

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



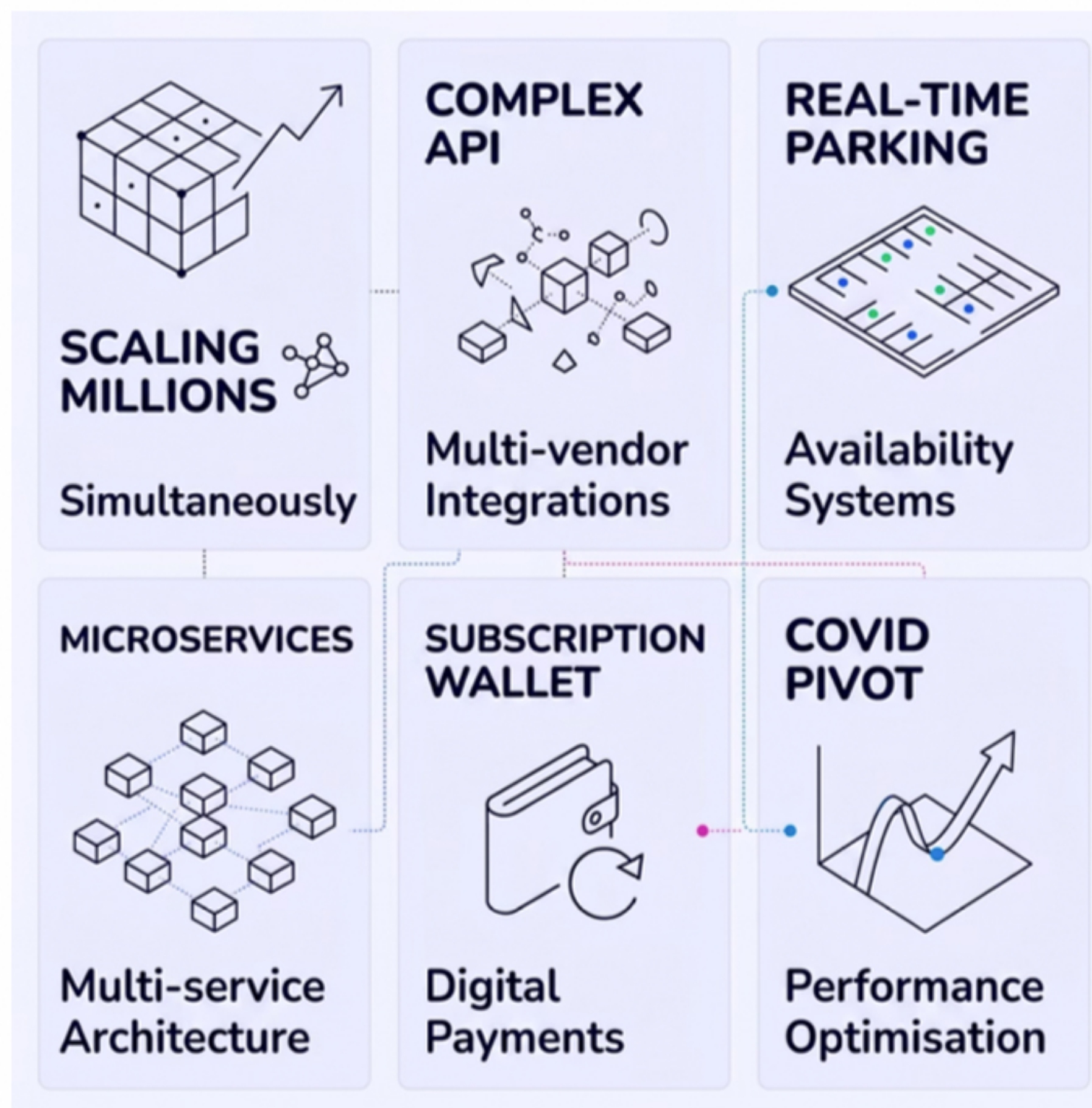
Auto Refinance

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

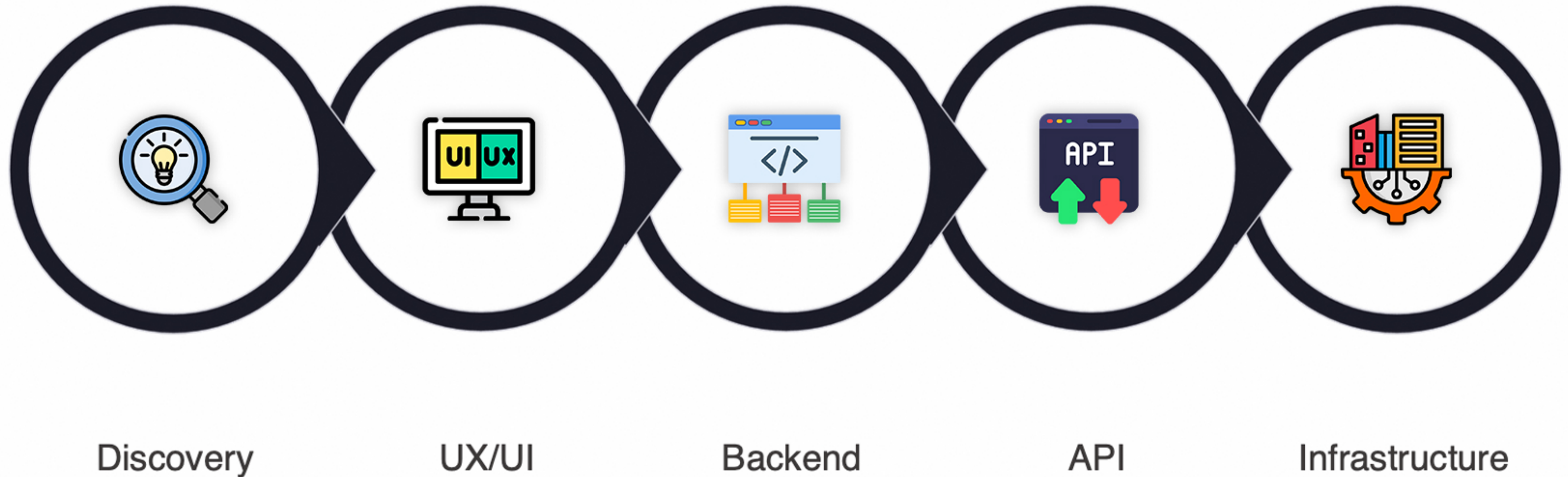
Integrating dozens of third-party parking, insurance, and wash providers

