

Client Name

CubeSmart

Industry

Self-Storage, Commercial Real Estate, Property Management

Services Provided

Architecture
Development
Complex Integrations
User Experience Design
Performance Optimization
Advanced Analytics Implementation
Accessibility Remediation
Conversion Optimization

Technologies Utilized

PHP
.NET
HTML5
CSS3
JavaScript
WordPress

Partnership with Wave

2008- Present

Headquarters

Malvern, PA

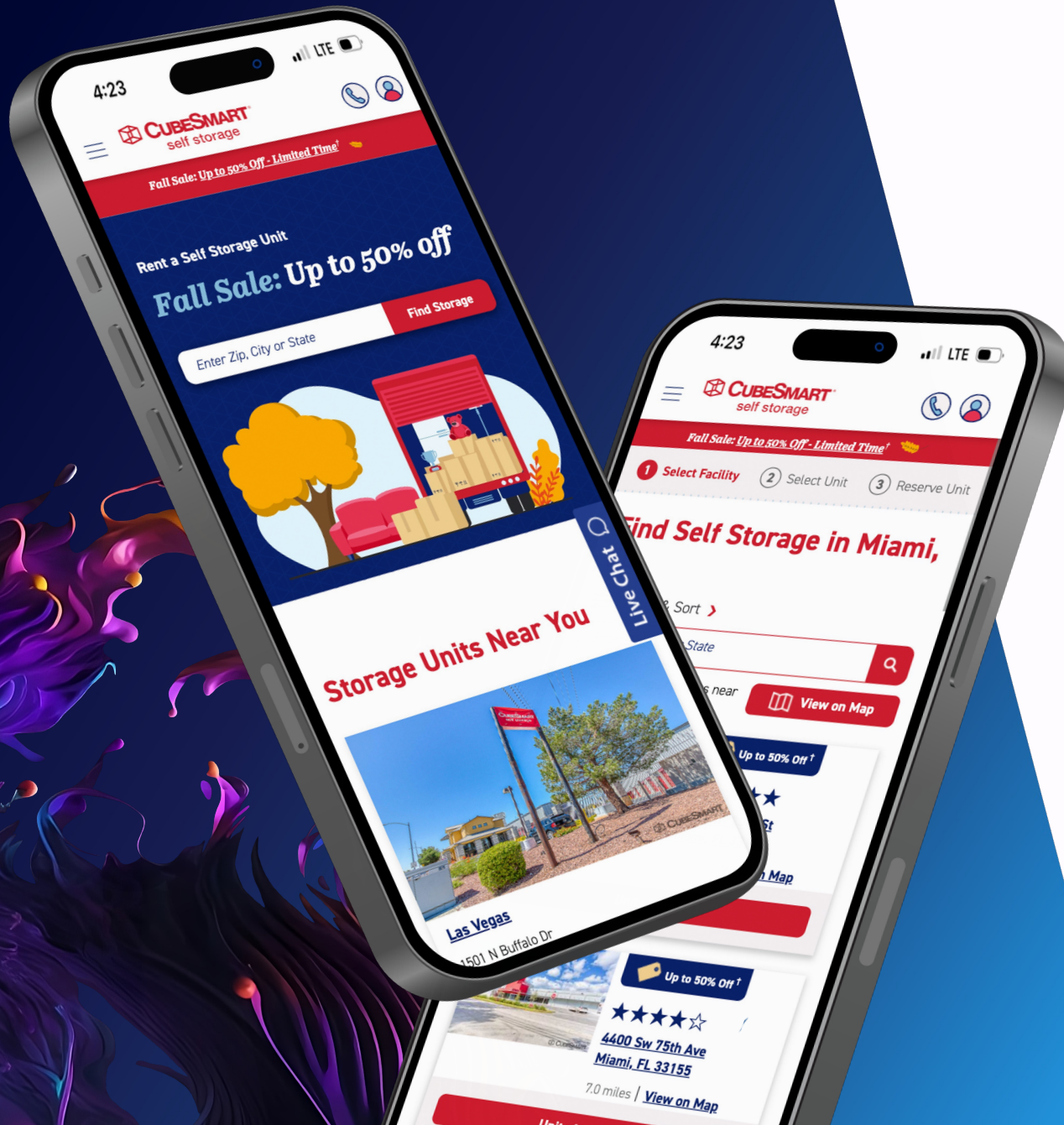
Website

cubesmart.com



CUBESMART®
self storage + logistics

& wave



Case Study

CubeSmart

CubeSmart is the third-largest self storage company in the United States with over 1,200 locations.

Wave helped CubeSmart architect and develop a more modern, performant solution for the digital side of their business, which improved their maintainability, allowed their marketing team to collect detailed insights into user behavior, and supported their ongoing digital expansion goals.

Project Goals

01.

Improve enterprise website and reservation funnel user experience

02.

Implement robust conversion analytics & tracking capabilities

03.

Optimize performance across website & core functionality



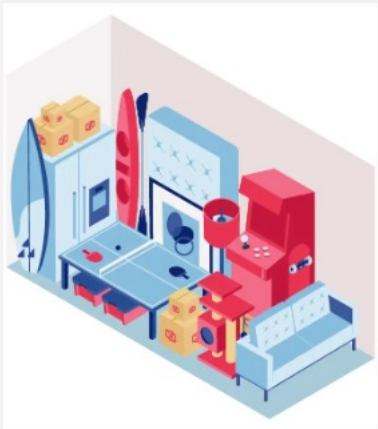
01. Project Approach

Better enterprise website user experience.

Wave's engineering team architected and built a new marketing website and online reservation funnel. Wave met CubeSmart's online business needs by leveraging WordPress to create a content-manageable marketing website and tied it into the completely custom .NET reservation funnel.

Additionally, Wave redesigned and rebuilt CubeSmart's online move-in flow to modernize the process and enhance user experience.

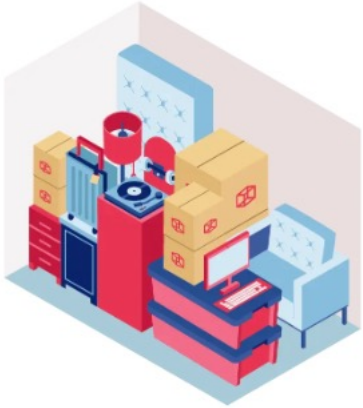




10x30 Storage Unit

This storage unit is 10 feet wide, 30 feet deep, and 8 feet tall. It has 2400 cubic feet of space and is similar in size to a large garage. If you have many bulky items in a 26-foot moving truck, this could be the storage unit size for you.

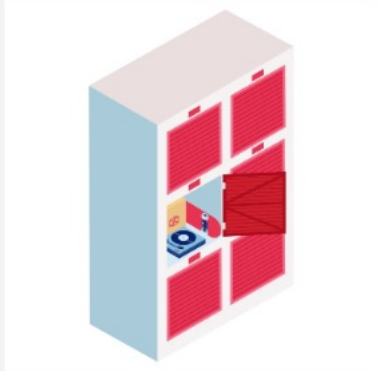
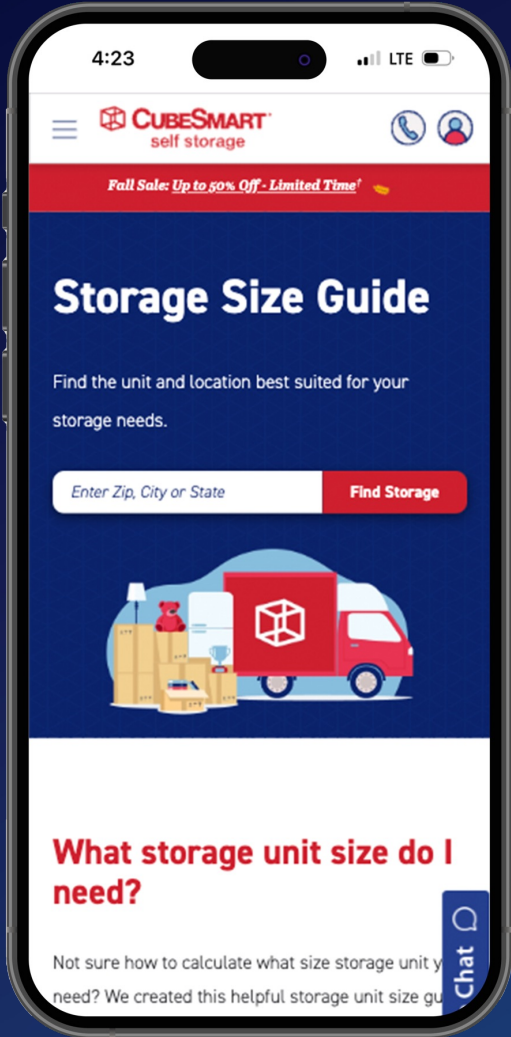
If you have a four or five-bedroom house or many items in your garage, basement, and attic, choose this size. It will fit everything from vehicles to large appliances, plenty of boxes, and furniture.



