



SUMMER 2023 NEWSLETTER

A MESSAGE FROM THE MARKETING DEPARTMENT

Fellow colleagues of Express Wash Concepts, we are happy to share the newest edition of the Summer Marketing Newsletter! We have some impressive data to show from some email campaigns as well as final numbers from the Summer Air Freshener campaign.

We will also talk about the Grand Opening of our very first Michigan location with the ribbon cutting of CLEAN 408 Lambertville!

Lastly, the ball is starting to roll on Ceramic signage as it is in production, shipping to locations for installation by on-site teams. We will do our best to show you where we want the new signage to live and explain the installation process.

Your friendly marketing department,
Express Wash Concepts

EWC CORE VALUES:

- Detail Oriented.
- Committed.
- Friendly.
- Passionate.
- Integrity.
- Empowering.
- Respect.
- Teamwork.
- Accountable.
- Inclusive.
- Reliable.
- Inspirational.
- EnviroFriendly.
- Caring.
- Detail Oriented.
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EMAILS WITH GREAT RESULTS!

Email Campaigns have been rolling right along showing great success for the company with the numbers below.

Congrats to Chris Stets and Ryan Kendall for coming up with engaging content to get repeat customers coming back for outstanding washes and the MooLube as well!

| INACTIVE MEMBERS | |
|-------------------------|----------------|
| AVG. CONVERSION RATE | RETENTION RATE |
| 56.04% | 56.42% |

| DECLINED MEMBERS DRIP | | |
|------------------------------|---------|-------------|
| SMS DELIVERED | REMOVES | CONVERSIONS |
| 1,686 | 2 | 1,202 |

| MOOLUBE AC RECHARGE PROMOTION | | |
|--------------------------------------|-------|-------------------|
| DELIVERED | OPENS | BUSINESS INCREASE |
| 9,933 | 4,865 | 45% |

| MOOLUBE DRIP CAMPAIGN | |
|------------------------------|-------|
| DELIVERED | OPENS |
| 11,159 | 3,883 |

| CLEAN 311 1 YEAR ANNIVERSARY EMAIL | | |
|---|--------|-----------------------|
| SENT | OPENS | CLICKS FOR DIRECTIONS |
| 20,505 | 10,350 | 505 |



CAMPAIGN CENTRAL CONTINUED

FINAL NUMBERS FOR SUMMER AIR FRESHENER!

The final numbers are in! A special shout out to the eleven locations that sold beyond 100% of your air fresheners. You all are rockstars!

Here are the Winners of the Free Washes for a Year prize!

Moo: Kearia G.

Ace: Olivia C.

Clean: Max L.

Green Clean: Eddie L.

Bee Clean: JT R.

Be on the lookout for an email from Nate Glusich if the Free Washes for a Year winner selects your location to pick up their tag!

