

Fullpath's enhanced CDP is now certified in the Porsche Digital Program

Leverage your Porsche Targeted Co Op Funds to activate your dealership's first-party data with Fullpath's CDP and AI-powered activation solutions.



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.

Digital Advertising

SMART SEARCH, SOCIAL, DISPLAY & PMAX ADS

Activate your dealership data to drive more quality leads with smart, hyper-targeted search, social and display ad campaigns.

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.

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.

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.

ChatGPT

CHATGPT INTEGRATION

Integrate your OEM offers, specials, and inventory data to provide dealership-specific replies to your customers' questions 24/7



Derek Debeor,
Fullpath Dealer Partner

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

