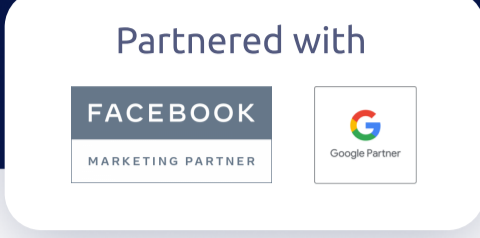
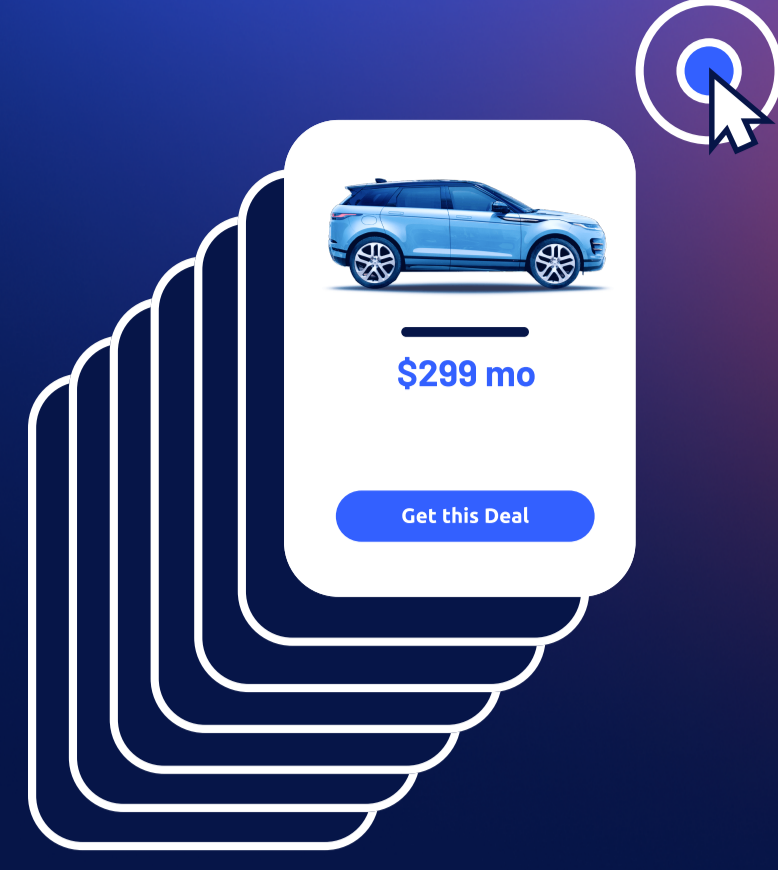


