

## Fullpath's (formerly AutoLeadStar) Stellantis certified solutions

Fullpath is officially certified with our powerful Digital Advertising, Audience Activation, and VINs Acceleration solutions within our CDP. All products are **100% co-op (=T3AC)** eligible.

### Welcome to automotive's first CDP

Fullpath is disrupting the industry as automotive's first customer data & experience platform with a mission to consolidate all customer data and leverage it to create seamless omni-channel marketing journeys.



CONNECTED



PERSONALIZED

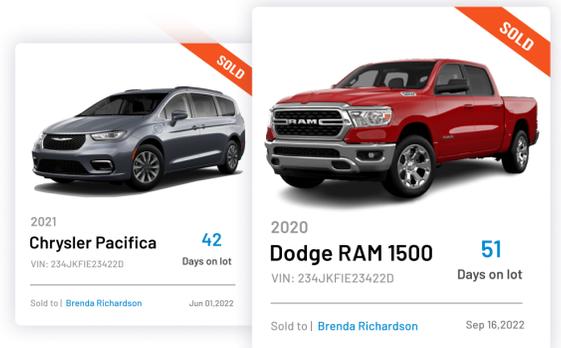


ORCHESTRATED

### VINs Acceleration

#### VIN-SPECIFIC MARKETING

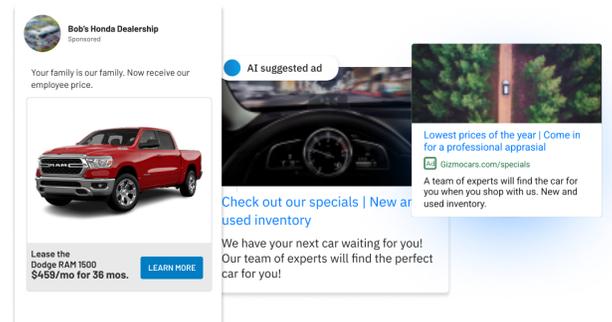
Move challenging inventory off your lot with VIN-level ads



### Digital Advertising

#### SEM & SOCIAL ADVERTISING

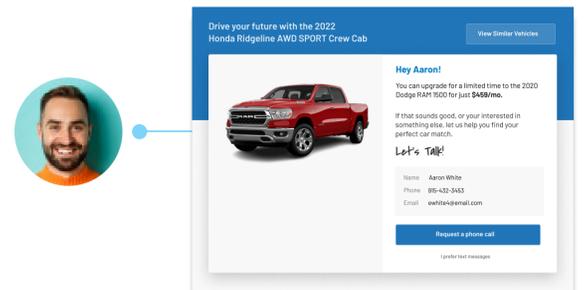
Full digital advertising automation



### Audience Activation

#### EMAIL AUTOMATION & CRM MINING

Turn more of your CRM leads into active shoppers



"After a few days of activating Fullpath I immediately noticed an influx of leads and most importantly sales. I've never seen a platform deliver so many results in such a short time."

Justin Harmon, Marketing Director of EIDE Chrysler Bismarck

**TO ENROLL:** [info@chryslerdigital.com](mailto:info@chryslerdigital.com) or via DealerConnect

**LEARN MORE:** [get.started@fullpath.com](mailto:get.started@fullpath.com) (or via Stellantis's

certified website <https://www.fcadigitalcertified.com/> (under Dig Ad and/or Lead Re-animation)

**ALL OF THE BELOW PRODUCTS ARE 100% CO-OP (=T3AC) ELIGIBLE**

PACKAGE NAME	PRICE
<b>VINs Acceleration</b> VIN-SPECIFIC MARKETING	<b>\$1,100/mo</b> (MIN 10 VINS, INCREMENTS OF 10 VINS)
<b>Audience Activation</b> EMAIL AUTOMATION & CRM MINING	<b>\$2,500/mo</b>
<b>Digital Advertising</b> SEM, DISPLAY AND SOCIAL	<b>\$250-3,800/mo</b> *DEALER FLAT FEE BASED ON AD SPEND

→ Digital Advertising Special Pricing

BASE	PLUS	ELITE	TURBO	UNLIMITED
Min Ad Spend \$0	Min Ad Spend \$3,000	Min Ad Spend \$8,000	Min Ad Spend \$14,000	Min Ad Spend \$25,000
Max Ad Spend \$2,999	Max Ad Spend \$7,999	Max Ad Spend \$13,999	Max Ad Spend \$25,000	Max Ad Spend \$-
Dealer Flat Fee \$250	Dealer Flat Fee \$950	Dealer Flat Fee \$1,900	Dealer Flat Fee \$3,100	Dealer Flat Fee \$3,800

Both Ad Spend & platform fees  
are 1:1 PAP & PAP Bonus eligible from Day 1 (New inventory objectives)