



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

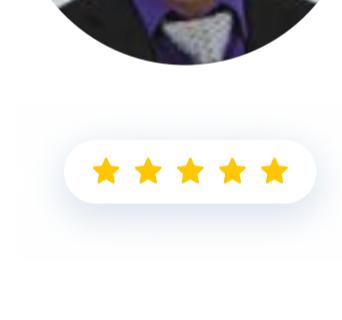
Instantly generate hundreds of effective targeted ads that learn as they go. Fullpath is revolutionizing the automotive industry with a Customer Data and Experience Platform designed to consolidate all dealership data and leverage it to create seamless onmi-channel marketing journeys.



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.



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.

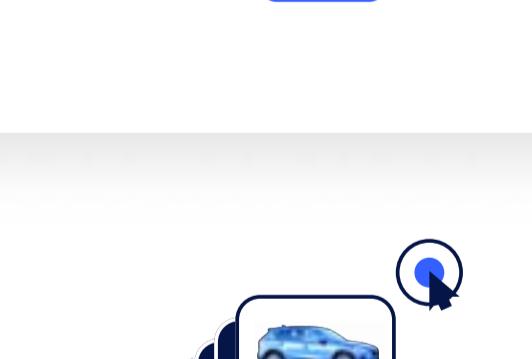


Fullpath's Integrated CDXP Solutions

VINs Acceleration

VIN-LEVEL MARKETING

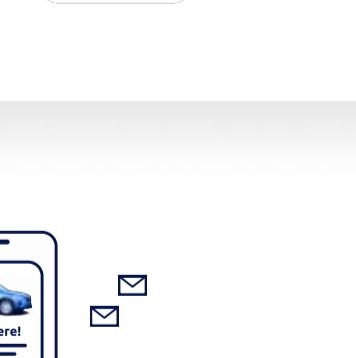
Put an end to lot rot and move challenging inventory with VIN-specific, smart ad campaigns.



Digital Advertising

AUTOMATED SEARCH AND SOCIAL ADS

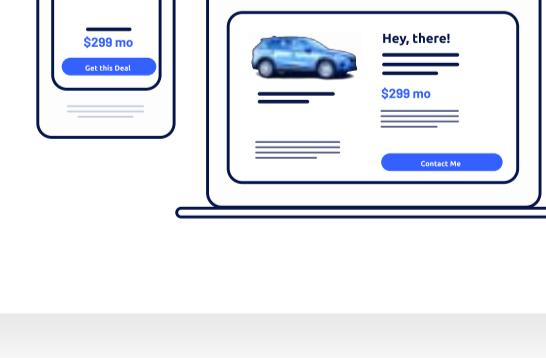
Instantly create hundreds of hyper-targeted ads that utilize automated budget allocations to optimize for qualified leads.



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 ChatGPT.

