



CASE STUDY

Throttle Helps Oilex Grease Monkey Drive Car Count Across 30 Locations

Consistent communication keeps customers coming back—and the data proves it.

The Challenge

Oilex Operating LLC is the largest Grease Monkey® franchisee in the United States. Their Certified Pit Crew® Program ensures every customer is served by a highly trained professional, reinforcing their brand's promise of fast, high-quality service. That made it all the more important for customer communications to reflect the same level of consistency and care. With 30+ locations across multiple markets, Oilex needed a way to maintain consistent car count without overloading staff or losing touch with customers. As new stores opened and others changed hands, it became increasingly important to keep communication steady, automated and aligned with broader marketing efforts.

The Solution

Throttle is a customer engagement platform purpose-built for the automotive aftermarket—and beyond.

Throttle played a key role in helping Oilex keep customers engaged throughout their vehicle ownership journey. Its consistent touchpoints were informative, relevant and well-timed—delivered in a cadence that complemented the company's broader marketing efforts, including digital ads, social media, event marketing and traditional mail.

Email and print reminders helped the Oilex team maintain contact without overwhelming internal resources. "Throttle helps us maintain contact with our customers in a way that adds value without being intrusive," said Rebecca Chapla, Director of Marketing, Oilex Operating LLC.

The Results

Oilex briefly tested other vendors on a handful of stores, but performance lagged. In one case, five new stores launched in October 2024 without Throttle's email reminders and, by the end of Q1 2025, all five ranked at the bottom for revenue and car count. Once Throttle emails were reintroduced in Q2, every location improved—none remained in the bottom group by Q3.

"The Throttle team is responsive, invested in your success and easy to work with," said Chapla. "Like any strong marketing program, results take time—but if you stay the course, you'll see measurable impact."



Client

Grease Monkey®
Oilex Operating LLC



Objective

Maintain steady car counts
across a growing footprint.



Solution

Throttle delivers coordinated
customer touchpoints—print
and digital—to keep auto
service customers engaged
and returning.



Client Quote

"Throttle helps us maintain
contact with our customers
in a way that adds value
without being intrusive."

Rebecca Chapla
Director of Marketing,
Oilex Operating LLC