



# Essential & Effective.

In his nearly twenty years at Interstate Batteries, Carlos Sepulveda has overseen marketing, e-commerce, finance, legal, and key parts of product sales and distribution. He learned the business well. Today, as Interstate's president and CEO, Mr. Sepulveda is also charged with managing the company's rapidly expanding franchise operations.

Interstate entered the franchising arena a decade ago. Their approach was methodical, and growth was slow and steady. Then, in 2008, they added The Journal to the marketing mix. According to Mr. Sepulveda, *"You can correlate the increasing slope of our franchising growth with advertising in The Journal. Our leads shot up 120%."*

Today, Interstate Batteries boasts 100 franchises, with more than half of those signing on since The Journal advertising program began. "We are very pleased with the results and recently expanded our relationship to include WSJ.com. The site's geo-targeting capability is helping us increase our presence in states where we see opportunity."



Carlos Sepulveda  
President and CEO



What The Wall Street Journal does for Carlos Sepulveda, it can do for your business. Contact your Journal representative today at 1.800.366.3975 or visit [advertising.wsj.com](http://advertising.wsj.com).

**THE WALL STREET JOURNAL.**  
USA ♦ EUROPE ♦ ASIA