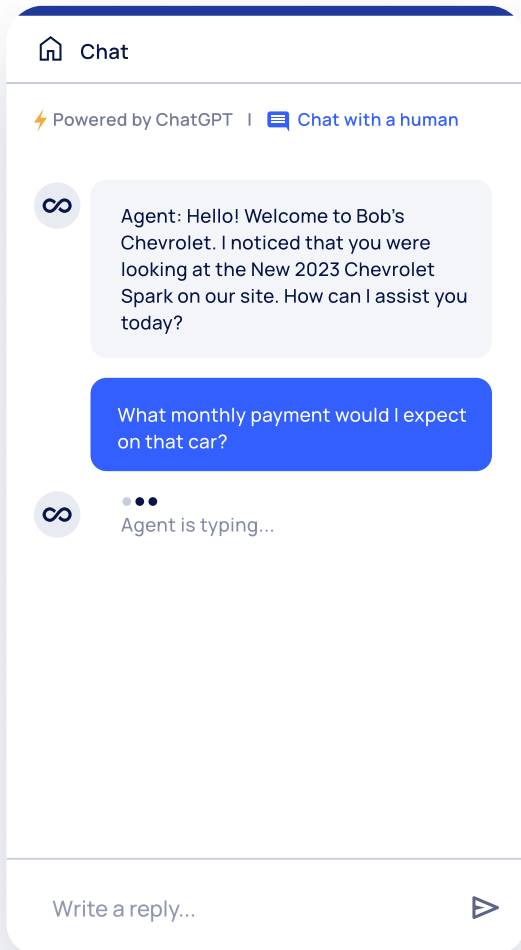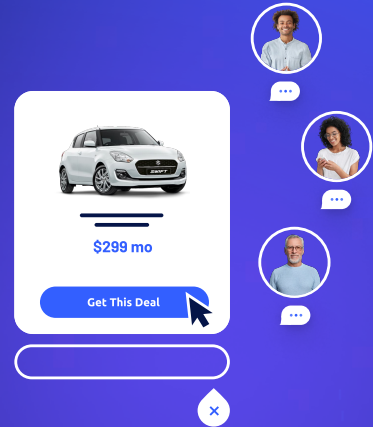STELLANTIS | fullpath

Website Engagement

Automate data-driven website experiences for your Stellantis dealership's shoppers.

Leverage Fullpath's Stellantis-approved Website Engagement solution to activate your data and provide every shopper with an exceptional website experience.

$299 mo

Get This Deal

Chat

⚡ Powered by ChatGPT | 💬 Chat with a human

∞ Agent: Hello! Welcome to Bob's Chevrolet. I noticed that you were looking at the New 2023 Chevrolet Spark on our site. How can I assist you today?

What monthly payment would I expect on that car?

∞ • • •
Agent is typing...

Write a reply...

Stellantis-Approved Website Engagement Modules

⊚ Eprice

Encourages shoppers to fill out a lead form with basic contact information that is sent directly to your CRM for follow up.

⊡ Offers

Automatically display the most relevant OEM or dealership incentive to each website visitor based on intent signals gathered from browsing history and identified interests.

🚗 Specials

Easily direct shoppers to your specials page on your website for ease of access.

⚡ Quick React

Push important and timely messages to your shopper when they land on your website to reflect dynamic changes in the market.

📞 Phone Calls

Enable your shoppers to call your dealership directly from your website through their smartphone calling app.

⊙ ChatGPT Chatbot

Provide shoppers with 24/7 support on your website highly-specific, dealership-relevant responses to their questions 24/7 with zero added manpower required.

> "Our website visitors seamlessly receive guidance to specific vehicle pages and assistance with trade-ins or financing, significantly enhancing their shopping experience."

Don Erwin,
Director of Digital Marketing and Communication at Mtn. View Auto

Exceptional, data-driven website experiences, no workflow changes required.

All leads generated by Fullpath Website Engagement are sent directly to your CRM, allowing you to do more without making changes to your current workflow.

Explore all of Fullpath's Stellantis Approved Solutions

The following Stellantis certified Fullpath solutions are 100% co-op (T3AC) eligible:

Audience Activation
Stop your hard earned leads from going cold with AI-powered, personalized lead nurture campaigns.

VINs-Acceleration
Strategically drive shopper-grade traffic to challenging VDPs.

Digital Advertising
Execute highly-personalized targeted digital ad campaigns designed to drive sales.

Fullpath Equity
Automatically target your equity-positive shoppers with valuable offers.