

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

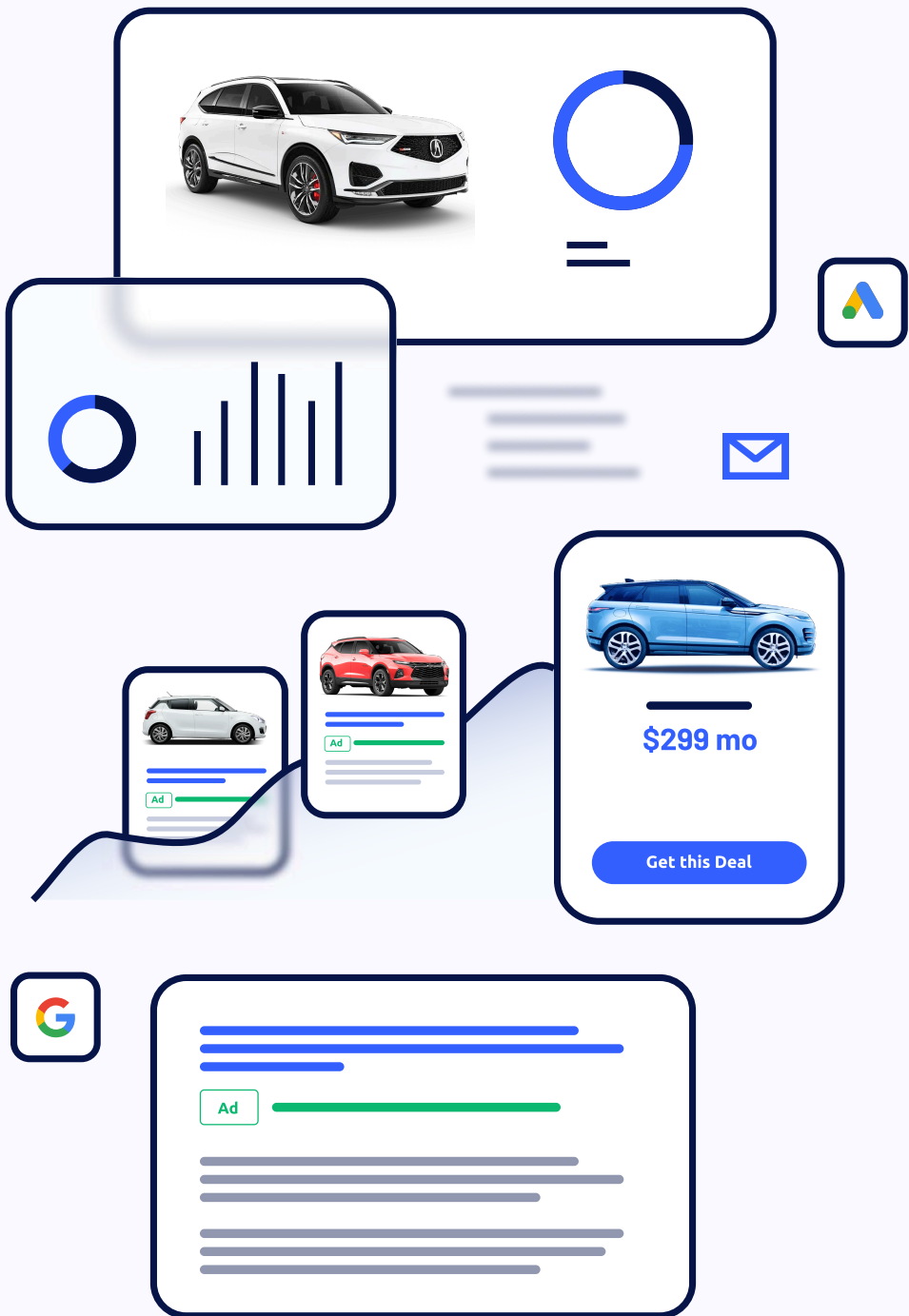
Strategically drive hyper-relevant, shopper-quality traffic to your challenging VDPs with AI-powered VIN-specific marketing.

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.”