

WAY.COM × CLONIFYNOW

## Case Study

# Business Impact & Achievements

How ClonifyNow engineered Way.com's transformation into the United States' leading automotive super app – scaling from MVP to a \$120M ARR platform serving millions of drivers nationwide.

# About [Way.com](https://www.way.com)

Way.com is America's leading **automotive super app** — a unified platform that brings every driver service into a single, seamless experience. From everyday essentials to long-term financial products, Way.com meets drivers wherever they are.



## Parking

Book spots instantly across 3,500+ facilities



## Car Wash

Access 40K+ wash locations nationwide



## Gas Cashback

Earn rewards on every fill-up



## Insurance

Compare 100+ carriers in seconds



## EV Charging

Find 70K+ chargers on the go



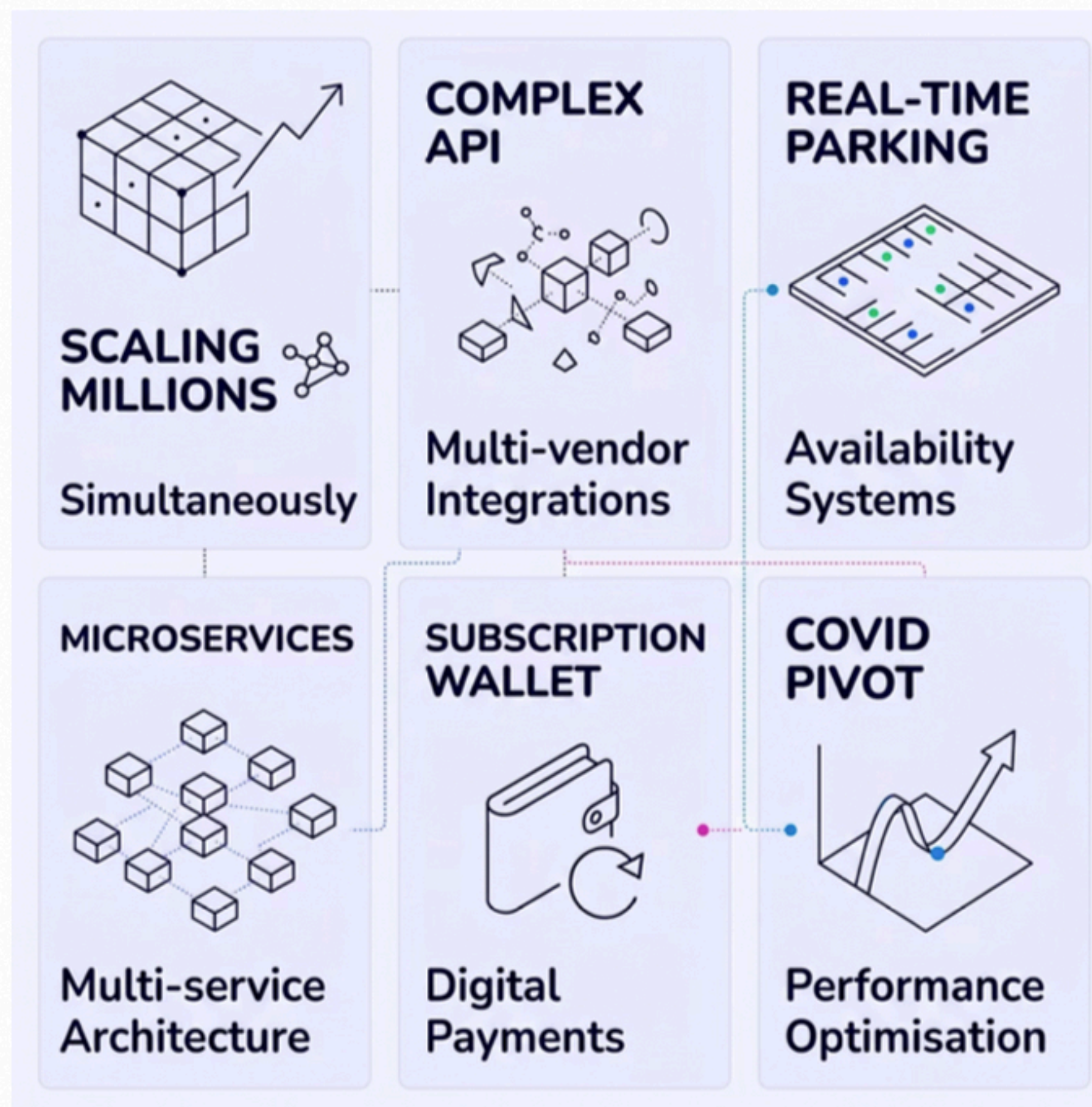
## Auto Refinance

Save on loans with smarter rates

# Challenges We Solved

## The Problem Space

Scaling an automotive super app to millions of users demands engineering discipline at every layer. Way.com faced compounding complexity from realtime data pipelines to a forced business pivot during COVID-19.



### Massive Scale

Architecting for millions of concurrent users without performance degradation

### API Complexity

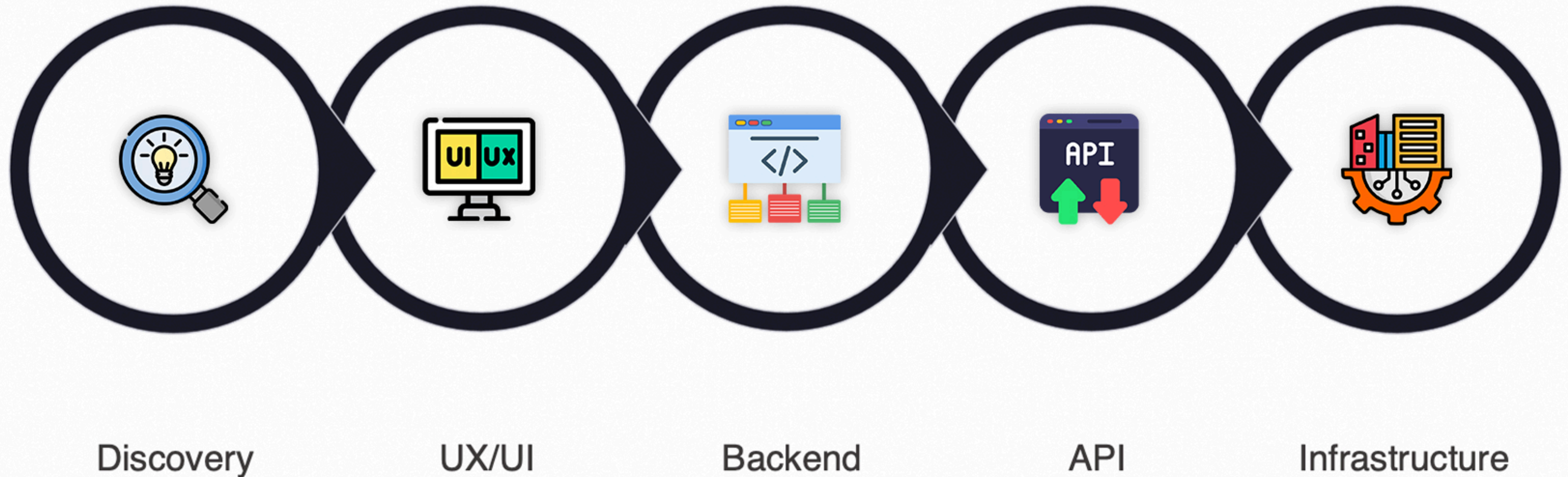
Integrating dozens of third-party parking, insurance, and wash providers

### COVID Pivot

Rapidly reshaping the product strategy and revenue model mid-growth

# Our Solution Strategy

A disciplined, end-to-end development methodology ensured every layer — from concept to cloud — was built to enterprise standards.



Each phase was executed iteratively, with continuous stakeholder feedback loops ensuring alignment between product vision and technical delivery at every milestone.

# What We Built



## Parking Marketplace

Real-time availability, instant booking, and payment across 3,500+ facilities



## Insurance Comparison

Side-by-side quotes from 100+ carriers with one-click binding



## Car Wash & EV Charging

Nationwide finder and booking for 40K+ washes and 70K+ chargers



## Subscription & Wallet

Recurring revenue engine with gas cashback, mileage tracking, and auto refinance

# Platform KPIs at a Glance

From a bold idea to a category-defining platform — the numbers speak for themselves.

**\$120M**

Annual Recurring Revenue

**9M+**

Registered Drivers

**500K+**

Active Subscribers

**3,500+**

Parking Facilities

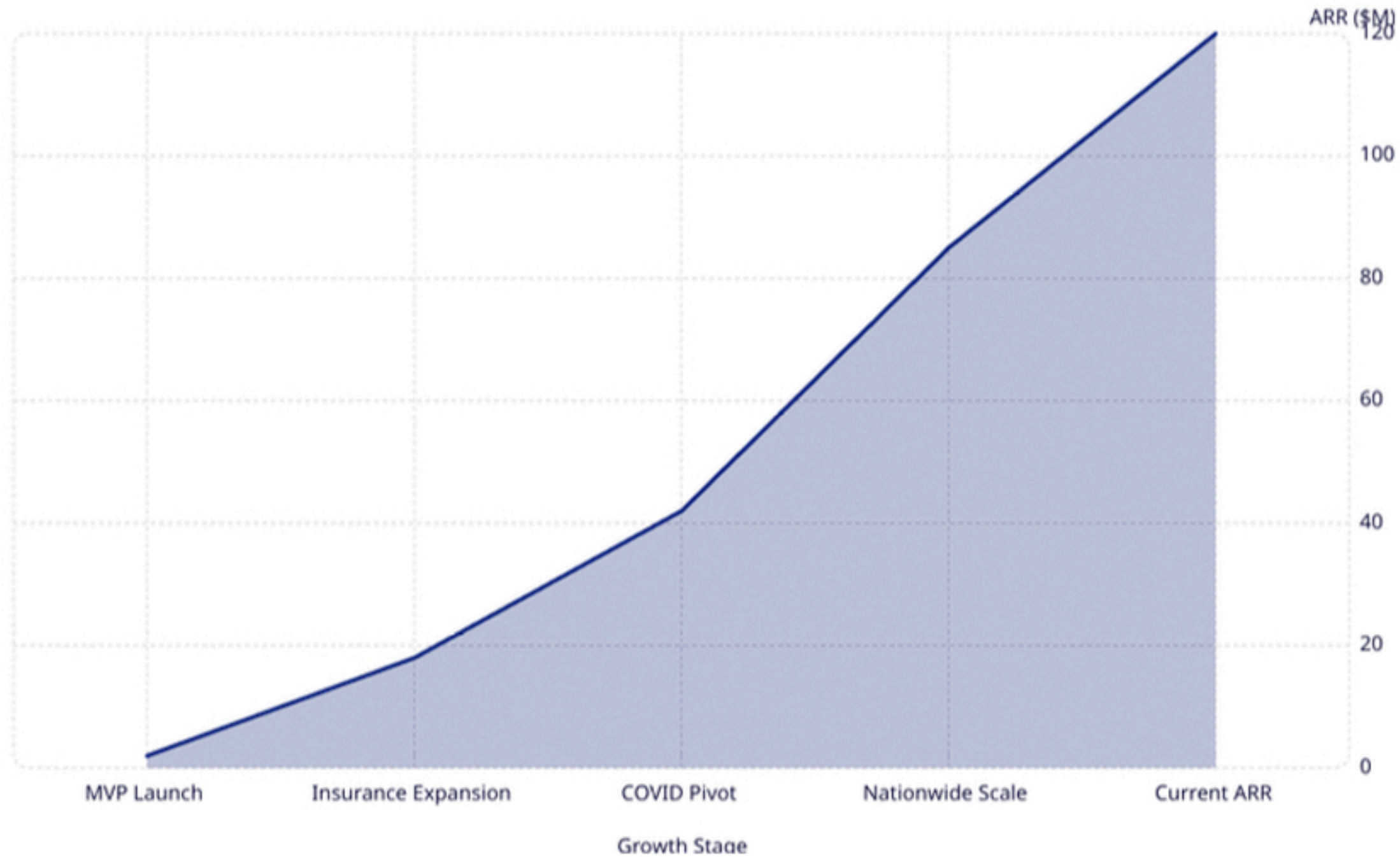
**100+**

Insurance Carriers

**70K+**

EV Charger Locations

# ARR Growth Trajectory



## From Zero to \$120M ARR

Way.com's revenue curve reflects disciplined platform strategy at every stage – from MVP validation through insurance expansion, a bold COVID-era pivot, and ultimately nationwide scale.

### MVP Launch

Core parking & mobility foundation

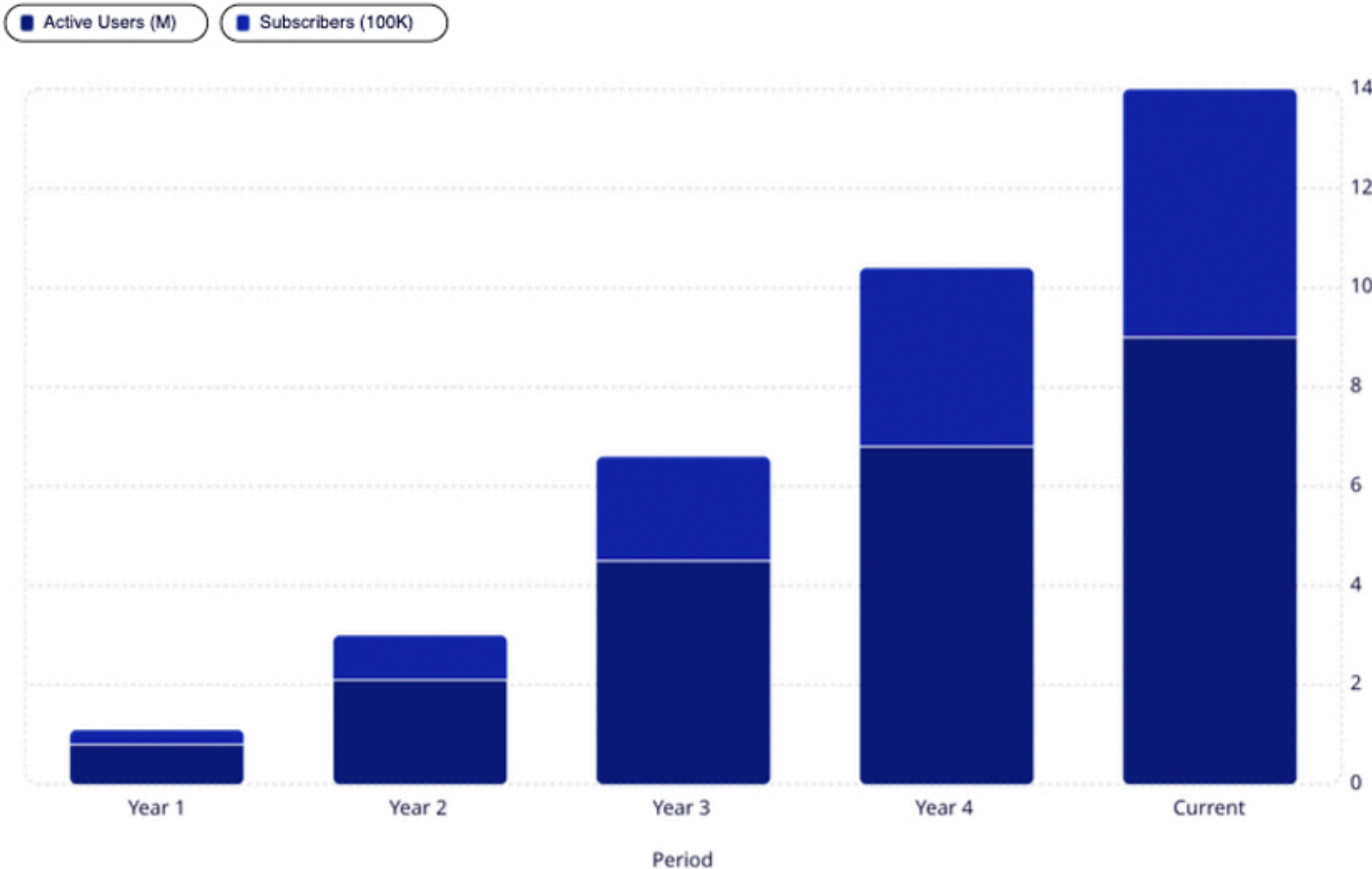
### COVID Pivot

Accelerated digital-first adoption

### Nationwide Scale

Multi-vertical super app realised

# User Growth & Engagement Analytics



## Compounding Engagement

Active user growth and premium subscription uptake have scaled in parallel – a hallmark of healthy platform economics. Subscription retention remains the engine of predictable recurring revenue.

**9M+**

Active drivers on platform

**500K+**

Premium subscribers retained

# Operational Ecosystem at Scale



## 3,500+ Parking Facilities

Nationwide network of integrated parking locations, bookable in real time through the Way.com app.



## 100+ Insurance Carriers

Broadest automotive insurance marketplace in the US – compare, buy, and manage in-app.



## 40K+ Car Wash Locations

Seamlessly discoverable and bookable car wash services embedded across the platform.



## 70K+ EV Chargers

One of the largest EV charging discovery networks in America, future-proofing the platform.

# Eight Integrated Service Verticals

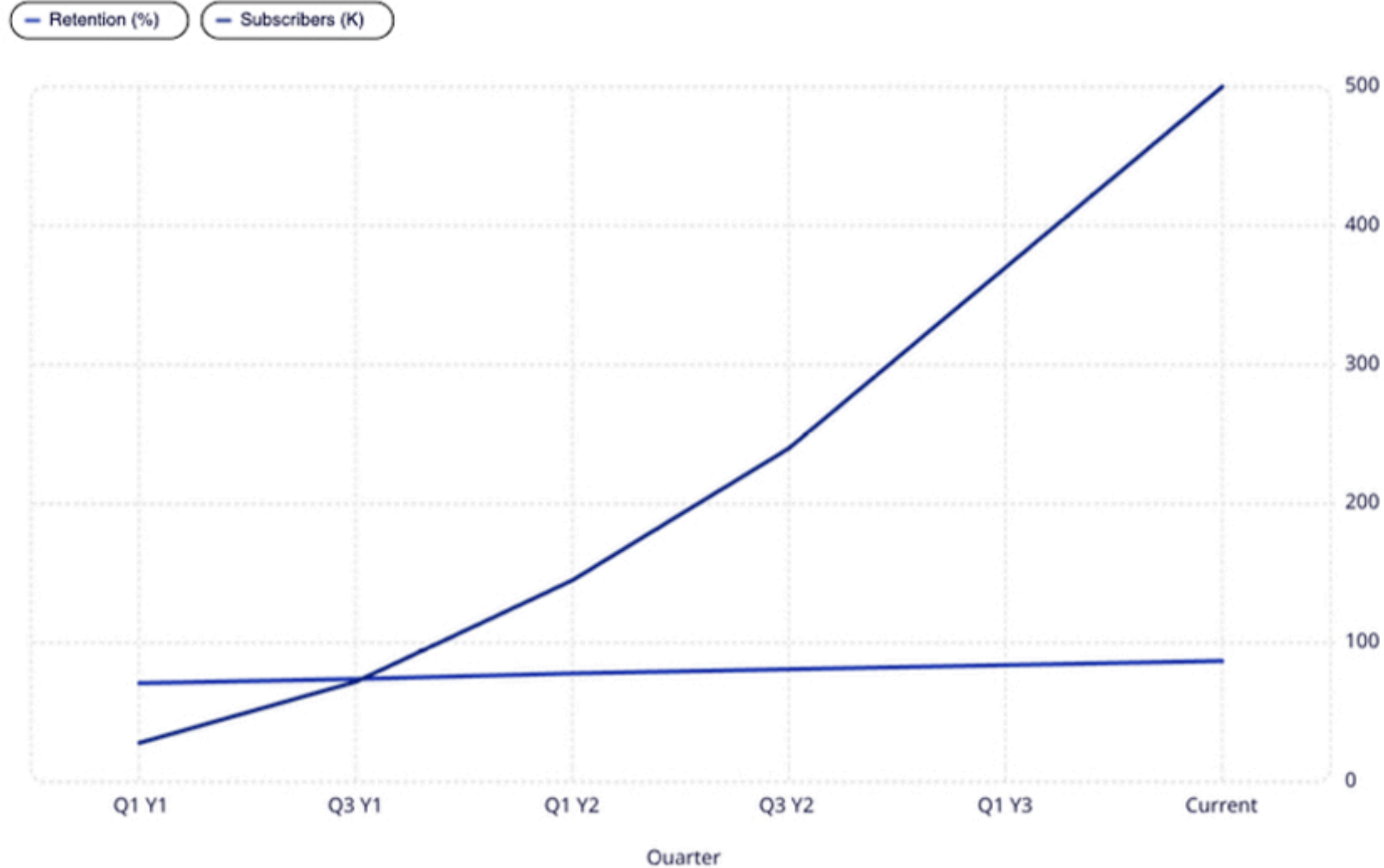


## One App. Every Automotive Need.

ClonifyNow architected a unified platform capable of housing eight distinct service verticals under a single driver profile, payment method, and loyalty layer – eliminating fragmentation and maximising lifetime value.

**i** Unified service architecture is the primary driver of Way.com's superior user retention and cross-sell revenue.

# Subscription Revenue Engine



## Retention Improves as the Platform Matures

Subscription growth and retention have moved in lockstep – a direct result of expanding service depth. As Way.com added verticals, subscribers found compounding reasons to stay, pushing retention past **87%**.

**87%**

Current subscriber retention rate

**17x**

Subscriber growth from launch

**"ClonifyNow helped transform Way.com into a scalable multi-service automotive platform serving millions of drivers nationwide."**