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

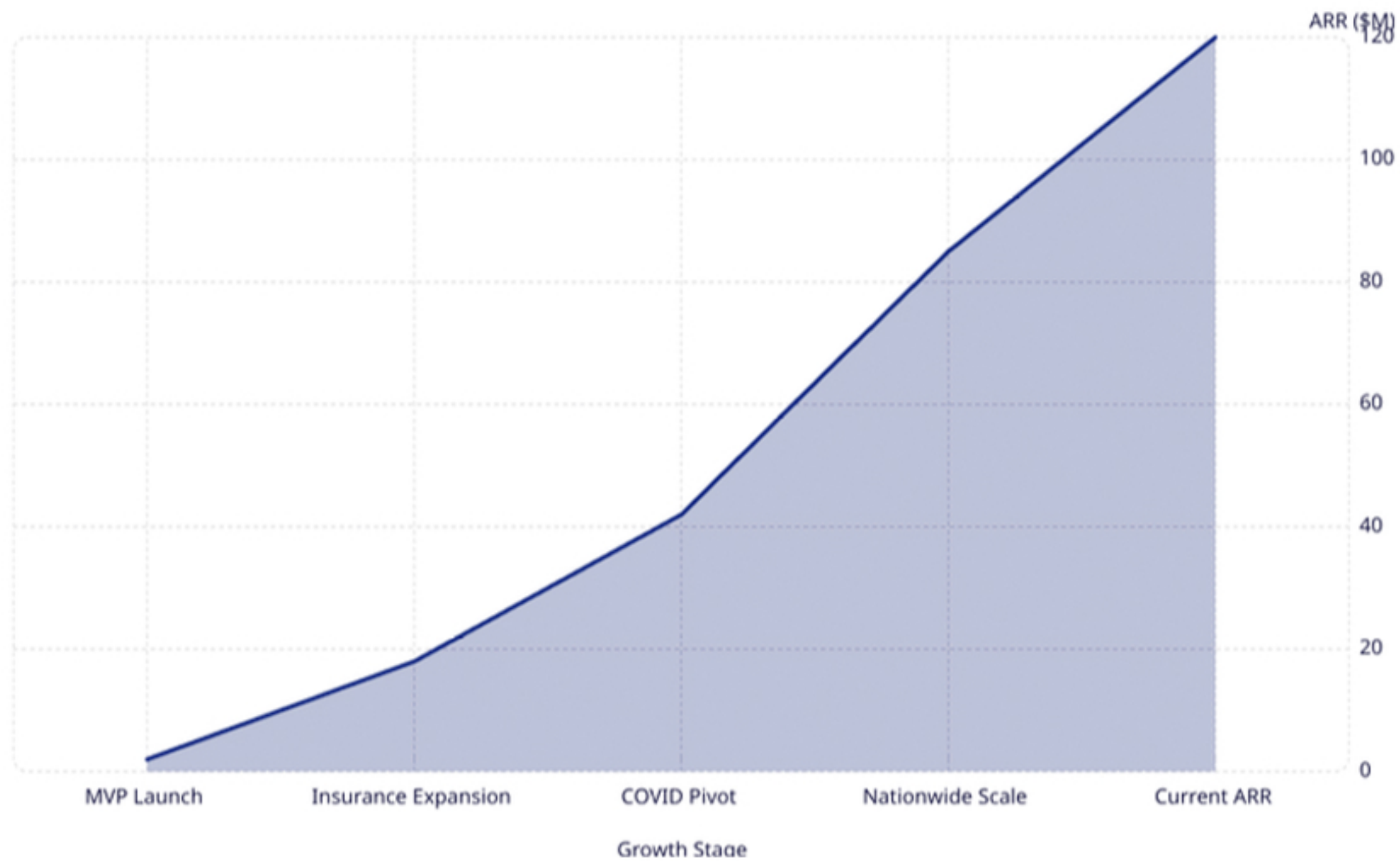
100+

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

