



CASE STUDY

How Mike's Carwash uses customer data to drive campaign results.

In 2014, Meghan Hollabaugh joined Mike's Carwash, a 21-location carwash brand based in Ohio. Coming from the financial services industry, she was shocked to find that collecting customer data wasn't a priority in the car wash industry.

While POS solutions for car washes are highly specialized and sophisticated in many respects, they aren't accommodating to businesses wanting to easily access and use their data. She quickly found an ally in Executive VP and CFO, Greg Ries, who was also eager to know his customers better. The two began a quest for a customer data and loyalty solution that ultimately led them to Thanx.

Like many car washes, Mike's was engaged in traditional broad-based marketing activities, including email

blasts, radio, and direct mail. However, these types of untargeted campaigns made it virtually impossible for them to know exactly who was engaging with their marketing, and how well their marketing was performing for them. Furthermore, without customer data they were missing out on opportunities to identify and retain their VIP customers, and had no way of reaching out to communicate with them.

It was at The Carwash Show in 2016 that Greg and Meghan first heard about Thanx. As they listened

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to the Thanx presentation on customer loyalty, they immediately understood that Thanx's loyalty platform was the data solution they had been searching for.

In July of 2016, Mike's Carwash rolled out Thanx, and Meghan got the system of record for customer data that she had been searching for. Because Thanx is the only loyalty program that works seamlessly with traditional car wash POS systems, it was an obvious choice. "In the year that we have been using Thanx, we have learned a lot about our customers. We now can identify and reward the high-spend VIP customers that drive the majority of our business. We also have a great understanding of customers' frequency, their purchasing habits, and more. This data is huge for us, and we use it every day to drive our marketing decisions," explains Meghan.

When this wealth of customer data is paired with Thanx's automated marketing campaigns, the results are impressive. One of the ways in which Mike's makes their data work for them is through Thanx's Winback campaign tool, which identifies loyalty members who have lapsed in their expected frequency and automatically reaches out to them with an offer to get them to come back. To date, Thanx has won back

more than 30% of Mike's lapsed loyalty members with well-timed Winback offers, delivered straight to customers' phones. This feature alone has driven tens of thousands of dollars in revenue to Mike's — results that are transparent and easy to track within the Thanx dashboard.

Today, with access to the customer data they had always wanted, Mike's Carwash has changed the way it learns about and engages with its customers. Now that they have experienced the impact that customer data and automated campaigns have on their bottom line, they are excited to continue marketing in smarter, more data-driven ways.

"We're in a business where it's not easy to find out who your customer is. I saw that Thanx could give us that 360° view of our customers and the ability to use that data in our marketing efforts."

Greg Ries,
EVP, Mike's Carwash