"A 25% CONVERSION RATE"

MOVERALERTS

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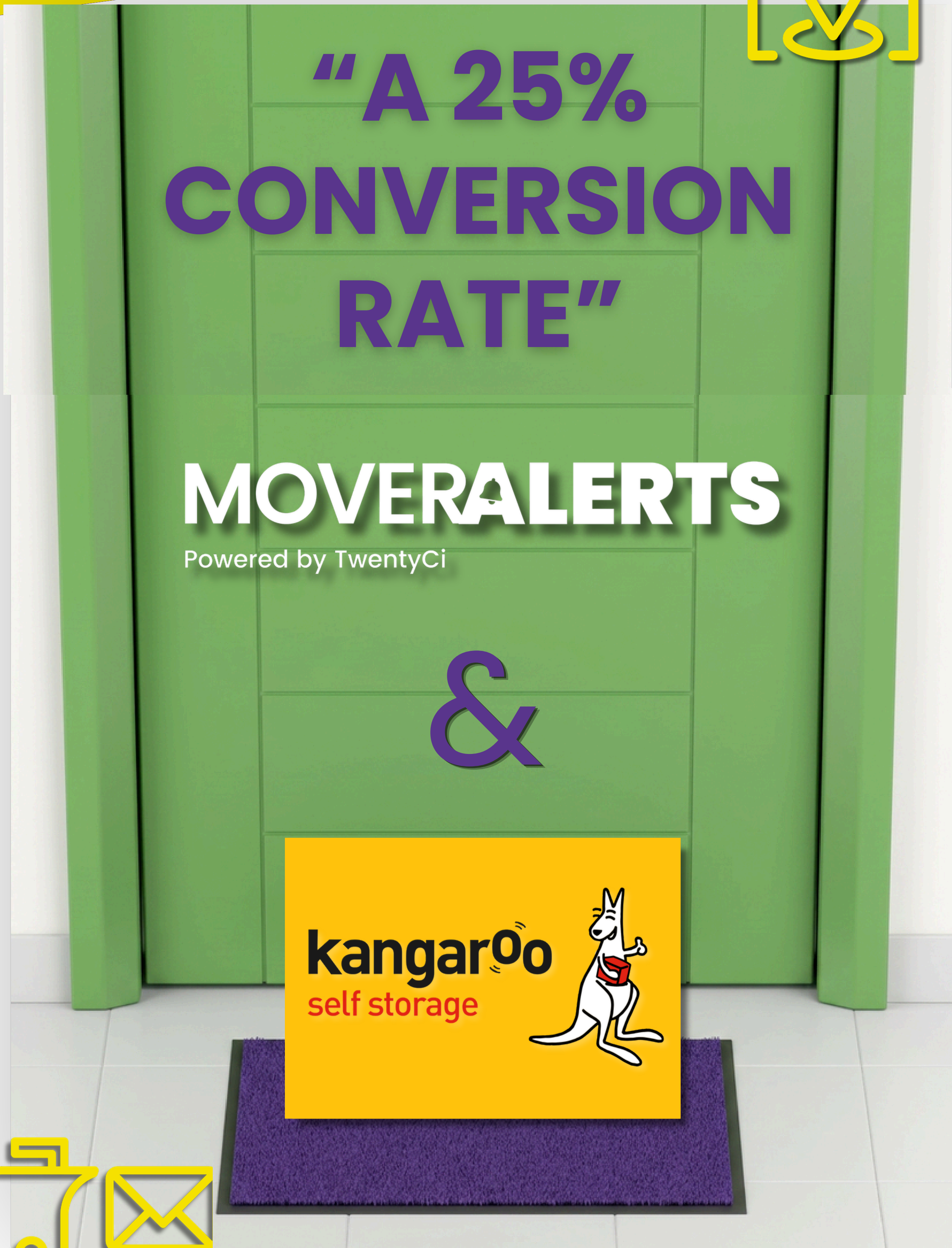

We worked with Kangaroo Self Storage, a storage company operating across 15 locations in the UK, providing secure, personal storage units to meet the needs of commercial, domestic, and student customers.
The aim of the collaboration was to support Kangaroo's occupancy drive across its portfolio.

Nicky Hawkins, Marketing Manager at Kangaroo Self Storage, said:

"Utilising direct mail to reach our target market has supported our occupancy drive. The campaign has continued to aid our overall approach to market as we seek to diversify our spend away from an overreliance on Google Ads and a longer-term strategy to build our brand."

"Working with TwentyCi is a pleasure, and the team has been really responsive, helpful and knowledgeable. We have adjusted creative to see how this has impacted results over time - and the implementation of this is always straightforward.

"Together we review each campaign's performance on a regular basis, looking at each location. We have been able to hone our targeting, test and adjust for increasingly better results.

"We have built an open relationship and strong collaboration, and this has undoubtedly positively impacted results."

