

Jiffy Lube is the largest system of franchised and company-operated service centers in the fast lube industry. There are more than 2,200 service centers in North America that service approximately 27.5 million customers each year.

### Who We Are:

OrangeSoda, Inc. is a marketing driven technology company that develops and implements solutions designed to help businesses more effectively advertise their products and services on the Internet. A firm of 66 employees, OrangeSoda was founded by a group of search engine marketing professionals with years of experience helping thousands of clients successfully market their products and services online. Our solution is to provide complete search engine marketing expertise in creating, deploying, tracking, optimizing, and reporting on search engine marketing advertising campaigns.

### Jiffy Lube's Challenge:

Jiffy Lube came to OrangeSoda with a desire to grow their regional marketing campaigns specifically in the Western U.S. Previous to OrangeSoda, Jiffy Lube's previous marketing efforts generated the following results:

- Click Through Rate (CTR): below 4%

The main goal was to increase search engine rank position to take advantage of a high volume of local searches, while maintaining low advertising spending.

### OrangeSoda's Strategy:

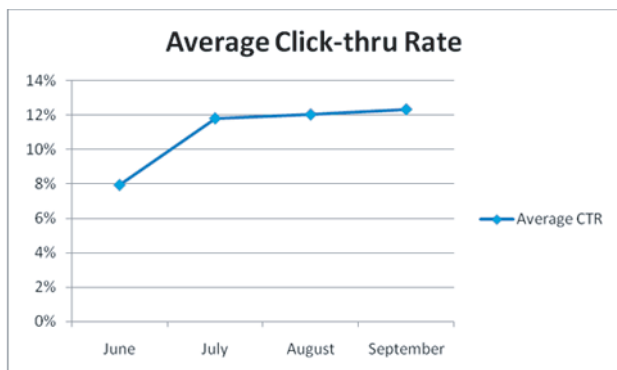
- Directed a targeted link building effort to build search engine authority for unique Jiffy Lube locations
- Implemented several top ranking local profiles optimized for Jiffy Lube keywords

### Results:

- Average CTR of over 7%
- In September the average CTR was over 12%

Since March of 2007 OrangeSoda – combined with the efforts of Cohesion, an advertising agency that handles print and other marketing efforts – has created an increase in CTR while maintaining a low advertising spend. Jiffy Lube cannot release specific figures, however their cost per redemption compares favorably with traditional media.





With the changes to their online campaign using our optimization techniques and strategic insight, it is safe to say that OrangeSoda has helped contribute to the growing success of these advertising efforts to attract new customers. Our services began with one advertising campaign, and Jiffy Lube has since added 4 additional campaigns with unique websites due to client satisfaction with our services.

### Taste the Orange Soda Difference:

You have options, so why choose us?

It's simple really, we live, breathe, and drink online marketing. We know you need timely answers to your questions and transparency in all reporting, not to mention having the utmost confidence that your SEM/SEO partner has real-life Search Engine Marketing and Search Engine Optimization experience and can deliver meaningful results. Orange Soda offers you the bottle-cap twist to last sip in online marketing support.

- **Experience-** Our knowledge of business Internet marketing comes from years of hands-on experience helping thousands of companies manage their search marketing campaigns. We know how to target local, national, and international markets because we understand search engine behavior better.
- **Technology-** Having worked with thousands of clients our technology has been developed from the ground up by listening intently to our customers and building a platform around their needs. Our deep understanding of search and user behavior enables us to build systems that help you get the most out of your campaign. We have developed a set of tools that make all of your marketing tasks simple and easy, ensuring that every ad is maximized to get you the most targeted traffic that converts.

"In a word, OrangeSoda is refreshing...Their recommendations for optimization are insightful and intelligent. And they have always responded with surprising speed. I can always use a lil' more OrangeSoda."

- Mara M.  
FATHOM Communications

- **Customer Service-** The team at OrangeSoda is comprised of entrepreneurs striving to grow their companies. We have a unique understanding of your wants and needs, because we experience those same things every day at a personal level. Every customer of OrangeSoda gets their very own living, breathing account representative that is always available to discuss campaign reporting, account changes or to clear up any questions that may arise.
- **Price Points-** We endlessly endeavor to provide the small-business personalized service while delivering results one would expect from a large-corporation, but without the big corporate price tag.

#### Testimonial:

"OrangeSoda has been a great resource in helping us maximize our online goals. Since using them we have been able to cut our cost per acquisition costs by 37%, while our online business has nearly doubled."

-Charlie G., Sunglassesonly.com

"Leads continue to pour in, but our cash is no longer pouring out. We look forward to our ads' benefiting even more from Orange Soda's fizz."

-Bret W. Founder & CEO, Watson Adventures

"A year ago, our office had no presence on the internet. In just a few months, Orange Soda has brought our office to the forefront of the community for anyone who is searching for a dentist. The calls we have started to receive are proof of the effectiveness of their efforts. I would recommend Orange Soda to any dentist who is wanting to market their practice in the 21st century."

- Dr. Alexander B. Larsen, D.D.S.