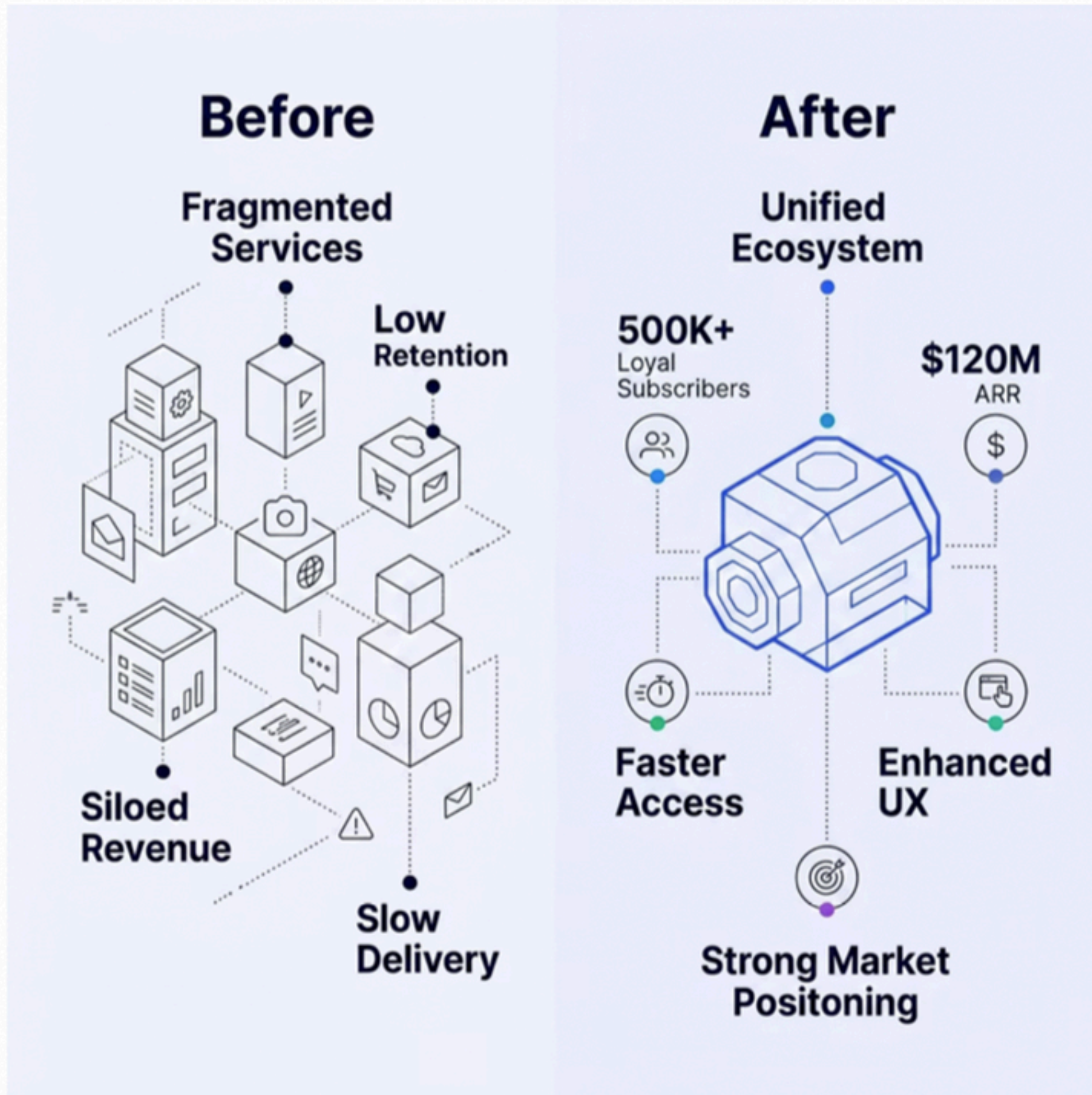
\$120M ARR

9M+ Drivers

500K+ Subscribers

8 Verticals

# Benefits Delivered to [Way.com](https://www.way.com)



## Tangible Business Transformation

The unified platform strategy delivered measurable impact across every key business dimension — from customer lifetime value to competitive positioning.

### Unified Ecosystem

All auto services under one roof, reducing churn and increasing engagement

### Recurring Revenue

Subscription model drives predictable, compounding ARR growth

### Market Leadership

Established as America's #1 auto super app with a defensible moat

# Let's Build Your Next Big Product

Way.com is proof that bold ideas, executed with precision, become category leaders. **ClonifyNow** is the full-stack product partner that takes you from discovery to scale.

Full-Stack Development

SaaS Platforms

Mobile Apps

Marketplace Systems

Enterprise Scaling

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