



Q2 Self Storage Benchmarking Highlights

EXCLUSIVE PREVIEW

Insights from 65+ self storage businesses
to help you **grow smarter**, not just spend more.



Google Premier Partner



Top 3% of Google Partners
EMEA 2025

1. Seasonality

Match your budget to the months
with the **greatest customer demand**.





Higher click volumes
in May and June



Highest advertiser spend
in the same months



Higher cost per click
during peak months



Industry seasonality

Clicks over time



2. Google Ads vs AI





What the benchmarking found

- 0.3% traffic from AI assistants



What it means for operators

- Prepare for change in behaviour



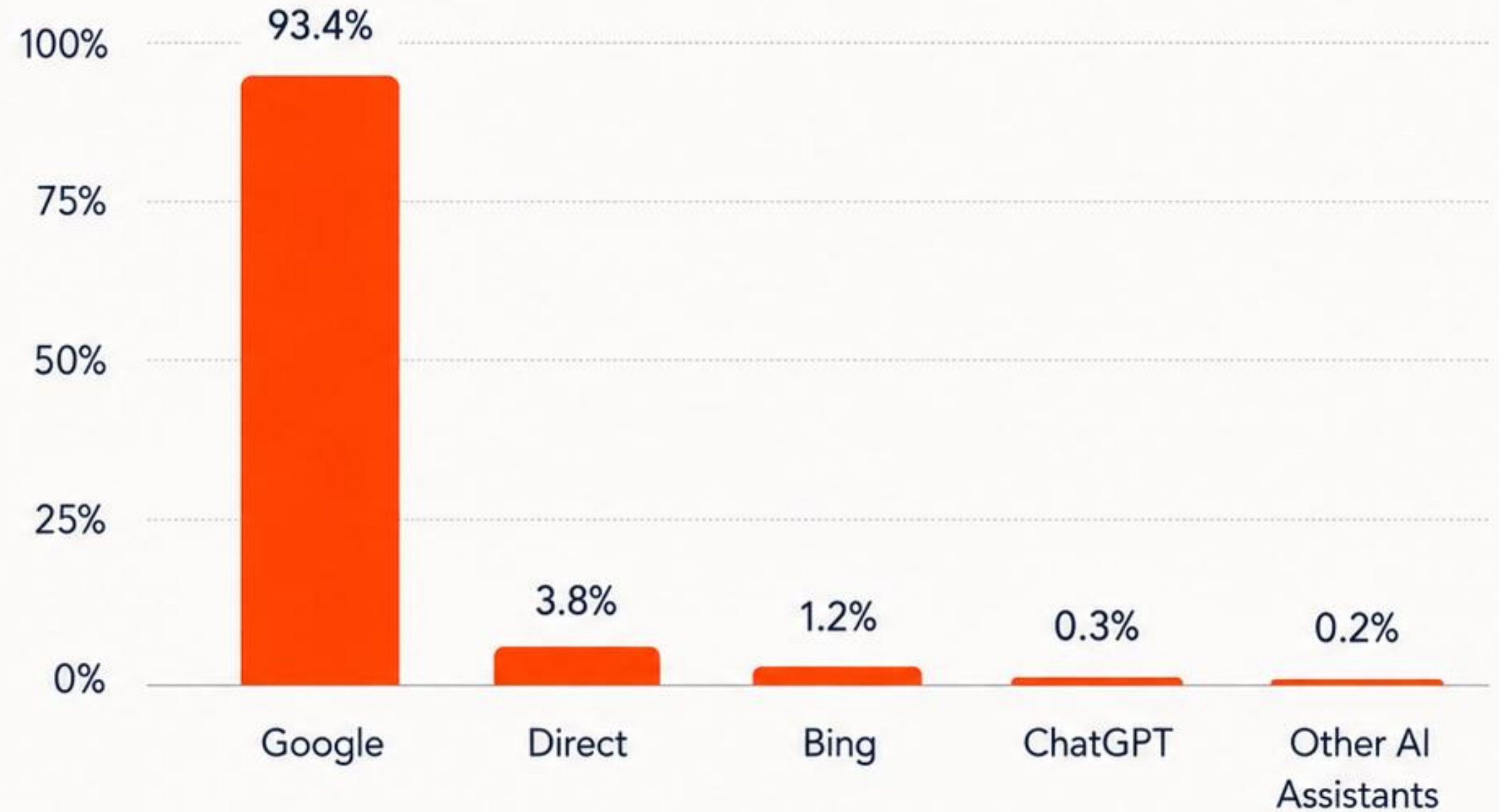
One action to take

- Check your traffic from AI in GA4



Website sessions by source (UK)

Average across self-storage websites analysed



AI Assistant sessions include traffic from ChatGPT, Perplexity, Claude, Copilot and other AI platforms.

Source: YBA Benchmarking Q2 2026

3. Container vs indoor conversions —





What the benchmarking found

- Conversion rates are lower for container only storage.



What it means for operators

- Improve your strategy including ad messaging and availability.



