

Take your Custom Campaigns to the next level with Fullpath's Managed Services.

Fullpath's Managed Services offers dealers comprehensive support, proactive campaign management, and strategic guidance to activate their first-party data through deeply segmented custom audiences and targeted custom email campaigns.



As part of Fullpath's Managed Services, your dealership will receive:

Dedicated Support

Fullpath Managed Services clients receive dedicated, personalized support, strategy development, and ongoing guidance to help optimize campaigns for maximum impact.

Proactive Engagement

Monthly professional consultations with the Fullpath team including campaign performance reviews, insights on industry trends, tailored recommendations and custom campaign management, will ensure your dealership's marketing efforts stay ahead of the curve.

Custom Audience Creation

Drive campaign success with expertly-crafted audience segments and lists built by the Fullpath team, ensuring your email campaigns reach the most relevant and engaged recipients.

Campaign Creation & Activation

Managing 4 custom campaigns each month from conception to execution to campaign QA, the Fullpath team designs all templates, writes compelling copy, and sets up the technical elements required for a successful campaign launch.

Active Shopper Call Lists

Support your sales and BDC teams with a specialized call list that includes customers who are actively shopping for their next vehicle, enabling personalized follow-up calls that drive conversions and enhance customer loyalty.

On-Demand Campaigns & Revisions

The Fullpath team will support your dealership's marketing needs with on-demand campaigns and campaign revisions so you can make timely adjustments to live campaigns, ensuring your campaigns are always relevant and effective.

Platform Optimizations

The Fullpath team will continuously review and adjust your account for optimal performance and provide practical training for your dealership's team so you can be sure you are leveraging the CDP to the fullest extent.

Monthly Campaign Reports

Stay fully informed with detailed monthly reports that provide an in-depth analysis of performance metrics, insights into audience engagement, and actionable recommendations to refine and improve your dealership's email marketing strategy.



Jason Villa, Boardwalk Auto Group

With Fullpath's managed services, we've been able to effectively leverage our first-party data through their custom email campaigns. Not only have we connected and sold potential customers who hadn't submitted leads yet, but we've also generated new leads that have directly contributed to our sales. The impact on our business has been incredible!