

Case Study: Jiffy Lube

Automotive client receives approximately **150 coupon redemptions** every mailing, equaling **double the ROI** of other advertising vehicles.

Situation:

Jiffy Lube of Turnersville, New Jersey had tried many different forms of advertising, including a similar vehicle to Money Mailer, but has never received a desirable return on investment.

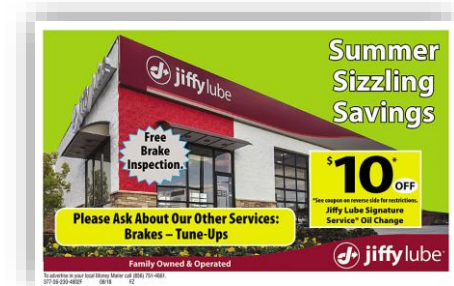
Strategy:

The owner, Paul Lopresti, received a “Total Auto Care” certification from Jiffy Lube corporate, allowing him to expand his service offering to include tires and other maintenance services, in addition to oil changes. To build awareness in the community, he mailed a monthly ad that features all of the new services offered with a \$10 Off oil change coupon to get customers in the door.

Results:

Two weeks after each mailing, the location consistently received a noticeable spike in car counts. The shop received approximately 150 redemptions every time the coupon was mailed, equaling double the ROI of similar advertising vehicles that had been used previously. The owner claims that it would be difficult to find another advertising solution that brings in the same amount of customers.

Front of ad:



Back of ad:

