

Online Video Ad Company Jivox Names Soren Legal Advertiser of the Month

Jivox targeting capabilities enable Soren Legal to localize advertising within 50-mile radius of its notary workshops

San Mateo, California (PRWEB) – August 18, 2008 – Jivox, a self-service online video advertising platform for local businesses, today announced that Soren Legal (www.notarypublicnewyork.com) has been named the Jivox July 2008 Advertiser of the Month. The New York State notary public exam training service is being recognized for its use of the Jivox online video advertising platform to promote its workshops to regionally targeted audiences.

Soren Legal, a founding principal of the New York State Notary Association, provides a range of workshops, services and community efforts to help prepare future notary publics to pass the New York State notary public exam and to assist existing notary publics to conduct business. It has 20,000 members and boasts a 99% pass rate compared to a state average of 60%. To market its services in the past, Soren Legal had used tools such as direct mail and fax campaigns based on existing customer lists and advertising on local cable outlets, but the company was still seeking to generate additional interest in its services. Soren also wanted to ensure that their efforts were specifically targeted at potential test takers that could reasonably travel to its workshop locations.

Recognizing the growing use of online video advertising by small businesses, Soren Legal experimented with the Jivox online video advertising platform. The company leveraged Jivox's easy-to-use ad creation tool to create an original video ad, repurposed video ad content from its earlier cable ads to create an additional ad, and then deployed both ads on the Jivox ad network. Within 24 hours, Soren Legal noted an uptick in inbound leads and an unexpected increase in its page rank on Google.

“The best thing about Jivox is that I know my video ad is being viewed by the right audience. Jivox allows me to target viewers by the town they live in, ensuring that I can

target potential test takers within a 50-mile radius of our workshops,” said Mike Brown, president, Soren Legal Support Co., Inc.. “Jivox is now a core component of our marketing program because it is so easy to use and produces great results.”

The wide reach of the Jivox publisher network gives advertisers seeking to connect with specific audiences access to highly targeted demographic groups. The platform also provides an easy tool for loading existing creative content for online video ads to the Jivox advertising network and a pricing model that is ideal for small businesses looking for a cost-effective way to promote products and services.

“Soren Legal is a great example of how a company that provides location-based training and educational services can use the Jivox service to generate new business,” said Jivox founder and CEO Diaz Nesamoney. “Soren Legal also demonstrates how advertisers can easily develop new creative content or reuse existing material with the Jivox ad creation tool.”

About Jivox

Jivox, the self-service online video advertising service for local businesses, gives smaller and local advertisers access to online video advertising by making it easy to create, target and deliver online video ads. The Jivox platform combines a video ad creation tool, proprietary targeting technology, sophisticated reporting capabilities and a growing network of publishers to offer advertisers a complete, do-it-yourself service for online video advertising. Founded by Diaz Nesamoney, the visionary entrepreneur behind technology success stories Informatica and Celequest, Jivox aims to bring the power of online video advertising to the mass market. Jivox is a privately held company based in San Mateo, Calif. For more information about Jivox, please visit www.jivox.com.

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