

CASE STUDY

# How Targeting the Right Customer Drove a 400% Increase in Revenue with Unlimited Memberships

Jacksons Car Wash

Industry: Car wash

Location: Arizona

Size: 11 locations



## Company Bio

Jacksons Car Wash is headquartered in Arizona and operates 11 locations. More car spa than just a car wash, Jacksons is a family-operated business where state-of-the-art car care meets state-of-Zen waiting areas. Their car wash and auto-care centers are leaders in Quality, Customer Service, and Value.

“Thanx is changing the game in how we create a dependable revenue stream and increase the lifetime value of our customers through highly targeted and relevant marketing of our unlimited plans. The outcome is more engaged and loyal customers that return to Jacksons again and again.”

- Matthew Teneyck  
Marketing and Operations Manager, Jacksons Car Wash



## The Challenge

In recent years, car washes have adopted unlimited subscription programs in an effort to drive repeat visits and generate more predictable revenue. Jacksons uses Thanx to engage customers in meaningful ways to drive memberships into unlimited programs by using customer data in Thanx to segment and target customers.

Jacksons has a loyal customer base that they wanted to convert from pay-as-you-go wash buyers to unlimited wash members. By converting one-time wash buyers to an unlimited membership, Jacksons is able to build a more dependable recurring revenue model for growth and increase the lifetime value of each customer. Both smart bets for their business.

## The Approach

With Thanx Unlimited Campaigns for car washes, Thanx segments customers based on the items they buy, including memberships and individual washes. Thanx then uses this information to help car wash merchants identify the customers most likely to convert to unlimited membership plans.

## The Solution

With Thanx Unlimited Campaigns for car washes, Thanx segments your existing customers by their spend and membership history and uses this information to identify customers that are most likely to convert to unlimited membership programs so you can target them with personalized messages and incentives.

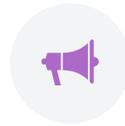
Jacksons sent two types of targeted campaigns to different segments of their audience:

The first campaign was an Upgrade to Unlimited campaign enabling Jacksons to target existing customers whose spend was nearing the unlimited price threshold. This type of campaign allows car washes to target customers with relevant promotions to enroll in unlimited. Jacksons Upgrade to Unlimited campaign resulted in a 400% increase in revenue!

The second campaign was an Unlimited Saver campaign focused on targeting existing customers whose spend had exceeded the cost of an unlimited subscription. Jacksons was able to send this segment of their customers a customized message and incentive to enroll in an unlimited membership plan which is a great offer as it saves the customer money!

By embracing a targeted approach and sending relevant offers, Jacksons was able to send the right message to the right customer to drive impressive results.

## The Results



**27%** conversion of offer recipients



**400%** increase in revenue

Taking what they learned from these targeted campaigns, Jacksons plans to iterate using Thanx Campaigns to try different incentives to optimize their results and continue to drive unlimited subscriptions which will help them increase revenue and operational efficiency while scaling the program.



Thanx is a customer engagement made easy for car washes. Learn how we can help you engage your customers and generate revenue and positive ROI.

[Request a demo](#)

