



fullpath

Fullpath Audience Activation is certified for the Mazda Digital Certified Program (MDCP)!

Mazda dealers can leverage the Retail Go To Market+ (RGTM+) program to generate data-driven email campaigns designed to engage every CRM shopper with personalized content at every stage of the shopper journey.



Key Features of Fullpath Audience Activation

Full-Funnel Engagement

Fullpath engages your entire sales funnel at scale with tailored email messages for every individual shopper at every point of their customer journey.

Audience Segmentation

Leveraging the segmentation capabilities of Fullpath's CDP, Audience Activation automates hyper-specific audiences based on shopper demographics, behaviors, preferences and needs.

Dynamic Audiences

Shoppers are automatically moved from audience to audience based on their most recent dealership engagements ensuring your campaigns are always valuable and relevant.

First-Party Data

Fullpath leverages your first and third-party data to decide your next marketing move based on real-time shopper behavior, leading to marketing efficiency and increased engagement.

Custom Campaigns

Custom campaigns allow you to engage any audience at any time with your own custom email content that gets sent out alongside the Fullpath AI engine.

Seamless Experiences

Shoppers who click on a Fullpath email are directed to an automated customized landing page that features the exact offer they clicked on, providing a seamless customer experience.

Elevate Audience Activation with Fullpath Equity

- Fullpath Equity activates your unified data to generate equity-based upgrade, trade-in, and payment offer campaigns for every shopper based on their personal equity status.
- Emails sent with Fullpath Equity see a **51% higher open rate** than regular dealership marketing emails. Hyper-personalized, equity-based content increases engagement and drives more shoppers back to your dealership to make their next purchase.



Samantha Morrow, Director of Marketing at Hello Mazda

"By harnessing AI-driven data activation, we have not only enhanced the effectiveness of our campaigns but also significantly boosted our engagement rates and sales."



Certified Product	Certified Dealer Price
Audience Activation	\$2,500/mo
Equity (Add-On)	\$1,000/mo (+500 for optional additional call tracking)