Welcomemat Article Ranks Marketing Channels by Return on Investment

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Atlanta, Ga - November 24, 2026 -
Welcomemat, a fully integrated digital marketing platform built specifically for the car wash industry, announced that Brian Mattingly, Welcomemat President, has published a new article in Champions Corner, part of the International Carwash Association's CAR WASH Magazine. The article, titled "More Cars, More Members, Better Marketing," ranks the top marketing tools driving car wash growth and is intended to give operators a clearer, data-backed view of paid and organic channels so they can plan next year's marketing budget with real insight rather than guesswork.

The article addresses a question every operator eventually asks: where the next marketing dollar should go. To answer it, Mattingly modeled seven marketing channels and connected them to actual car wash revenue, using real operator cost data, published industry benchmarks, and first-party data to calculate a return-per-dollar figure for each one.

Local search came out on top. The combination of a well-optimized Google Business Profile and organic search rankings returned $34.35 for every $1 spent, a figure built from real client results tracking website clicks and direction requests through to actual visits and membership sign-ups. The article notes that this

figure leans on the performance of already-established brands, and newer or single-location operators should expect lower initial returns along with a six-to-twelve-month ramp-up period before seeing similar results.

Other channels examined include email, which returned a blended $22.15 per dollar depending heavily on list size and engagement; Meta advertising, which returned $15.13 per dollar largely due to low cost per lead; and new-mover mailers, which returned $13.27 per dollar by targeting households that recently moved into an area and haven't yet settled into routines. Google Ads landed at $4.03 per dollar, the lowest return on the list, though the article notes this channel captures high-intent searchers actively looking for a car wash at the exact moment they're deciding where to go.

The article closes with a broader takeaway for operators: no single channel fits every business, and the rankings work best as a starting point rather than a formula, since list size, mailing list quality, and brand strength all shift the numbers for any individual wash. The channels built around a wash's own customer relationships ? its list, its community involvement, its Google presence, and its local reputation ? consistently outperformed channels built around renting someone else's audience.

"Operators get pitched a lot of marketing advice without much to back it up," said Brian Mattingly, Welcomemat President. "This piece was a chance to actually run the numbers across channels and show operators where their marketing dollars are working hardest, so they can make budget decisions based on data instead of a hunch."

The full article is available now on CAR WASH Magazine's Champions Corner at https://www.carwash.org/champions-corner/more-cars-more-members-better-marketing.

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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