NXT Wash and Welcomemat Announce Strategic Integration to Deliver a Complete Growth Platform for Car Wash Operators

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Atlanta, Ga - March 20, 2026 -
NXT Wash, a rapidly growing leader in modern car wash point-of-sale and operations software, and Welcomemat, a premier digital marketing platform serving top car wash brands across the country, today announced a strategic integration designed to deliver a powerful end-to-end growth solution for car wash operators.

The partnership brings together NXT Wash?s advanced wash management technology with Welcomemat?s industry-focused marketing platform to help operators attract new customers, convert them into members, and retain them through targeted communications and automation.

NXT Wash has quickly established itself as one of the most innovative platforms in the car wash technology space, providing operators with modern POS functionality, operational tools, and data-driven insights that streamline day-to-day operations and improve customer experience. As adoption of the platform continues to accelerate across the industry, the integration with Welcomemat adds a powerful marketing engine designed to fuel growth.

With the integration, car wash operators can now connect their marketing campaigns directly to their wash management system?creating a seamless ecosystem that drives measurable customer acquisition and retention.

?Car wash operators today need more than just software to run their wash?they need a complete growth platform,? said Justin Ruelas, NXT Wash Co-Founder and CEO. ?By integrating with Welcomemat, our customers gain access to a sophisticated marketing engine designed specifically for the car wash industry.?

Welcomemat works with many of the most recognized brands in the car wash industry, delivering proven strategies that generate both new membership enrollments and increased retail traffic.

Through this partnership, operators will benefit from a comprehensive suite of tools, including:

AI-driven digital advertising across Google and Meta to capture new local customers.

Smart Traffic landing pages that increase conversions through machine learning optimization.

POS-integrated attribution, allowing operators to track marketing performance directly to wash activity.

SMS and email automation for retention, promotions, and membership growth

Local search and Google Business Profile optimization to dominate map pack visibility.

AI-powered messaging tools that simplify campaign creation and improve engagement.

Welcomemat?s platform captures customer data through high-converting digital campaigns and automatically feeds those leads into its FlexText? communication engine, allowing operators to nurture prospects, convert them into paying customers, and ultimately drive membership enrollment.

?Welcomemat has spent more than two decades helping car wash operators grow,? said Brian Mattingly, President of Welcomemat. ?By integrating directly with NXT Wash, we?re creating a powerful ecosystem that connects marketing performance with real operational data?giving operators the tools they need to consistently drive new customers and new members.?

The integration is designed to give operators a single connected system that supports the entire customer lifecycle?from first digital interaction to long-term membership retention.

As competition across the car wash industry continues to intensify, the combined capabilities of NXT Wash and Welcomemat provide operators with a modern platform for both running their business efficiently and accelerating growth.

NXT Wash provides modern car wash management software designed to streamline operations, improve efficiency, and support the growth of single-site and multi-location car wash operators. https://www.nxtwash.com/

Welcomemat is a leading digital marketing platform specializing in the car wash industry. The company provides AI-powered advertising, websites, CRM communication tools, and local search optimization designed to drive new customer acquisition and membership growth for operators nationwide.

For more information about Welcomemat and NXT Wash strategic integration, please contact them through their website at https://www.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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