10x15 Storage Unit

These medium-size storage units are 10 feet wide, 15 feet deep, and 8 feet tall, for a total of 1200 cubic feet of space. They're similar in size to a large bedroom and ideal if you need to fit items from a two-bedroom apartment.

Think home furnishings, like couches, dressers, and appliances. They're also suitable for home gym equipment and other large items. If you're renting a 16-foot moving truck, this is most likely the size you need.

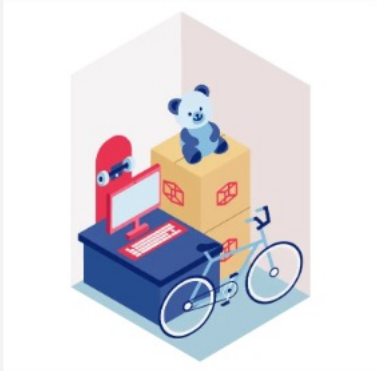


Storage Locker

The sizes of our storage lockers may vary, but they're usually 4x5 feet and 4 feet tall. That's 80 cubic feet of space – about the size of a small closet.

Store your winter outdoor gear, Christmas tree or hobby supplies. Storage lockers allow you to switch out your items with ease and are ideal for those who need to clear just a little extra room at home. You can even store your luggage and sports gear for easy access.

Our storage lockers are easy to use and available for everyone.



5x5 Storage Unit

Our small storage units are about the size of a hall closet or half bathroom, at 5 feet wide, 5 feet deep and 8 feet tall. You'll get 200 cubic feet of space.

They're a great storage unit size for storing boxes, small furniture, and home décor like lamps and end tables. It will fit about 35 file boxes, making it perfect for business storage, too. If you can fit your items in a cargo van, this could be the storage unit size you need.

[Find out more about 5x5 storage units.](#)

CubeSmart’s optimized online reservation system user journey.

CUBE SMARTself storage

Welcome to SmartRental by CubeSmart.

You’ve made an excellent choice!

YOUR RENTAL SUMMARY

Facility Location:

5 Old Lancaster Rd
Malvern, PA 19355

Unit Number:

987

Unit Size:

5’W x 5’D x 8’H

Features:

Climate Controlled
Elevator Access

First Month

\$117.00

Lock (Required):

\$12.00

Protection Plan:

\$0.00

Subtotal

\$129.75

Taxes

\$8.94

Amount Due Today

\$138.69

Recurring Monthly Payment

\$117.00

LET’S GET YOU MOVING!

→

Before you get started, please make sure you have these items on hand.

CUBE SMARTself storage

Lets get to know you!

Personal Information ⓘ

First Name*

Jon

Last Name*

Smith

Phone*

289-092-3804

Email*

jonsmith@gmail.com

☐ Opt in to SMS

Address 1*

Address 2

City*

State ▼

Zip*

Is this rental for a business?

