

Optimize your dealership's digital advertising with the power of first-party data.

Partnered with



Activate Ads

Your Dealership

You qualify for great terms on a new 2025 Nissan Altima. Reach out today!



Your chance to get into an all new Nissan Altima 2025.

Get Upgrade Offer

Click for a [Dealership] Appraisal | Trade In Your Car and Save | We Offer Great Valuations

Ad | <http://www.dealership1.com/trade...>

Trade In Your Car Today | We Offer Great Valuations

Total Monthly Budget

\$5,610

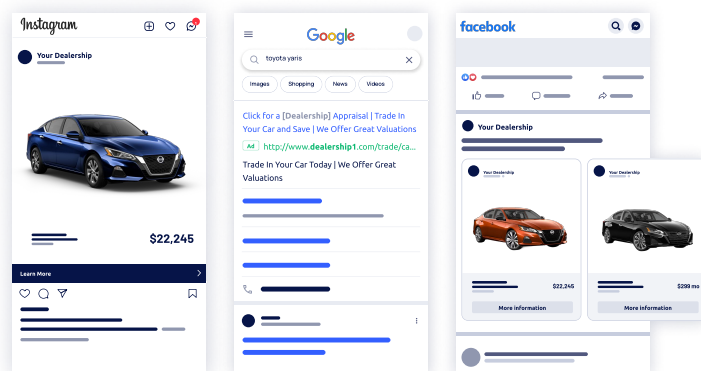
EDIT

MTD Spend \$1,226.99

22%

AI-driven campaigns designed to achieve your business goals.

Fullpath Digital Advertising automatically executes efficient, targeted AI-driven ad campaigns at scale. Fullpath monitors campaigns 24/7, shifting budgets cross-platform to support performance. With this powerful technology in play, dealerships can optimize performance, eliminate waste, & win more sales.



Everything you need to transform your digital advertising strategy:

Automated Ad Generation

Fullpath AI automates effective, engaging dealership-specific ad visuals and copy, eliminating the legwork from your advertising strategy.

Multi-Platform Campaigns

Fullpath executes hyper-targeted Google Search, Display & Performance Max ads, & Facebook & Instagram ads ensuring your dealership is everywhere your shoppers are online.

Audience Segmentation

Fullpath automates hyper-specific audiences based on shopper demographics, behavior, preferences and needs, pulled directly from your data.

24/7 Budget Optimization

Fullpath monitors your ad performance around the clock and automatically shifts budgets cross-platform to support successful campaigns.

Specials Integration

Fullpath uses OEM offers and dealership specials to create valuable targeted ads for hyper-relevant audiences to increase engagement and improve performance.

Seamless Experience

Shoppers who click on a Fullpath-generated ad are automatically directed to a customized landing page that features the exact offer they clicked on.

Fullpath Pricing

Digital Advertising (Display, Social, SEM, PMAx, New, CPO)	Price (100% including tech fees)
Plus (Ad Spend \$3,000 - 7,999)	\$950
Elite (Ad Spend \$8,000 - 13,999)	\$1,900
Turbo (Ad Spend \$14,000 - 24,999)	\$3,100
Unlimited (Ad Spend \$25,000+)	\$3,800

Additional Fullpath Solutions	Price
CDP	\$1,000
Audience Activation	\$3,000
VINs Acceleration	\$1,100/10 VINs
Website Engagement	\$800
Equity	\$1,000
Dynamic Payments	\$799
Data Enrichment	\$699
Lead Handling	\$999

Experience the Fullpath AI Ecosystem



CDP

DATA MANAGEMENT AND ACTIVATION

Unify all dealership data sources into one secure platform to gain deep visibility into shopper behaviors and preferences and create a single source of truth for all business decisions.

Audience Activation

DATA-DRIVEN EMAIL & SMS CAMPAIGNS

Leverage AI-powered, data-driven, personalized email & SMS marketing campaigns to intelligently engage your entire database at scale.

VINs-Acceleration

VIN-SPECIFIC AD CAMPAIGNS

Strategically drive hyper-relevant, shopper-quality traffic to your challenging VDPs with AI-powered VIN-specific marketing alongside your general ad strategy.

Website Engagement

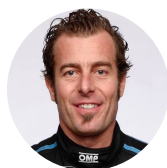
PERSONALIZED WEBSITE EXPERIENCES

Automatically deploy personalized AI-powered engagements to drive more leads for your dealership. Includes an optional ChatGPT-integrated chatbot for data-driven conversations.

Equity

EQUITY-DRIVEN CAMPAIGNS

This add-on integration automatically engages shoppers with equity-based upgrade, trade-in, and payment offers cross-channel to drive more repeat business.



Derek Debeor,
Fullpath Dealer Partner

"Fullpath has become that one partner that we couldn't live without."

