

Multi-Location Car Wash

How our new mover campaigns drove big ROI



Challenges

The car wash franchise needed to drive more leads to convert into monthly membership sales, increasing brand awareness among new residents.



Solutions

- ✓ New Mover Email
- ✓ New Mover Gift Book
- ✓ New Mover Postcard
- ✓ Follow-Up Booklet
- ✓ Strategic Distribution List



Results

The car wash franchise's \$3k investment **resulted in 54 new clients and \$3.8k in sales.** They also hit 20 memberships, adding **\$12k in revenue.** The campaign delivered \$15.2k in total sales and a **5x ROI**, exceeding all expectations.



Key Metrics

5x

Campaign ROI

\$15,290

In Total Sales