☐ Yes ☒ No

Proof of Identity ⓘ

CUBE SMARTself storage

Lets get to know you! ⓘ

You’re filling all the right boxes!

Alternate Contact ⓘ

☐ Yes ☒ No

Would you like to receive legal notices via email? ⓘ

☐ Yes ☒ No

Are you or your spouse currently a member of the military? ⓘ

☐ Yes ☒ No

Will you be storing a vehicle? ⓘ

☐ Yes ☒ No

Is there a lein on any property being stored? ⓘ

☐ Yes ☒ No

SAVE INFO

CUBE SMARTself storage

Lets get to know you! ⓘ

You’re filling all the right boxes! ⓘ

Get the packing tape ready!

Your unit is eligible for a special offer. ⓘ

25% OFF Per Month

—\$117.00/mo—

\$87.75/mo

FREE First Month

— then —

\$117.00/mo

Please select your Protection Plan.

Commodo opto dui leo aptent etiam pulvinar qui. Modo facilisis risus distineo similis. Torqueo camur sit mattis molior. Phasellus bibendum nibh incassum.

Select Your Protection Plan ▼

Payment Method

Payment Type* ▼

CUBE SMARTself storage

Lets get to know you! ⓘ

You’re filling all the right boxes! ⓘ

Get the packing tape ready! ⓘ

Lets lock it up!

Your Digital Signature and Initials* ⓘ

Create Your Signature (Required)

Confirm your signature and initials below.

By clicking the “Accept” button below, you agree to adopt the electronic representation of your signature and initials below that is stylized by font or digitally drawn. After creating your signature, please read through you rental agreement and acknowledge that you have fully read the agreement by checking the boxes below.

Signature*

Jon Smith

TYPED SIGNATURE METHOD

Initials*

JS

CUBE SMARTself storage

Congratulations on making the Smart choice!

Your unit is now available!

Access Code: 734934

Unit Number: 987

Unit Size: 5’x5’x8’

Monthly Rate: \$87.75

Paid Today: \$120.69

At CubeSmart, we are continuously striving to exceed our clients expectations. If for any reason you find your selected unit not suitable for your storage needs, please contact your friendly store manager and they will quickly work with you to find a suitable solution!

Your Next Steps

1. Check Your Email and/or Phone Messages

All information regarding your unit has been sent to your email and/or phone including:

- Rental Agreement
- Rental Summary
- Unit Access Code

2. Check in at your location office

Your location manager will provide you with the lock to your storage unit.

