

R6 SMI

**Australasia's first storage
digital marketing index**

**Designed to monitor digital marketing
trends across the industry**

Explore the metrics you should be measuring
to benchmark your marketing and help you
compete online.

R6 Digital®

The increasing importance of digital marketing

The digital marketing landscape continues to change rapidly, and State of the Industry 2020 research highlighted just how important the digital environment has become to self storage in recent years.

More than 80% of customers currently in storage went online to begin their purchasing journey, yet only 44% of operators surveyed are using paid online advertising to promote their business.

R6 Digital created R6SMI to share insights with industry, so operators of all sizes can benchmark their marketing performance.

The R6SMI dataset contains a mix of geographically-spread small and medium sized deidentified operators.

The index comprises a series of indicators and trends that will be tracked over time and presented at least annually.

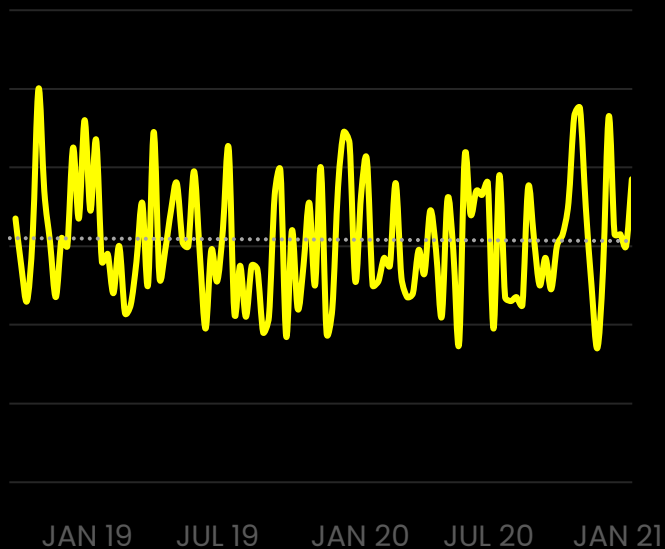
The R6SMI marks the start of a new storage insight series from R6 Digital which will explore the changing storage marketing landscape.



Search Trends | The way consumers search for storage is changing

The performance of "Self Storage" as a search term has been fairly consistent across 2019/2020, with seasonal peaks and troughs as generally experienced across the industry.

Search Trends/Self Storage



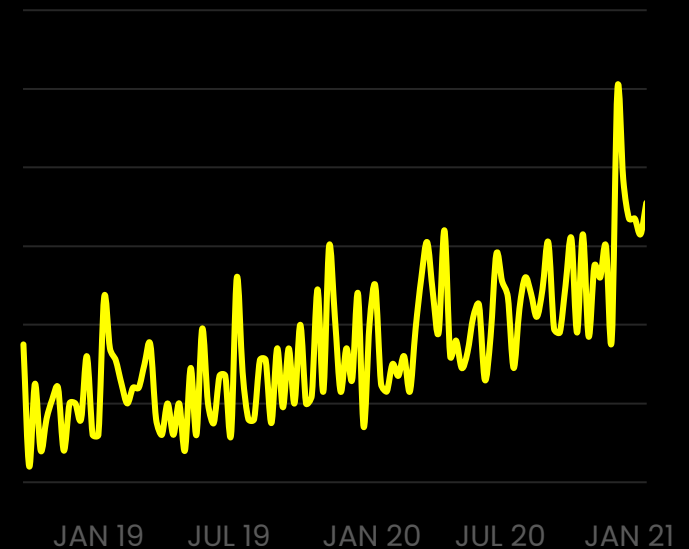
There has been a notable increase in the use of the general term "Storage", with seasonal spikes in January, traditionally a peak time for storage.

Search Trends/Storage



More recently, there has been a trend towards localised search, with the phrase "Storage Near Me" becoming increasingly popular over time.

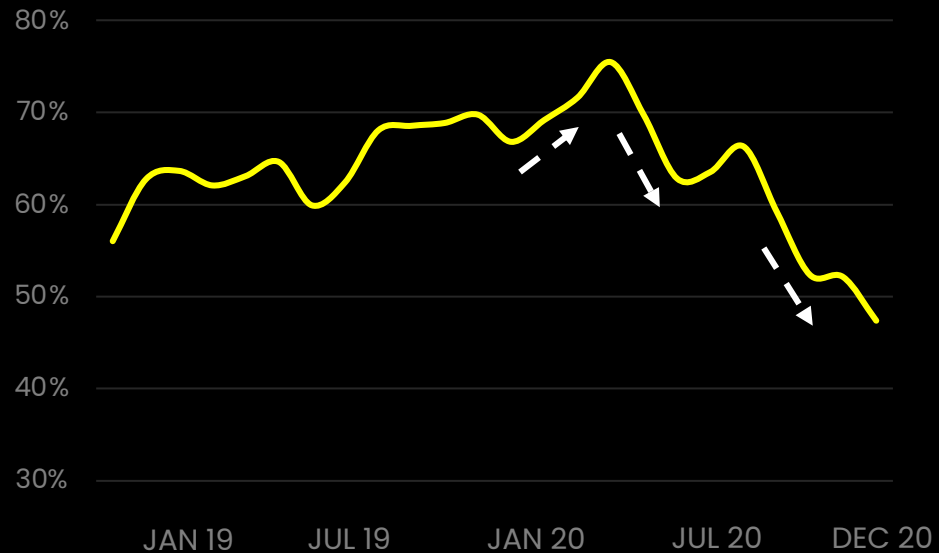
Search Trends/Storage Near Me



Paid vs Organic

Paid advertisements are 25% more likely to convert a customer than an organic search result. The trend below shows leads from ads decreasing across 2020 due to COVID and as occupancy rises across the industry in the later half of the year.

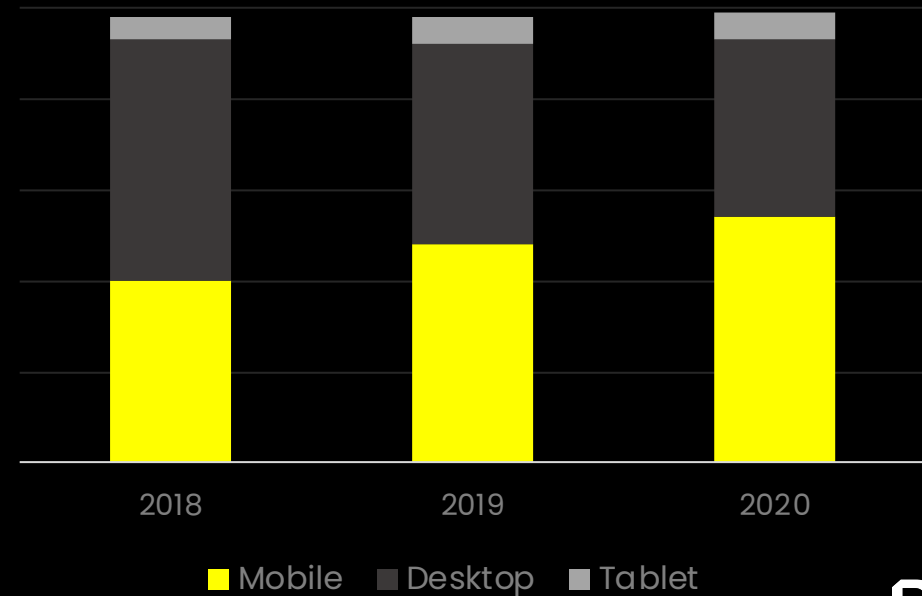
Ads as a % of Leads



Device Trends

Device usage continues to trend toward mobile devices, taking share from desktop usage rather than tablet. This highlights the importance of optimising your website and move in process for mobile.

