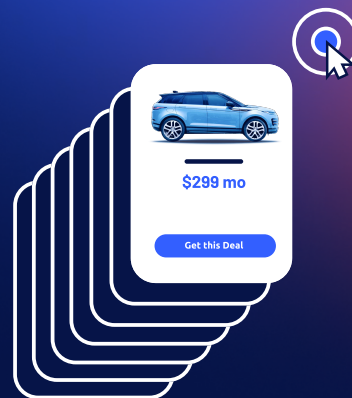


Drive sales with automated digital advertising for dealerships.

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



Step 1

Data Integration

Fullpath integrates all of your dealership data sources including your inventory, CRM, and website data to create a comprehensive picture of your dealership.



Step 2

Ad Automation

Leveraging your data, Fullpath automatically segments audiences and creates hundreds of hyper-targeted ads optimized for quality leads in seconds.



Step 3

Multi-Platform Targeting

Fullpath publishes the ads across search, display, and social networks targeting shoppers and conquering new traffic.



Step 4

Real Time Optimization

Fullpath optimizes your ads around the clock, reallocating budgets and retargeting audiences. The AI identifies and prioritizes high-performing ads with zero manual interference.

| Fullpath Pricing | |
|--|--|
| Always On <small>*ad budget is not included in the fee</small> | |
| Service Name | Dealer Price |
| VINs Move challenging inventory off your lot with VIN-specific ad campaigns | \$1,100 <small>(min \$1100/10 VINs, increments of 10 VINs)</small> |
| 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 |