

## Fullpath's Stellantis certified solutions are 100% co-op (T3AC) eligible!

Fullpath's AI-powered solutions are designed to help dealers activate their first-party data to create data-driven shopper experiences that increase sales and build lasting customer relationships.

### Digital Advertising

Automatically generate and launch AI-powered search, social, display, P-MAX, and Demand Gen ads to optimize portfolio performance.

### Audience Activation

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

### VINs-Acceleration

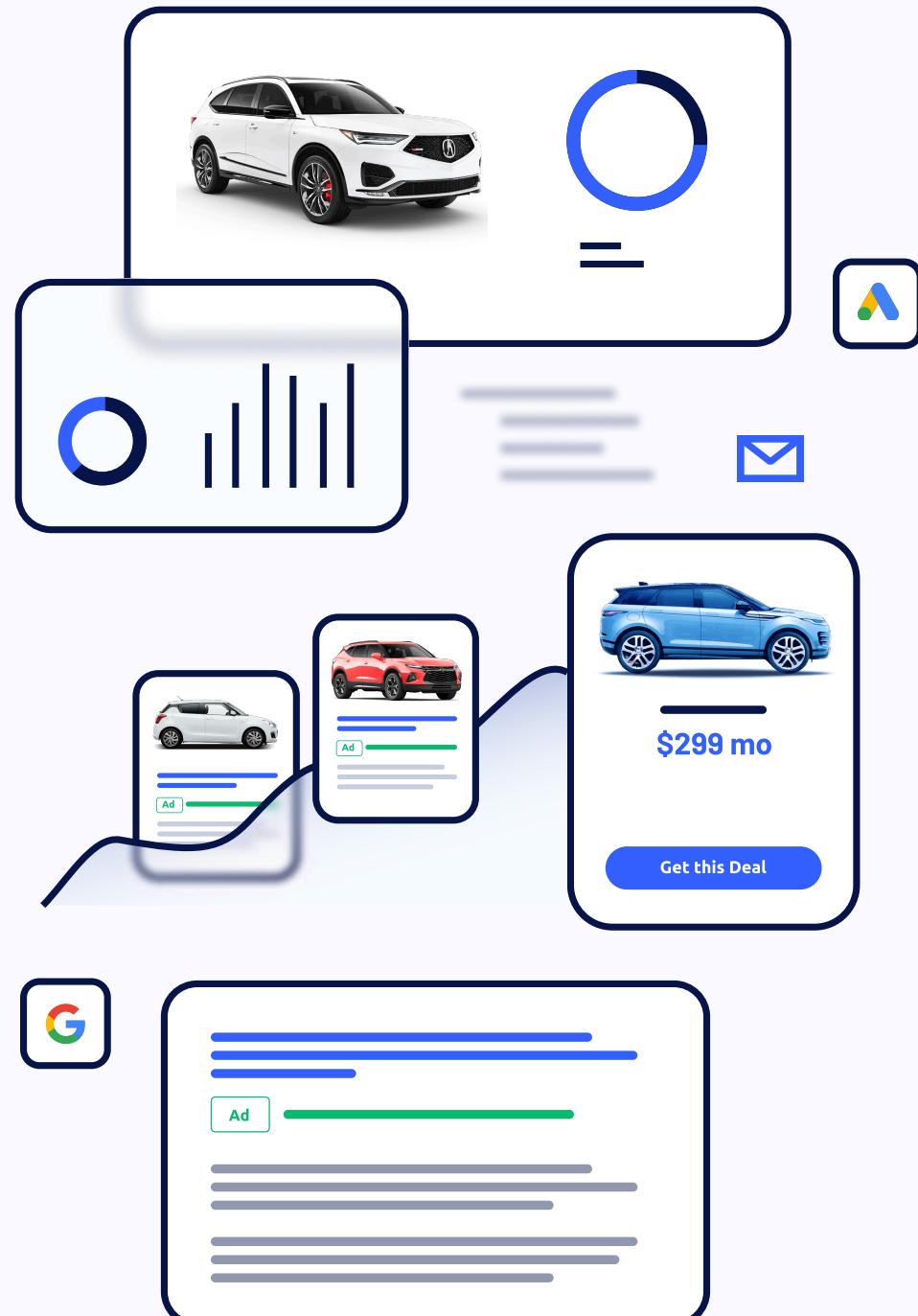
Strategically drive hyper-relevant, shopper-quality traffic to your challenging VDPs with AI-powered VIN-specific marketing.

### Equity

Activate your equity data to engage shoppers with personalized campaigns based on their equity status to drive repeat business.

### Website Engagement

Unify every data source in play at the dealership to create a clean, singular source of truth for all business decisions.



## Fullpath's Additional AI-powered Solutions

Please note: These solutions are **not** included in the Stellantis program and **will not be eligible for use of co-op funds**.

### CDP

Unify every data source in play at the dealership to create a clean, singular source of truth for all business decisions.

### Dynamic Payments

Unify every data source in play at the dealership to create a clean, singular source of truth for all business decisions.

### Data Enrichment

Turn stale shopper records into prioritized, contactable shoppers to effectively drive more sales.



**David Kelleher,**  
President at David Auto

**“I can tell you unequivocally that partnering with Fullpath was the right decision for my business and ultimately for my brand.”**