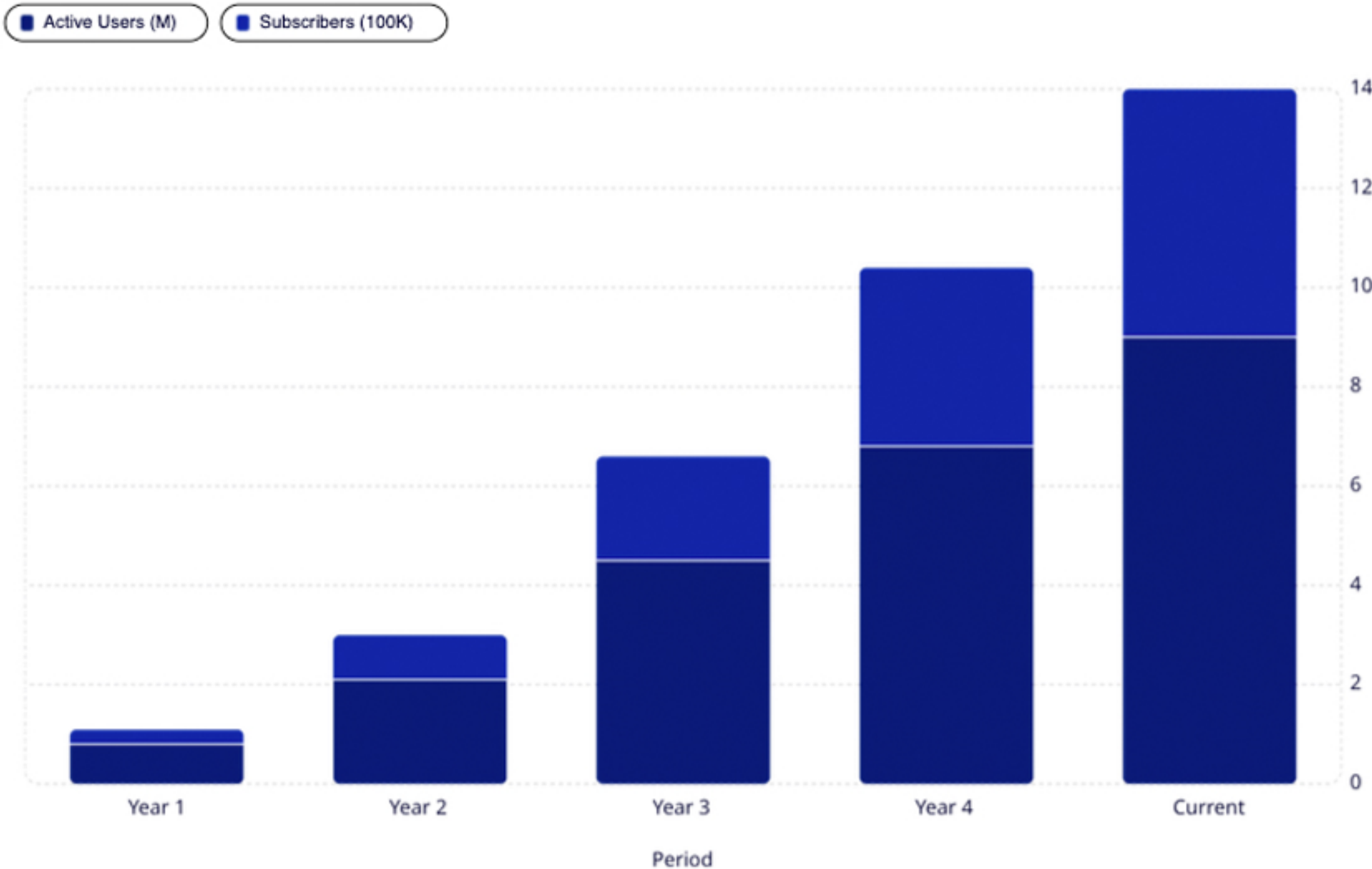
COVID Pivot

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