Device Usage



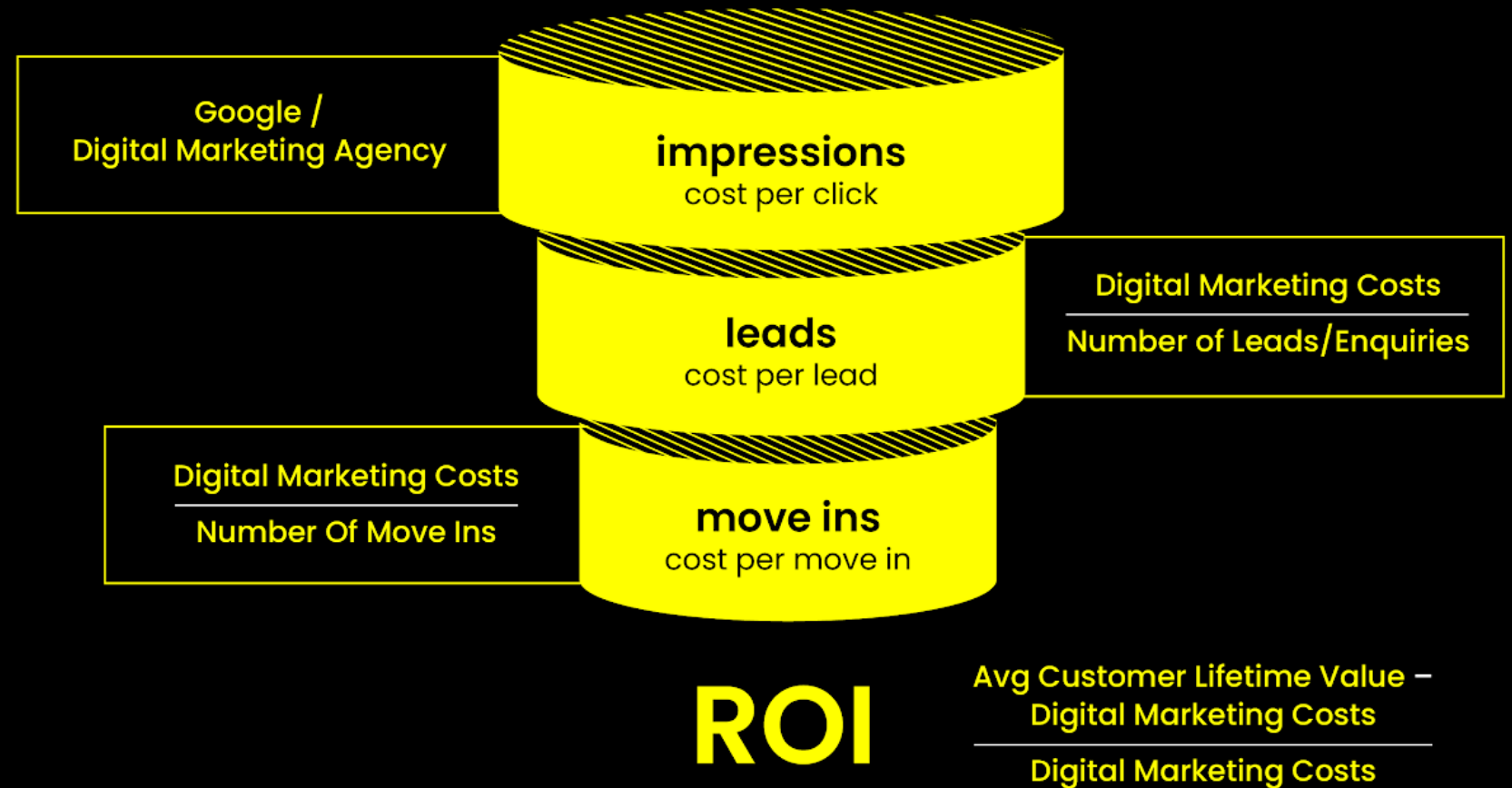
Measuring Your Performance

These are the metrics you should be measuring when it comes to digital marketing performance.

The conversion funnel here displays the metric, with the pull-outs indicating how to calculate these marketing metrics.

You'll need data from a number of sources, including your Google account (or data from your digital agency), your operating software and your expenses.

The metrics become more important as you move down the funnel – cost per move in and return on investment should be key metrics you consider when assessing your marketing performance.



Benchmark Your Performance

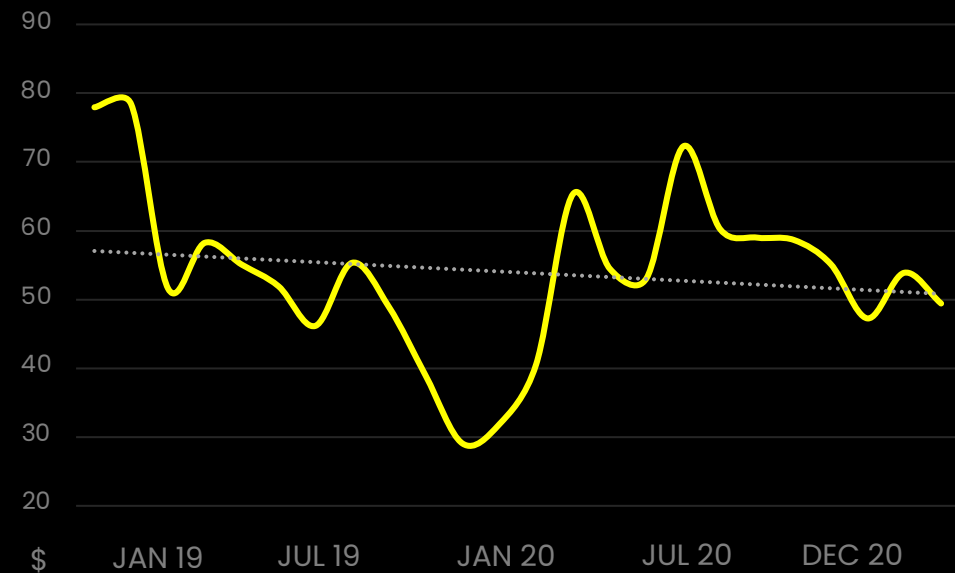
Pleasingly, cost per clicks are starting to fall across the industry. Even at an average of \$5 per click, the cost per click is higher in self storage than many other retail industries. This is heavily influenced by market activity.

Impressions (Cost Per Click)



Cost per lead is influenced by seasonality in storage, as demonstrated by the peaks in January. Cost per lead is expected to continue to trend downwards as vacancy continues to fall and there's less competition online.

Leads (Cost Per Lead)



Online Move In Trends

3 min

average time spent selecting a unit
before progressing to pay

3x

times more likely to select
units in page position 1 - 3

120%

increase in online move ins
during covid



Digital Marketing Trends

Brand Experience | Mobile First

- > Your brand matters
- > Improve your mobile experience
- > Optimise for conversions

Essential Experiences

- > Online and contactless move ins
- > Single page check-out experience
- > Consider ID requirements

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www.r6digital.com.au/r6smi

About R6SMI

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