| JUNE FINAL UPDATE | | | | | | | | JUNE FINAL UPDATE (% OF GOAL) | | | | | | | |
|--------------------|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|-------------------------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|
| STORE | MOO | ACE | CLE CLEAN | TOL CLEAN | PITT CLEAN | GCAW | BEE | STORE | MOO | ACE | CLE CLEAN | TOL CLEAN | PITT CLEAN | GCAW | BEE |
| 1 | 455 | 403 | 320 | 50 | 1,305 | 664 | 953 | 1 | 65.00% | 50.38% | 40.00% | 10.00% | 65.25% | 83.00% | 63.53% |
| 2 | 850 | 846 | 684 | 73 | 49 | 664 | 708 | 2 | 56.67% | 105.73% | 43.60% | 9.13% | 9.80% | 83.00% | 70.80% |
| 3 | 532 | 614 | 279 | 509 | 554 | 444 | 999 | 3 | 106.40% | 61.40% | 18.60% | 63.63% | 110.80% | 55.50% | 99.90% |
| 4 | 407 | 592 | 483 | 398 | 49 | 140 | | 4 | 67.83% | 118.40% | 69.00% | 79.60% | 9.80% | 28.00% | 43.43% |
| 5 | 485 | 823 | 109 | | | 304 | | 5 | 89.00% | 54.87% | 11.63% | | | | |
| 6 | 451 | 1,220 | 500 | 260 | | 1,239 | | 6 | 56.38% | 63.90% | 71.43% | | | 139.86% | |
| 7 | 419 | 577 | 638 | | | 288 | | 7 | 52.38% | 72.13% | 127.60% | | | 41.14% | |
| 8 | 359 | 456 | 312 | | | 537 | | 8 | 35.90% | 91.20% | 62.40% | | | 35.80% | |
| 9 | 444 | 894 | 638 | | 193 | 86 | | 9 | 88.80% | | 91.14% | | 9.65% | 17.20% | |
| 10 | 649 | 1,144 | | | | 229 | | 10 | 59.00% | 57.20% | | | | 45.80% | |
| 11 | 651 | 410 | 463 | | | 237 | | 11 | 43.40% | 82.00% | 92.60% | | | 47.40% | |
| 12 | 742 | 268 | 1,076 | | | 997 | | 12 | 49.47% | 53.60% | 107.60% | | | 99.70% | |
| 13 | 858 | 431 | | | | 604 | | 13 | 91.60% | 86.20% | | | | 120.80% | |
| 14 | 63 | 329 | | | | 308 | | 14 | 12.60% | 65.80% | | | | 61.60% | |
| 15 | 597 | | | | | 580 | | 15 | 59.70% | | | | | 116.00% | |
| 16 | 1,057 | | | | | 497 | | 16 | 70.47% | | | | | 99.40% | |
| 17 | 775 | | | | | 699 | | 17 | 96.88% | | | | | 99.80% | |
| 18 | 314 | | | | | | | 18 | 57.11% | | | | | | |
| 19 | 267 | | | | | | | 19 | 53.40% | | | | | | |
| 20 | 574 | | | | | | | 20 | 71.75% | | | | | | |
| 21 | 511 | | | | | | | 21 | 63.88% | | | | | | |
| 22 | 264 | | | | | | | 22 | 52.80% | | | | | | |
| 23 | 481 | | | | | | | 23 | 96.20% | | | | | | |
| 24 | 688 | | | | | | | 24 | 98.29% | | | | | | |
| 25 | 512 | | | | | | | 25 | 102.40% | | | | | | |
| 26 | 553 | | | | | | | 26 | 110.60% | | | | | | |
| 27 | 318 | | | | | | | 27 | 63.60% | | | | | | |
| 28 | 569 | | | | | 69 | | 28 | 56.90% | | | | | 6.90% | |
| 29 | | | | | | | | 29 | | | | | | | |
| 30 | 223 | | | | | | | 30 | 37.17% | | | | | | |
| 31 | | | | | | | | 31 | | | | | | | |
| 32 | | | | | | | | 32 | | | | | | | |
| 33 | 279 | | | | | | | 33 | 23.90% | | | | | | |
| Brand Total | \$14,036 | \$9,007 | \$5,902 | \$1,290 | \$2,190 | \$7,673 | \$2,660 | 147,318 | 58.24% | 67.22% | 3.48% | 35.83% | 39.09% | 65.58% | 76.00% |



EXPRESS
WASH CONCEPTS



**GRAND
OPENINGS**



MICHIGAN, LETS GET CLEAN!

CLEAN 408 Lambertville officially cut its ribbon on July 7th and will start raising money in support of the not-for-profit organization, Nightingales Harvest.

Nightingales Harvest is a pantry for cancer patients providing food, cleaning supplies, and hygienic items to people in need.

Good luck Ri and team! Wash some cars and raise some money for Nightingales Harvest!



CERAMIC HELP IS ON THE WAY!

Ceramic signage is now in production with an imminent shipping date for the Moo Moo Express Car Wash! Remaining brands will be following suit very soon, so stay tuned.

The Ceramic Kit will include four Window Clings to be applied to window panels as well as a Wind Master to be placed at the end of the tunnel on the "Dry Go" sign. Marketing is currently working to include instructions in the package that will explain how the Window Clings are installed.

Installing Window Clings is a 2 person job. Clean the glass before applying. When clean, apply the Window Clings to the inside of the glass, facing outward. As you start to peel off the paper adhered to the glass side of the decal, give yourself room to remove any air pockets. Once the cling is applied to the glass, slowly pull down the paper while your assistant pulls the decal tight. Make sure the cling lines up correctly.

PRO TIP: Use a microfiber towel/gift card combination to remove any air bubbles. Apply all of the clings on the glass panels if there is room. If not, apply two or three like in the picture to the right.

Here are all of the options! Mix and match as you please.



If you have any questions, reach out to Nate Glusich for guidance.
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