

DRB announces OptSpot as a certified interface partner, delivering an integrated path to car wash membership growth

The integration combines OptSpot's managed marketing expertise with DRB's next-generation Patheon®+ platform to attract, convert and retain more members

Akron, Ohio (October, 10 2026) – DRB, a Vontier company and leading provider of technology solutions for the car wash industry, today announced OptSpot as a certified interface partner (CIP), expanding the DRB partner ecosystem with a purpose-built integration designed to help car wash operators drive customer acquisition, membership growth and long-term retention.

The certified integration connects OptSpot's managed marketing services with DRB's Patheon® + platform, creating a seamless customer journey from lead generation through membership engagement. Together, the integrated solution helps operators capture net-new customers, convert them into members and strengthen ongoing customer engagement through coordinated marketing and customer engagement capabilities.

"Today, car wash operators are looking for effective ways to grow memberships while creating more meaningful customer relationships," said David Nixon, President of DRB. "By expanding our ecosystem to include a direct integration with OptSpot, we're giving operators access to a connected solution that combines expert managed marketing services with the power of DRB's industry-leading Patheon+ platform, helping them build stronger pipelines and maximize lifetime value."

The integration supports DRB's vision of offering flexible growth strategies that fit operator's unique business needs. Through OptSpot's managed approach, operators can leverage digital advertising, lead capture and nurture customer campaigns and retention programs.

The OptSpot integration is also available for SiteWatch, enabling informed managed marketing services for the industry's largest point-of-sale operators.

The partnership ensures customer records captured through OptSpot's marketing programs are seamlessly integrated into DRB's ecosystem, supporting a more unified customer journey.

"At OptSpot, our mission is to help car wash operators grow through effective, data-driven marketing," said Levi McClendon, CEO of OpSpot. "Working with DRB, we're able to act as their marketing team, providing operators with an even more powerful solution that connects performance directly to customer engagement and membership growth."

DRB's CIP program is designed to foster innovation and interoperability across the car wash technology ecosystem. By certifying integrations with trusted industry providers, DRB enables operators to provide a range of solutions based on customer needs while maintaining a connected technology environment.

For more information about the DRB Certified Interface Partner program, visit https://drb.com/company/certified_interface_developers.

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About DRB

As the car wash technology leader for over 40 years, DRB is the ultimate partner for operators who seek rapid ROI, unparalleled membership growth and unwavering reliability. Our technology is designed to give operators the tools they need to maximize their car wash investments. From groundbreaking point-of-sale technology to marketing automation that drives traffic, DRB enables data-led business decisions and scalability that helps car washes thrive while delivering extraordinary customer experiences. Choosing DRB means connecting with a partner that is committed to car wash business success. Learn why leading car wash operators choose DRB. www.drb.com

About OptSpot

OptSpot is the marketing partner car wash operators trust to drive more retail traffic, convert more customers into members, and keep their members longer. www.optspot.com