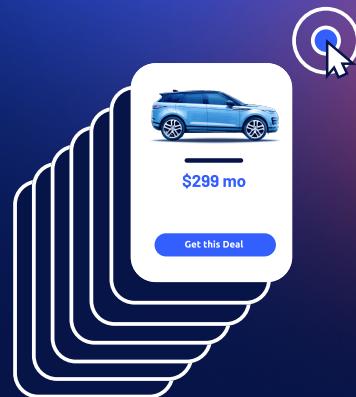


Drive sales with automated digital advertising for dealerships.

Instantly generate hundreds of effective targeted ads that learn as they go.



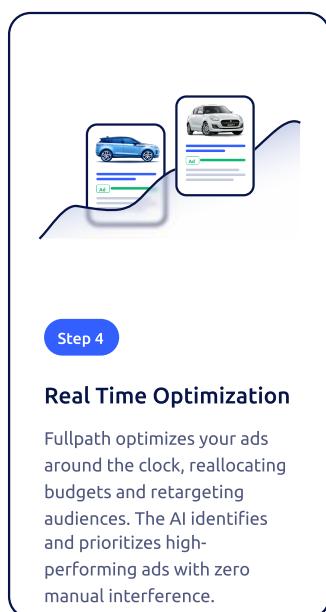
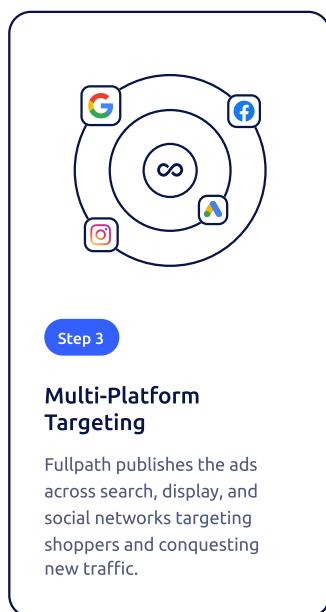
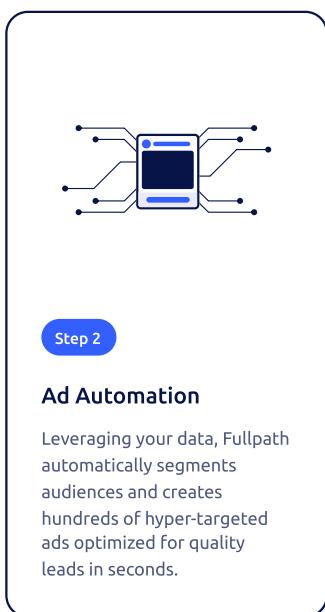
Partnered with



Harness your data to drive more leads.

Leveraging your connected first-party data, Fullpath's Digital Marketing turbo charges your search, social and display advertising campaigns by automating hundreds of hyper-specific audiences and targeting them with personalized offers. Fullpath's AI then works to optimize your ad budgets cross-platform 24/7 so you get the most qualified leads possible for your marketing dollars.

How it Works



Fullpath Pricing	
Always On	
Service Name	Dealer Price
VINs Move challenging inventory off your lot with VIN-specific ad campaigns	\$1,100 (min \$1100/10 VINs, increments of 10 VINs)
Search Only Conquest new shoppers with the perfect ad using AI-generated audiences pulled from your first-party data	\$1,100
Search/Social/Display Instantly generate hundreds of uniquely targeted ads that drive traffic	\$1,900

We offer unparalleled solutions:

Traditional Marketing

- 1-2 monthly account optimizations
- Manual budget allocations
- Manual audience building and updates
- Disjointed incentive customer flows

CDP

Customer Data Platform

- ✓ Real time, round the clock optimization
- ✓ Automated budget segmentation
- ✓ Automated customer match campaigns
- ✓ Connected on and off-site incentive experience