THE GOAL

Since 2023, we have partnered with Kangaroo Self Storage to drive occupancy and brand awareness by engaging prospects early in their moving journey.

Over the years, Kangaroo has expanded their footprint into new locations with zero prior brand awareness. As PPC advertising costs spiral, the company wanted to place marketing spend toward a channel that would help support its brand and meet its prospects in these new locations.

Following a successful initial direct mail campaign, which demonstrated that movers who are early on in their home-moving journey are most likely to require storage solutions, whether it's temporary storage between moves, downsizing or decluttering before selling their home.

Kangaroo chose to place more of their budget towards this channel, with the aim of replicating and scaling the initial campaign results, which was generating enquiries and revenue by reaching more new prospects in new UK regions.

The SSA’s research tells us that the self-storage sector struggles with low levels of understanding and brand awareness. 40% of people have heard of self-storage but don't know what it offers, and just under 50% were unable to name a local provider. The challenge was therefore to educate this customer group about self-storage and begin to build brand awareness in the areas where Kangaroo operates. The campaign delivers self-storage to the uninitiated customer’s door.

35,515 property addresses

The Approach

Over the course of 2025, we provided 35,515 property addresses that were listed as ‘For Sale’ and combined them with our direct mail service to target these homeowners. In 2025, we scaled the campaign by expanding address reach by 765% compared to the August 2023–February 2024 period.

BELOW IS AN EXAMPLE OF THE POSTCARD WE SENT OUT AS PART OF THE MARKETING CAMPAIGN:

Working closely with Kangaroo we reviewed the postcode targeting across all of the sites – taking into account not only drive time distances but also considering local geospatial datasets.

The direct mail marketing campaign was set up to reach addresses within a 5-10 mile radius of each of their 12 selected storage site – accounting for local geographic barriers (toll bridges, major motorway intersects).

The niche location targeting of the campaign meant we were only reaching those willing to travel the average reported distance to a storage facility.

(The SSA's latest research indicates that 60% of people are willing to travel 20 minutes or less to reach a storage facility.)

We then layered our house pricing data on top of this with insights from Kangaroo's customer data to further define target areas and households.

This type of precision not only increases conversion rates but also ensures a cost-effective marketing strategy as it reduces waste by focusing on high-intent prospects that match the customer profile of Kangaroo.

In a landscape where digital marketing methods like PPC are increasingly saturated, the traditional approach of direct mail stands out and, according to JICMAIL, consistently outperforms other channels in attention span and engagement, with an average of 108–145 seconds of interaction time per item.

The SSA research also showed that while the bulk of the industry's marketing budget is spent on PPC and other online advertising, which targets those already looking for self-storage solutions, it doesn't help increase awareness and understanding, highlighting the need to shift back to traditional advertising to do so.

The Result

Working with Kangaroo, we analysed the impact of our collaboration. The campaign supported a steep rise in unit CLA coupled with ambitious occupancy targets.

We compared the address data we marketed to with Kangaroo's anonymised move-in data. Noting we only analysed move-in data during 2025 and therefore important to recognise spend from December 2025 would be expected to translate into move ins during early 2026.

The results revealed that of the 35,515 addresses marketed to, there's a 12.57% assumed enquiring rate. This engagement rate is vastly higher than the UK average 0.9% response rate of direct mail reported by JICMAIL. And, during this same period, of the customers that moved in to Kangaroo, just over 25% of them received a piece of direct mail from this campaign.

12.57%
ENQUIRY RATE

25%
CONVERSION RATE FROM DIRECT MAIL TO MOVE IN

Whilst we cannot conclusively state that the direct mail caused the move in – the fact that engagement rates are strong suggests that this is a highly relevant campaign reaching the right customers with the right intent at the right time.

The direct mail piece is an integral part of the buying journey, providing a further nudge and complementing online marketing campaigns.

As the UK's average revenue per customer in this sector is roughly £1,000, based on a 9 month planned stay*, the campaign resulted in an assumed 28.82:1 return on investment.

Next Steps

Following these strong results, the campaign will be rolled out to two additional stores.

If you would like to achieve success like Kangaroo Self Storage has using our MoverAlerts service, get in touch.

GET IN TOUCH

MoverAlerts, a TwentyCi product dedicated to the removal and storage sector, has been providing leads for over 15 years. We assist companies in optimising their marketing budget by directing their efforts toward homeowners, homemovers, renters and renovators. We provide high-quality leads backed by our trusted dataset (spanning 99.6% of all residential property moves). Our clients can combine our lead generation service with direct mail and mobile advertising campaigns to reach their target audience more efficiently.

* Return per square foot on occupied space £29.13 (reported by the SSA) x Medium unit size 50 sq ft (Standby Self Storage)
29.13 x 50 = £1456.50

£1456.50 x (9 ÷ 12) expected 9 months stay (reported by the SSA) = £1092.38