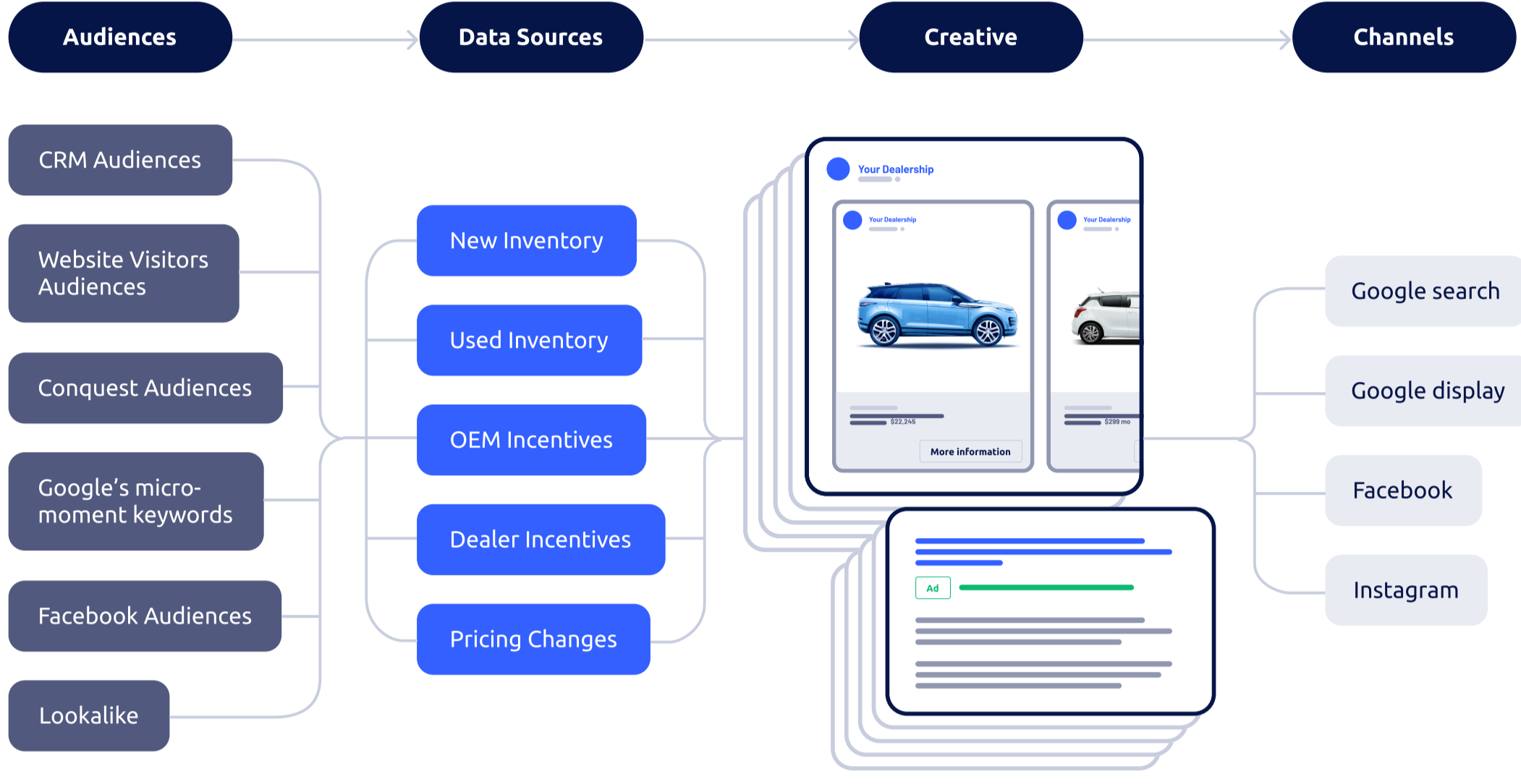
# Drive sales with automated digital advertising for dealerships.

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



## 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	
<b>Always On</b> <small>*ad budget is not included in the fee</small>	
Service Name	Dealer Price
<b>VINs</b> Move challenging inventory off your lot with VIN-specific ad campaigns	<b>\$1,100</b> (min \$1100/10 VINs, increments of 10 VINs)
<b>Search Only</b> Conquest new shoppers with the perfect ad using AI-generated audiences pulled from your first-party data	<b>\$1,100</b>
<b>Search/Social/Display</b> Instantly generate hundreds of uniquely targeted ads that drive traffic	<b>\$1,900</b>
<b>Search/Social/Display + Equity</b> Engage shoppers with targeted messages based on their equity status to drive more sales	<b>\$2,200</b>

## We offer unparalleled solutions:

Traditional Marketing	CDXP Customer Data and Experience Platform
<ul style="list-style-type: none"> <li>— 1-2 monthly account optimizations</li> <li>— Manual budget allocations</li> <li>— Manual audience building and updates</li> <li>— Disjointed incentive customer flows</li> </ul>	<ul style="list-style-type: none"> <li>✓ Real time, round the clock optimization</li> <li>✓ Automated budget segmentation</li> <li>✓ Automated customer match campaigns</li> <li>✓ Connected on and off-site incentive experience</li> </ul>