

QUICK VIEW: CAR WASHES

CAR WASH CUSTOMERS ARE DISLOYAL

60-70% of customers visit once



Jimmy Starnes
 CEO, Wash Me Fast

“With Thanx, we can finally know who our most loyal customers are! More importantly, we now have tools to engage with them directly and make sure they are happy and keep coming back. The data we are beginning to collect through Thanx is fantastic. Every time we learn something new, we just want more and more!”

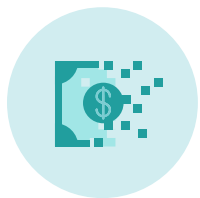


Car washes need to drive more repeat business



VIPs need personal attention

64% of car wash sales comes from the top 25% of customers — keeping these VIPs is a must.



Loyalty matters

Fortune 500 companies use loyalty programs because customer retention is extremely valuable.



Extreme competition

>100K U.S. car washes compete for \$5.8 billion in annual sales — customer retention has to be a primary focus.

Let's do the math on the value of repeat customers:

750
THANX SIGNED UP CUSTOMERS



\$12
AVERAGE SPEND



3
ADDITIONAL VISITS



\$27,000
ADDITIONAL YEARLY REVENUE

Thanx users spend at least 30% more per visit.

Thanx users have increased visit frequency.

Thanx brings more revenue to your business.

[Learn more at www.thanx.com](http://www.thanx.com)