

Breakthrough Tactics to Delight and Retain Customers

A Case Study with Oilstop's Jay Ferrick



INTRODUCTION

Jay Ferrick is the marketing manager for Oilstop Drive Thru Oil Change and Happy's Car Wash with 30 quick lube locations and six car washes across the West Coast.

In this case study, he reveals how Cinch has transformed their marketing strategies and driven remarkable outcomes for their business.



Jay Ferrick,
Marketing
Manager at
Oilstop

"Cinch's features are specific to the needs of the automotive industry, which was a key selling point for us."

WHY OILSTOP REPLACED THROTTLE AND KLAVIYO

Oilstop's previous email and direct mail vendor, Throttle, didn't allow them to have complete control over their email management.

When Oilstop changed their email tool to Klaviyo, they learned that while it was great for e-commerce, it didn't quite fit their needs in the oil change industry. They needed something more tailored and flexible.

Consolidating everything under one umbrella with Cinch gave them the freedom

to send emails and postcards whenever they wanted, with full control over the content and logistics.

Oilstop's Top Cinch Features

-  Automated Journeys
-  Targeted Email Campaigns
-  Direct Mail Marketing
-  Reporting and Attribution

CINCH FEATURES OILSTOP LOVES

Automated Journeys

With Cinch, they've set up automated email, text, and direct mail journeys that keep their guests informed and engaged without requiring constant hands-on attention.

Targeted Email Campaigns

Oilstop utilizes email broadcasts and targeted email campaigns sent to specific customer segments with special promotions.

Direct Mail Marketing

Cinch's direct mail feature lets Oilstop send personalized postcards to their guests, adding a tangible touch to their digital marketing efforts.

Reporting and Attribution

Cinch's reporting and attribution tools give Oilstop's team clear insights into their campaign performance, helping them make data-driven decisions.

SUCCESS STRATEGIES THAT WORK

Mid-Week Car Count Boost

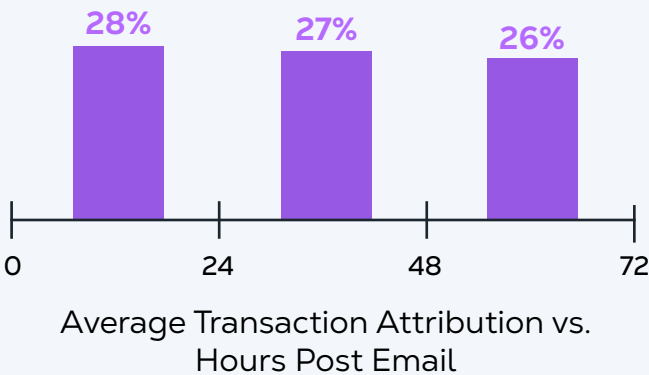
Oilstop used to send one email a month for holidays or promotions. But with Cinch, they've upped their game to one email a week. These emails highlight specific promotions and are strategically sent mid-week when their locations tend to be slower.

*"Cinch is the button we push to **instantly boost car count.**"*

The result? A dramatic increase in mid-week car count without any dip in weekend numbers. Guests can now enjoy their weekends more, having taken care of their

Targeted Email Campaign Attribution

The following numbers show the percentage of oil change transactions resulting from recent successful email campaigns. These campaigns had an immediate impact on revenue, with noticeable results within three days of sending the targeted emails.



oil changes during the week. Bonus: Oilstop hasn't seen an increase in unsubscribes.

Plus, whenever it looks like they won't hit revenue, they activate a targeted email campaign. In Cinch, they can easily segment their target audience and send emails and texts instantly. The Oilstop team sees immediate car count impact every time.

"This approach helped them collect **100k leads**, which are then fed into automated journeys. "

Massive Increase in Leads

Oilstop optimized their Google Search Ads landing pages. Instead of just giving away a coupon code, they ask for an email address or phone number. This approach has helped them collect 100k leads, which are then fed into automated journeys.

And when someone calls their store, managers ask for the customer's phone number or email and share a coupon code right then and there, for additional leads.

WHAT THEY'RE TRYING NEXT

Improved Customer Experience for Long Wait Times

Oilstop is working on reducing site and bay time to increase their customer satisfaction and loyalty. When guests wait longer than they'd like, Oilstop follows up with an automated email. It includes an apology from their CEO with a coupon for their next visit. They're hoping this shows guests that they care about their experience and their time.

Better Data Capture with Paperless Invoicing

Oilstop moved to paperless invoicing to capture more emails and to be more environmentally friendly. With Cinch's help, they're setting up SMS for invoicing since their current point of sale can't text.

Single-Use Coupons for Better Tracking

For the first time, Oilstop is implementing single-use coupons. This will make their data much more accurate, allowing them to track coupon redemption and customer engagement more effectively.

Adjustable Oil Change Interval Calculator

Oilstop is testing the best intervals for customer retention with Cinch's oil change interval calculator. Now, they can tweak these intervals by segment to find the sweet spot.

"If you're looking for a tailored, flexible, and powerful marketing solution, **Cinch is the answer.**"

CONCLUSION

Switching to Cinch has revolutionized the marketing efforts at Oilstop Drive Thru Oil Change and Happy's Car Wash. From boosting mid-week car counts to increasing phone and Google Search leads, Cinch has proven to be an invaluable tool for their business.

[Sign up today](#) and experience the difference for yourself.