

QUICK VIEW: DRY CLEANING

DRY CLEANERS NEED BETTER PERSONALIZED MARKETING TO ENSURE CUSTOMERS COME BACK

Marketers have to generate top-of-mind awareness out of store



Brian Wallace, President/CEO
Coin Laundry Association

“You work incredibly hard for your business, but the fact of the matter is things have changed. ... We’re all trying to reinvent ourselves on the fly, trying to deal with the new marketplace. I think that trying to come to grips with some of the new marketing techniques is really an important part of that overall process.”



Why dry cleaners need to focus more on personalized messaging



Mobile increases sales

58% of dry cleaning customers prefer online and mobile communication — create a mobile experience now



VIPs drive long-term success

98% of referrals come from existing customers — keep VIPs happy and they will be your best marketers

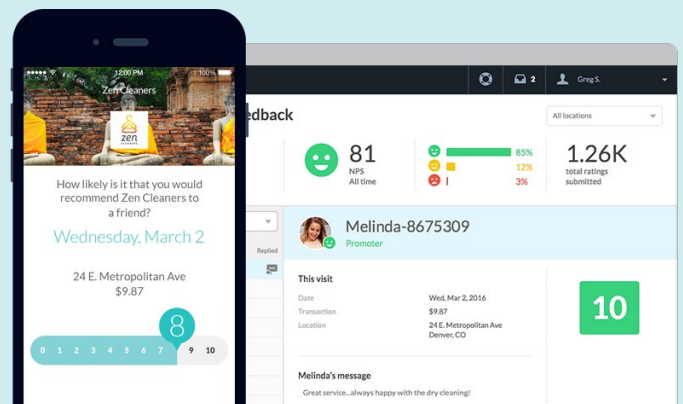


Ensure customers come back

70% of customers only visit once — target them personally to keep them connected to your business

Thanx Feedback increases sales 22%, with 5x higher response rates

- Customer Winback
- VIP Experiences
- Actionable Data
- 2-Way Feedback Channel
- Measurable Promotions
- and more...



Feedback is just one of the exclusive Thanx 1-Click Marketing Campaigns for dry cleaners. Engage customers in 1-to-1 dialogs to increase spending and frequency — *instantly*.

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