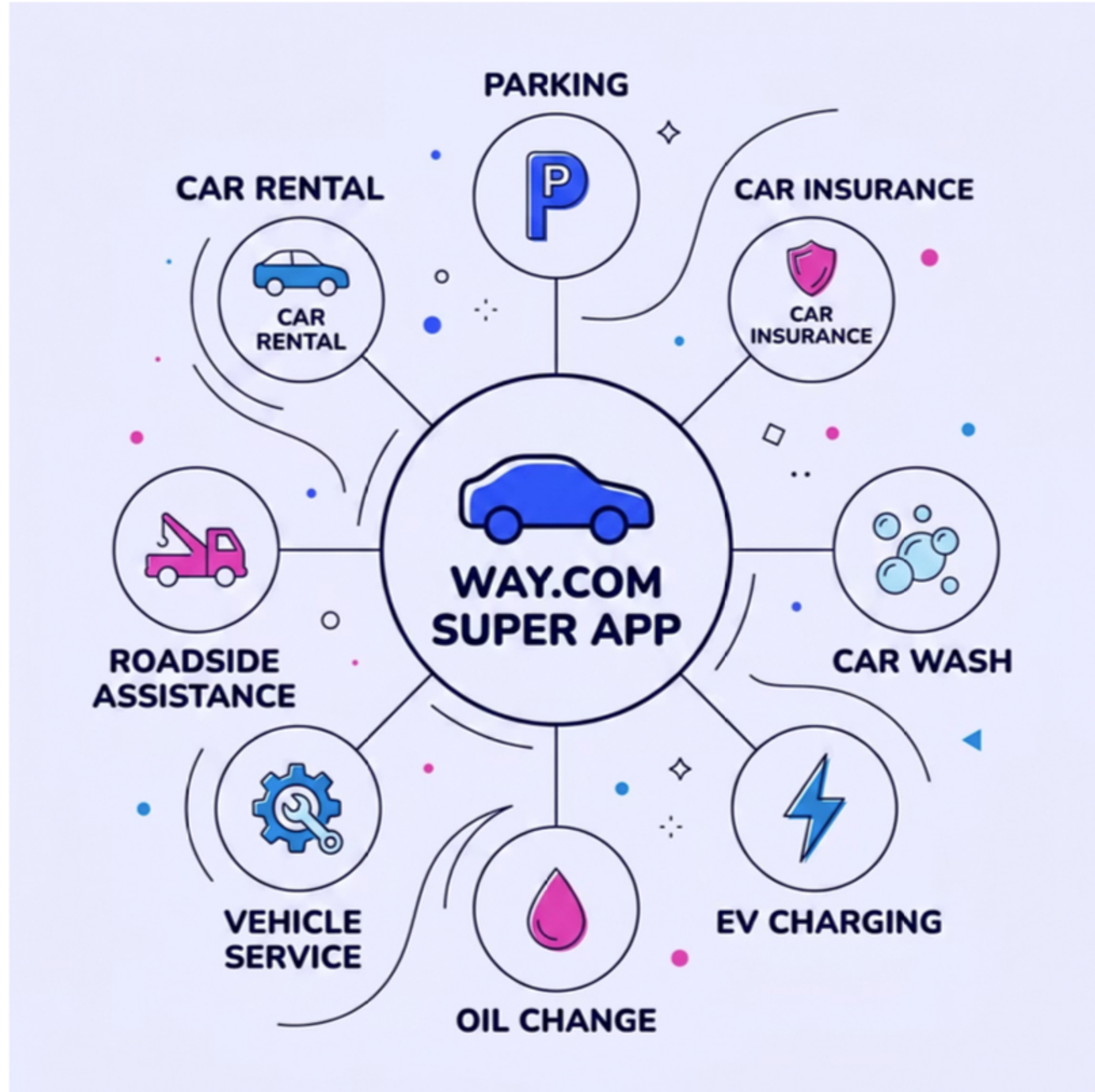
Seamlessly discoverable and bookable car wash services embedded across the platform.



