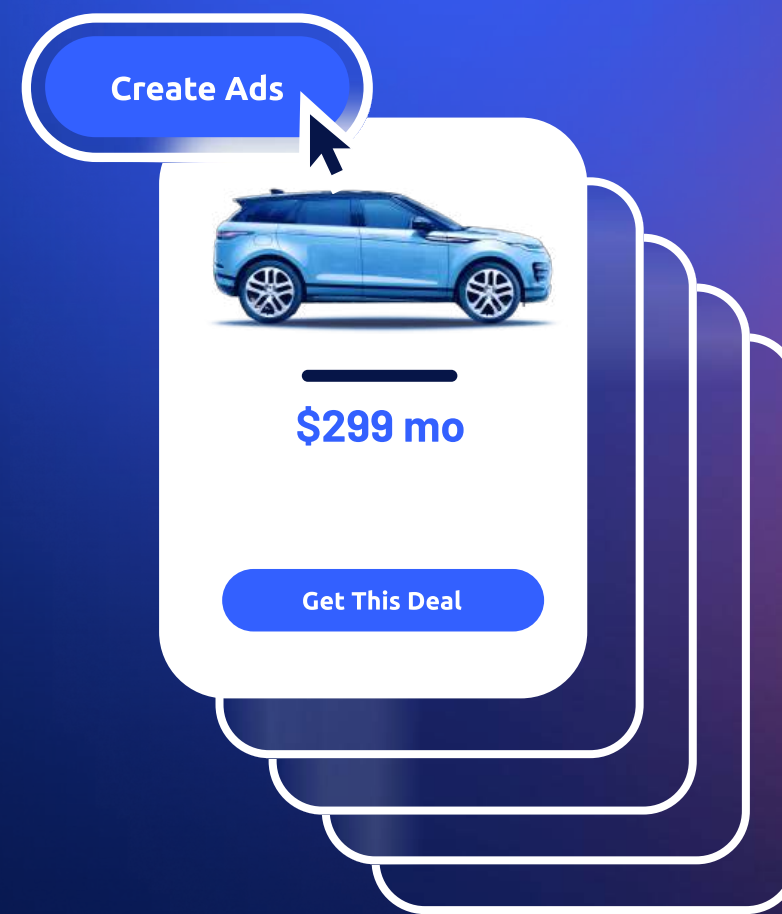




Fullpath's Digital Advertising and VINs-Acceleration are JLR Digital Certified Programs!



⇒ Fullpath Digital Advertising

Fullpath's Digital Advertising activates your JLR dealership's data to execute laser-focused, hyper-targeted search, social, & display ad campaigns. Fullpath automatically creates hyper-segmented audiences and leverages AI to generate all ad copy and creatives for each campaign. Fullpath then monitors all campaigns around the clock, automatically allocating and optimizing ad budgets cross-platform to ensure peak portfolio performance.

Automated Ad Campaigns

Fullpath's AI automates effective, engaging dealership-specific ad visuals and copy, for your search, social and display ads eliminating the legwork from your advertising strategy.

24/7 Ad Optimizations

Fullpath's machine learning monitors your ads around the clock for performance and automatically shifts your ad budgets cross-platform to support successful campaigns.

Audience Segmentation

Leveraging powerful segmentation tools, Fullpath automates hyper-specific, data-driven audiences for your ad campaigns based on shopper demographics, behavior, preferences and needs.

Audience Suppression

Using dynamic audience suppression techniques ensures you are always reaching your shoppers with relevant and timely messaging, wherever they are on their shopper journey.

Real-Time Data Updates

Digital Advertising integrates with Fullpath's CDP so your ads are constantly updated and shifted based on the most updated, reliable customer and inventory data available.

Seamless Shopping Experiences

When a shopper clicks on your dealership's ad, they are taken to a customized landing page that features the deal they clicked on, creating a seamless customer experience.

Specials Integration

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



Contact us at (216) 242-1320

• get.started@fullpath.com

• support@fullpath.com

Fullpath VINs-Acceleration

Fullpath VINs-Acceleration works alongside your JLR dealership's digital ad campaigns to strategically drive hyper-relevant, shopper-quality traffic to challenging VDPs with AI-powered, VIN-specific marketing campaigns. VINs-Acceleration leverages your dealership's unified data for a combination of bidding strategies across multiple ad networks designed to get the right eyes on your challenging inventory so it can get seen and sold.

Laser-Focused Marketing

Unlike standard digital advertising campaigns, VINs-Acceleration brings balanced visibility to each vehicle, moving beyond the limitations of lead quotas.

Proprietary Traffic Acquisition

Fullpath's Acquisition Network (FAN) buys traffic across multiple ad networks to ensure you get the best quality traffic possible from in-market shoppers.

Real-Time Notifications

Getting these VINs off the lot requires quick action. VINs-Acceleration sends an instant text message to your team anytime meaningful action is taken on a boosted VIN so you can move in and close the deal.

Detailed Reporting

Fullpath's detailed dashboard reports allows you to see all actions taken on your boosted VINs so you can follow-up with relevant shoppers.

Pricing Chart

Good	Better	Best
\$1,000/month VINs-Acceleration (10 VINs)	\$3,000/month VINs-Acceleration (10 VINs) Digital Advertising (search, social, display)	\$4,100/month VINs-Acceleration (20 VINs) Digital Advertising (search, social, display)

"Fullpath has revolutionized our marketing efforts, providing actionable real-time insights that have significantly increased efficiencies and reduced unnecessary spend."



Paul Ray
General Manager Of Bowen Scarff Ford.

47%

Increase in CRM sales