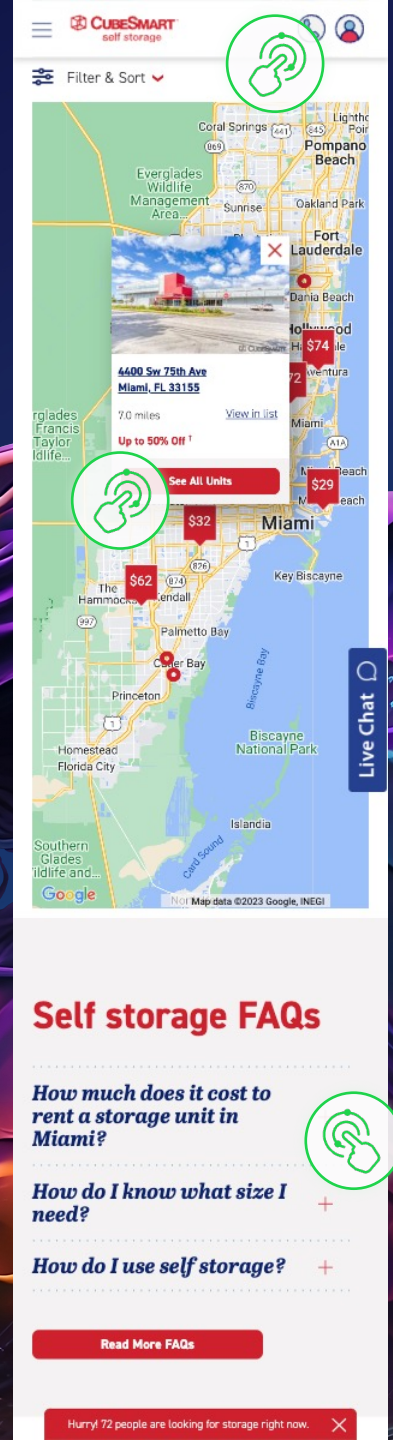
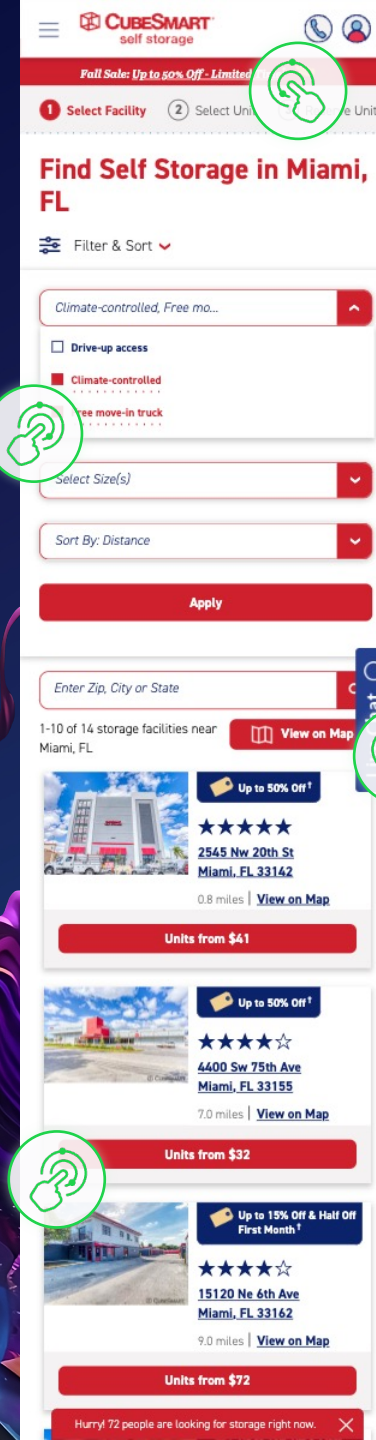
3. Get moving!

02. Project Approach

Robust conversion analytics & tracking capabilities.

Wave worked with CubeSmart to audit the conversion funnel and create a plan for advanced user behavior and conversion tracking on the new site.

With the launch of the new website and tracking capabilities, CubeSmart was able to track user behavior and other data in the conversion funnel, through conversion variables and events, such as unit size and price data for completed reservations, abandons, and searches; map interactions; filter interactions; and more.



