



# Fullpath is automotive’s leading Customer Data and Experience Platform (CDXP)

Instantly generate hundreds of effective targeted ads that learn as they go. Fullpath is revolutionizing the automotive industry with a Customer Data and Experience Platform designed to consolidate all dealership data and leverage it to create seamless onmi-channel marketing journeys.



Dedupe an average of 35,000 leads!

## CDXP, The Enhanced CDP

The Fullpath CDXP takes the typical Customer Data Platform (CDP) to the **next level** by adding the “Experience” factor, layering AI-powered marketing technology on top of your dealership’s data. This enables dealers to orchestrate hyper-personalized shopper experiences and marketing campaigns that drive leads and increase dealership revenues.

Step 1

**Data Integration**  
The Fullpath CDXP consolidates your siloed data sources into one integrated platform. The CDXP then cleans, normalizes, and maintains your data.

Step 2

**Automate Audiences**  
The CDXP uses AI to slice and dice your data to automatically create hundreds of hyper-specific audiences for targeted ad campaigns.

Step 3

**Execute Marketing Campaigns**  
The AI instantly generates hundreds of ad & search campaigns, hyper-personalized emails, and dynamic landing pages and uses machine learning to optimize your budgets for leads.

Step 4

**Real Time Optimization**  
Get detailed, data rich views of your shoppers at every step of the shopping journey with easily exportable and understandable reports.



Sean Western , Digital Marketing Manager at Quirk Auto Group

Before we started working with Fullpath, our biggest pain points were data connectivity and data unification. The CDXP platform has all of our data in one silo and, since the data is all right there, we can make real time, smart marketing campaigns and that’s something no one else has been able to do.



## Fullpath’s Integrated CDXP Solutions

**VINs Acceleration**

VIN-LEVEL MARKETING  
Put an end to lot rot and move challenging inventory with VIN-specific, smart ad campaigns.

**Digital Advertising**

AUTOMATED SEARCH AND SOCIAL ADS  
Instantly create hundreds of hyper-targeted ads that utilize automated budget allocations to optimize for qualified leads.

**Audience Activation**

EMAIL AUTOMATION & CRM ACTIVATION  
Activate 100% of your CRM at scale with targeted, hyper-personalized emails, videos, and dynamic landing pages.

**Website Engagement**

ONSITE INTELLIGENCE TOOL  
Drive lead conversions with an AI-powered onsite tool that creates hyper-personalized website experiences and personal responses to their inquiries using our ChatGPT.