70K+ EV Chargers

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

Eight Integrated Service Verticals

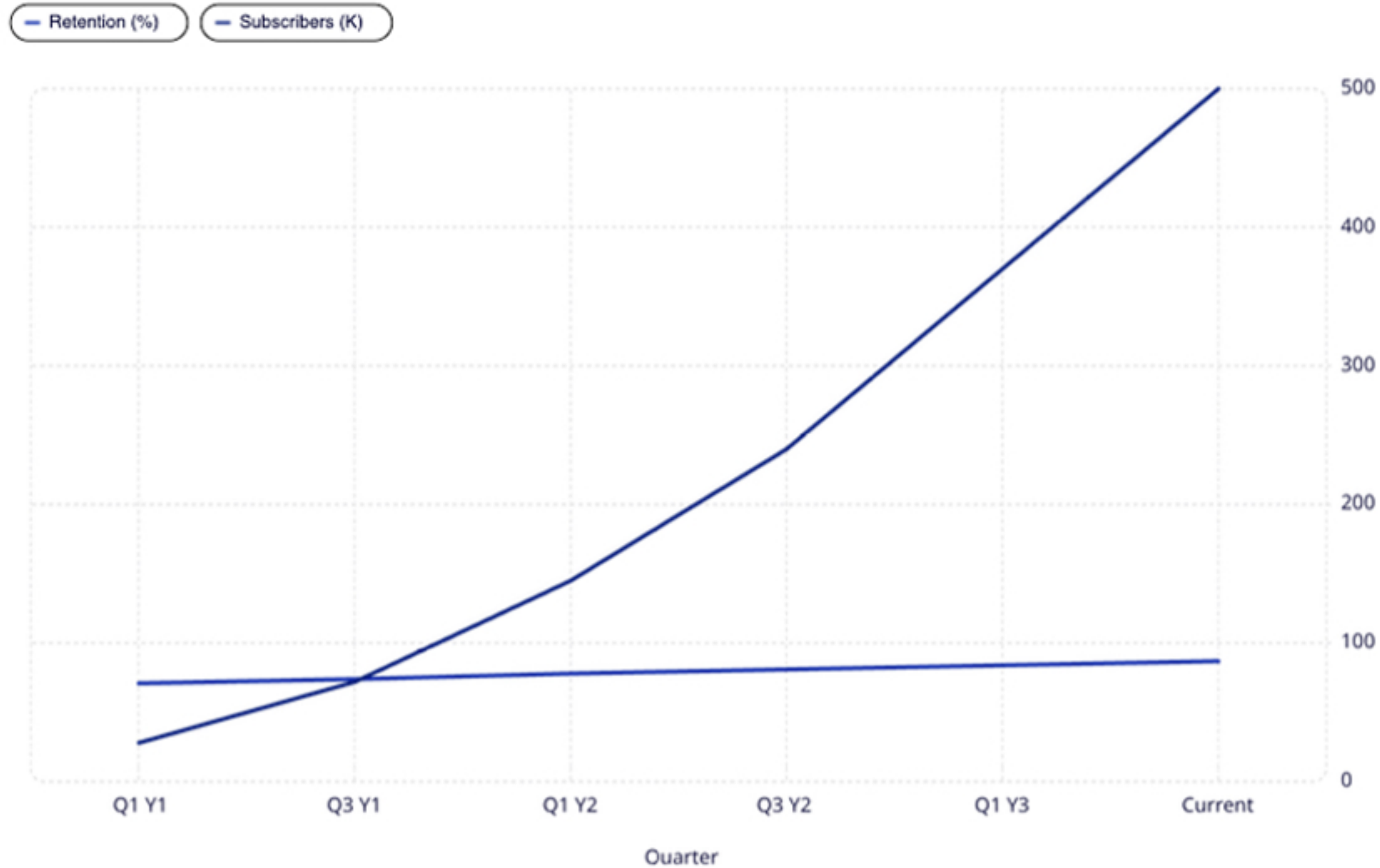


One App. Every Automotive Need.