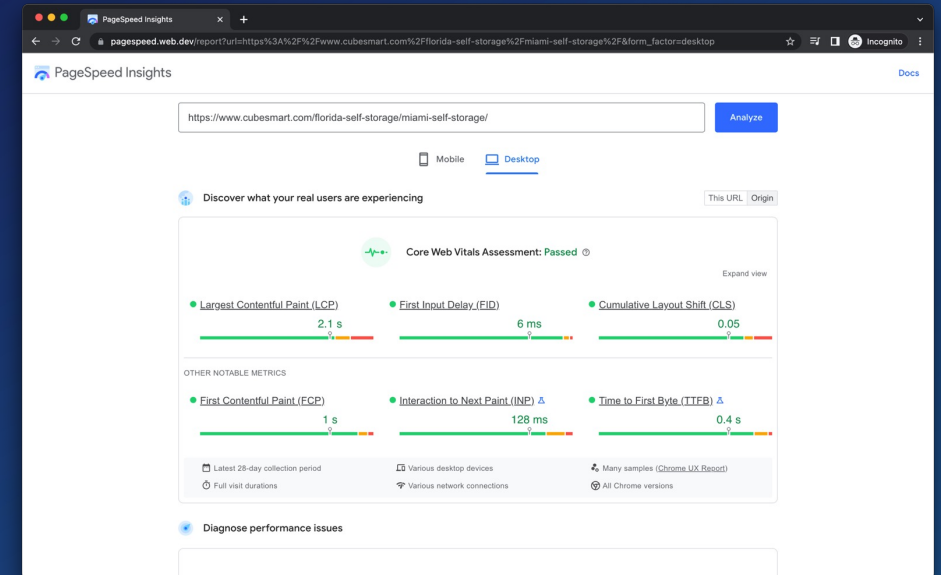
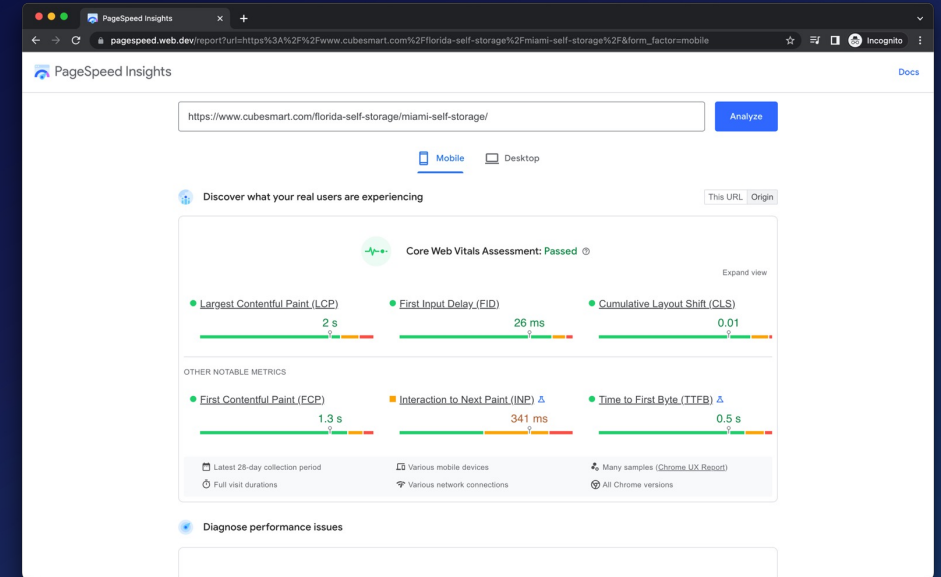
03. Project Approach

Performance-optimized website & functionality.

Throughout development, Wave regularly tested the impact of changes on site performance and adjusted code as necessary to ensure that the website would remain as performant as possible, including optimizing integrations with both 1st and 3rd party systems.

Wave's engineering team also optimized CubeSmart's hosting environment by utilizing Content Delivery Networks and server-side caching.

CubeSmart's new website was optimized for performance and Core Web Vitals, with PageSpeed Insights tests regularly scoring above 90 for both desktop and mobile in the reservation funnel, and passing CWV assessments for CLS, LCP, and FID.



Wave's Portfolio • CubeSmart Case Study

Project Results

CubeSmart's website is more usable and easier to update, while still being optimized for performance, and meeting the technical requirements needed for their high traffic volume.



“There are design companies, and then there is Wave; a brilliant, professional, user experience, design, consulting, technical partner that you hope to have in your corner as you compete in this digital age.

I have worked with the team at Wave Interactive for almost eight years with different companies on various platforms and have been repeatedly amazed by Wave's depth of understanding, technical expertise and their ability to support strategy and deliver out-of-the-box technical solutions. The team at Wave Interactive is always willing to roll their sleeves up and put in the energy to concept the right solution and get the job done right. Not only do I highly recommend Wave, I hope to continue to leverage Wave's expertise throughout my future endeavors.”

Chris Martinez, Former Director of Marketing | CubeSmart





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