 90 DAYS

The Best Smart Budgets

AI Mode in Adverank analyzes **real-time** data and occupancy **forecasts** to recommend both increases and decreases, helping you make informed adjustments while staying in control.

WHY USE AI MODE?

- ✓ Get budget suggestions based on real trends
- ✓ Based on occupancy, PPC, & move-in/outs
- ✓ Optimize ad spend without manual calculations
- ✓ Maintain full control over your budget strategy

HOW STRATEGY WORKS

AI Driven mode offers three budget strategies, each with different **sensitivity** levels to changes in occupancy, clicks, and move-ins/move-outs.

AGGRESSIVE: Faster, higher-impact suggestions

MODERATE: Balanced approach

CONSERVATIVE: Small, steady recommendations



Occupancy Sensitivity: Higher values increase the budget more aggressively when occupancy drops below the target.

Click Sensitivity: Adjusts budget based on changes in PPC clicks compared to the 7-day average.

Move-in/Move-out Sensitivity: Increases budget if move-outs exceed move-ins and decreases budget when move-ins are higher.