

# Life Storage uses Syncrément's programmatic platform to grow digital conversions

Life Storage wanted to test whether an increase in marketing spend would lead to an increase in digital conversions. They used Syncrément to transition away from a traditional CPA metric to using Cost per *Incremental* Action (CPIA). Syncrément delivered a 4% increase in digital conversions and a CPIA 21% better than target.

**4% increase in total conversions**

**CPIA 21% better than target**



Syncrément is focused on providing the best programmatic ad buying solutions for companies that want to grow their marketing funnel and acquire new customers profitably. We offer a complete platform that includes buying, optimization, and reporting solutions.

Unlike other programmatic buying platforms that have invested heavily in winning the "attribution game", Syncrément's platform is natively built to drive incremental conversions.

Syncrément is the fusion of "synchronize" and "incremental" – we synchronize the latest digital advertising innovations with incremental conversions for our clients.

Chris Laczi, the VP of Marketing at Life Storage, is responsible for influencing the customer's journey through digital marketing and brand marketing. "Search engine marketing is crucial to meeting Life Storage's marketing goals, but programmatic advertising has proven to be an effective complement", he says.

"Our traditional display and retargeting campaigns offered attribution and direct conversion data that was grey at best. We may know how many of our converting customers have seen or clicked ads, but we had no evidence that the ads influenced the customer's decision".

Syncrément's platform is natively built to influence customer decisions and drive incremental conversions. This gives us the ability to use CPIA as our optimization target.

Laczi says, "We have to drive direct conversions, but also touch customers in a way that informs and influences their decision to choose our brand before the sale."



Chris Laczi  
VP Marketing  
Life Storage, Inc.

"Syncrément's methodology definitively showed the impact of their campaigns and the incremental gain with their presence on the media plan".

"Not only are we measuring and surpassing our CPIA goals, Syncrément's approach has shown us important behavioral characteristics of our audience that other campaigns have not shown. As a result, we've been able to optimize campaigns faster, further, and towards proven incremental conversions."



Life Storage was founded in 1985 and has over 1,700 employees. They operate in 29 states and have over 650 self-storage facilities. Storage is a need-driven service, and one in which customers research and select service providers online.

