



Welcomemat Releases Q3 2026 IMPACT Report and Webinar with Professional Carwashing & Detailing

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Welcomemat, announced the release of its Q3 2026 IMPACT Report, the latest edition of its quarterly analysis of car wash marketing performance. The report draws data from thousands of car wash locations nationwide, covering both organic and paid marketing channels, including reputation metrics, top-performing keywords, and ad clickthrough rates.

The Q3 IMPACT Report is part of an ongoing series Welcomemat produces each quarter to give operators and industry professionals a data-driven look at how marketing performance is shifting across the car wash category. Past editions have covered trends in local search, advertising, and customer acquisition; the Q3 report extends that analysis with updated figures across both organic and paid channels.

Additionally, the report explores the influence of AI on the industry and how this can affect organic search strategies for car wash owners. By pointing out specific takeaways and best practices, the Q3 report offers insights that can strengthen performance for any wash.

Following the report's release, Welcomemat is partnering with Professional Carwashing & Detailing

(PC&D) to host a webinar unpacking the findings. The session, "What Top Car Washes are Doing Differently in 2026: Insights from the Q3 IMPACT Report" is scheduled for October 14 at 2 p.m. ET and will feature Brian Mattingly, Welcomemat President; Jonathan Kierman, Welcomemat Vice President; and Kyle Alexander, Multimedia Journalist with Professional Carwashing & Detailing.

"Every quarter, the IMPACT Report gives us a clearer picture of where the industry is actually moving, not just where we think it's headed," said Brian Mattingly, Welcomemat President. "The Q3 data shows real shifts in how organic and paid channels are performing for operators, and the webinar is a chance to walk through what those shifts mean in practical terms."

The webinar will walk through the report's key findings across organic and paid channels, including how reputation and review metrics are influencing local visibility, which keywords are driving the most traffic for car wash operators, and how clickthrough rates on paid search and social ads have trended through the third quarter.

"Operators are managing a lot at once ? seasonality, staffing, reputation, advertising spend ? and it's easy for marketing data to get deprioritized," said Jonathan Kierman, Welcomemat Vice President. "This report and the webinar are meant to put that data in front of operators in a format they can actually use, without requiring them to dig through it themselves."

Kyle Alexander of Professional Carwashing & Detailing will moderate the discussion, bringing an industry media perspective to how the quarter's trends compare with what PC&D has been hearing from operators directly.

The webinar is free to attend. Advance registration is recommended and available at <https://app.webinar.net/mEJNIYXad67?mcc=WEL3>.

Car wash owners, operators, and industry professionals who want to receive the Q3 2026 IMPACT Report directly upon release can join Welcomemat's email list at <https://www.welcomemat.com/impact-marketing-report>.

About Welcomemat

For more than 20 years, Welcomemat has helped car wash operators grow their businesses through a fully integrated digital marketing platform built specifically for the car wash industry. Welcomemat's solutions combine data-driven digital advertising, weather-based targeting, smart traffic technology, and deep POS integrations. Additional offerings include digital fundraising, local and advanced SEO, reputation management, customer retention and automation tools, email and SMS marketing, and social media

management ? all unified within a single dashboard for complete visibility and control.

For more information, visit Welcomemat.com.

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Welcomemat

Welcomemat is an Atlanta-based digital marketing platform providing data-driven solutions for car wash and automotive service operators, integrating digital ads, SEO, social media, email/SMS campaigns, and real-time performance tracking.

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