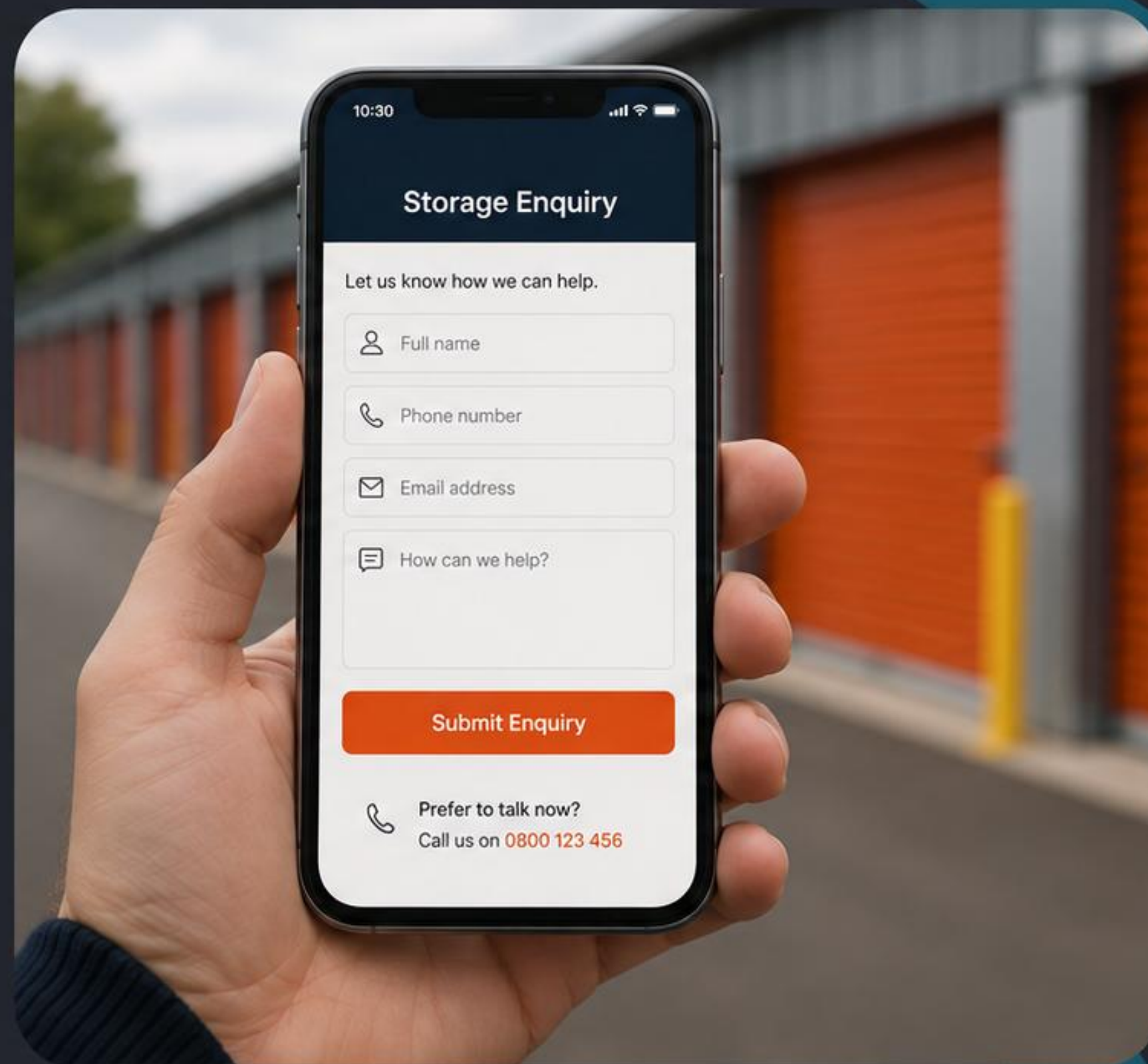
One action to take

- Audit your journey. Remove friction. Test and optimise.



4.

Offline conversions - your hidden treasure





The result

Offline conversion achieves a **41%** lead-to-customer conversion rate.



Why it matters

It helps Google find your best customers, not just the most enquiries.



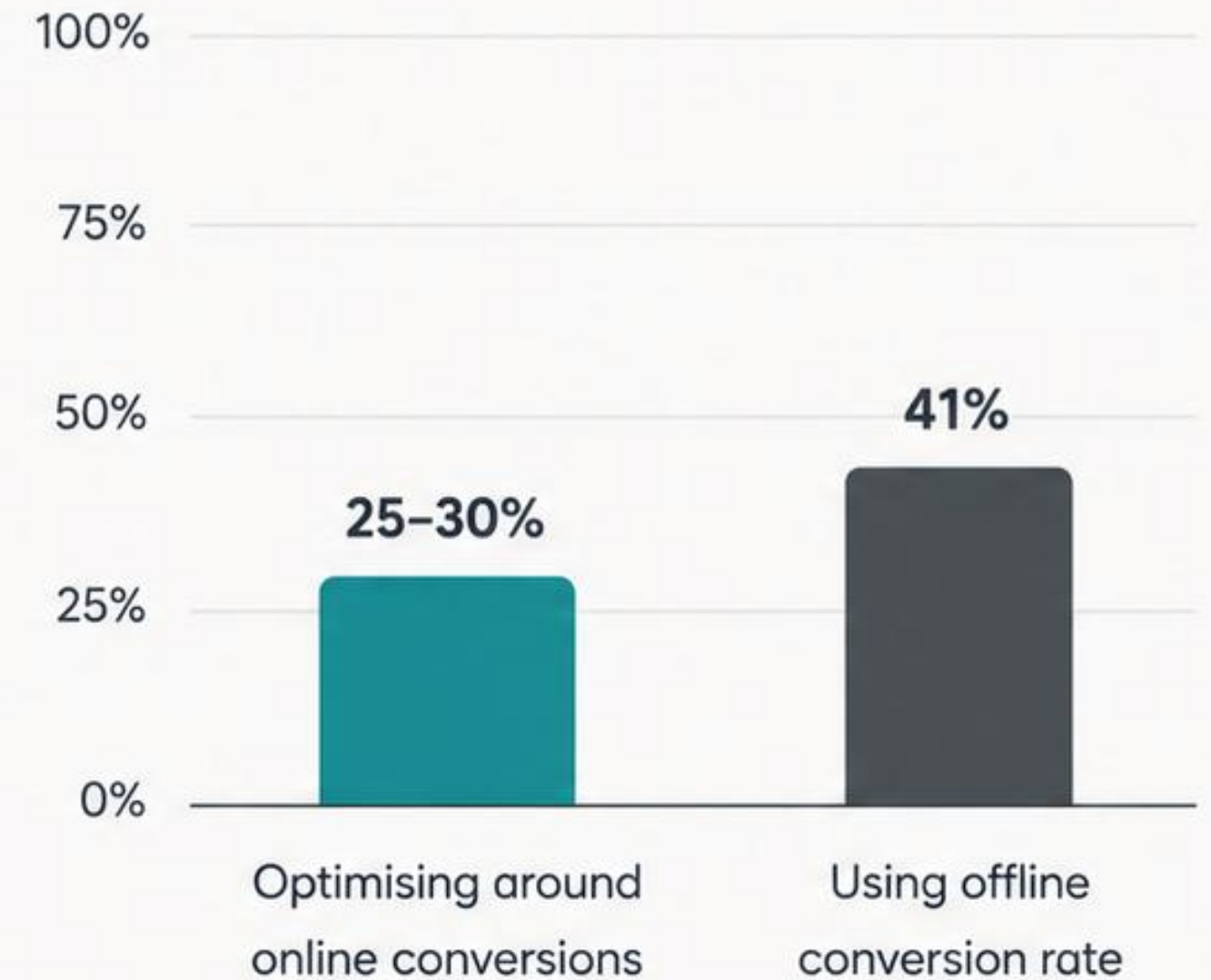
What to do

Send completed rentals and customer values back to Google Ads.

Lead-to-customer conversion rate

41%

with offline **conversion rate**



5. Ad Messaging

Say the **right** thing.
At the **right** time.

Sponsored



Your Storage

www.yourstorage.co.uk



Need Extra Space?

Secure. Clean. Hassle Free.

Modern storage units for home
or business. Flexible terms.
Great prices.



[Get a Free Quote](#)





The result

Clear, specific messaging drives the **strongest performance**.



Why it matters

Focused ad copy attracts more relevant clicks and converts more enquiries into rentals.



What to do

Prioritise winning messages and remove vague claims from your ads.

Ad messaging performance

Messaging type	Example headline	CTR	CVR	Verdict
Security/access, specific	Secure Container Storage, 24/7 CCTV, 24/7 Access Self Storage	20–28%	20–29%	● Best CTR driver
Concrete CTA	Book Today, Free Reservation – Call Us Now	11–13%	31–50%	● Best CVR driver
Concrete pricing/offer	Simple Competitive Pricing / 50% Off First 2 Months	17.7%	28.2%	● Strong both
Flexible terms	Flexible Contracts, Flexible Rental Options	9–17.5%	28–33%	● Strong CVR
Security, vague/generic	Secure Storage Facility, Local Family Run Business	7–8%	9–10%	● Weak – replace
Large offer, underdelivering	First 6 Weeks Storage Free	9.8%	3.6%	● Red flag – investigate
Vague CTA	Reserve For Free Today, Get Your Online Quote Today	<7.5%	–	● Weak CTR



Thank You

Q2 Self Storage Benchmarking Results +
The Google Changes Affecting Enquiries and Occupancy



Webinar:



Date: 27th August 10am



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EXCLUSIVE Q2 2026
BENCHMARKING INSIGHTS



LATEST GOOGLE UPDATES
EXPLAINED



PRACTICAL STRATEGIES TO
DRIVE MORE ENQUIRIES
AND OCCUPANCY