

Jiffy Lube Case Study

Verticals: Automotive

Objective: Jiffy Lube aimed to reach Millennial drivers and influence their perception of Jiffy Lube, increasing store visits.



Solution: Acast Automated provided efficient scale for Jiffy Lube by running its 30s audio ad against key audience segments

Programmatic Segments



Millennials



Auto Intenders

Results: Programmatic podcasting provided Jiffy Lube the keys to the millennial market, as confirmed by our brand study, which showed lifts in favorability and competitive differentiation within the target age range (A21-44)

+81% LIFT

**Lift in consideration
vs. competitive set**

+10% LIFT

Brand Favorability