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."

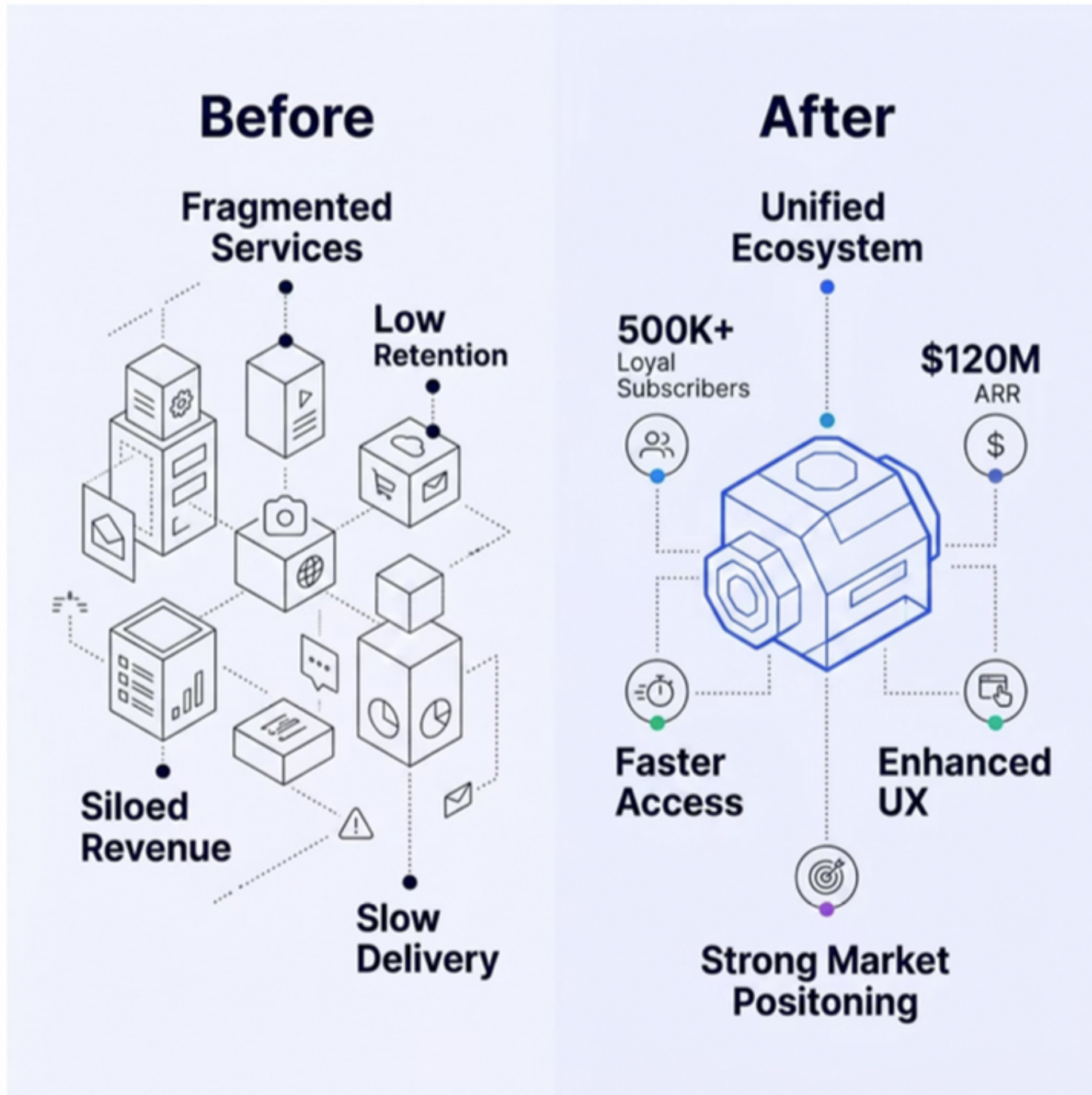
\$120M ARR

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

[Book a Discovery Call](#)