

IDENTIFY | MARKET | MEASURE

Transform your website visitors into addressable households – instantly immerse their household with relevant messaging & marketing – and tie that customer journey back to a sale, for unrivaled ROI down to the dollar.

Turn Shoppers into Measurable Revenue

SCHEDULE A DEMO



"fullthrottle.ai™ is our highest lead generating revenue source that we use and I highly recommend it."
- Scott Berman, President of Florida Window and Door

ID	CAMP ID	INFLUENCE	JOURNEY	ATTRIBUTION	ANALYSIS POWERED BY AI	IMPACT	REVENUE	STATUS
1000001	1001	High	Discovery	Discovery	AI Model and Attribution	100%	\$1000	Active
1000002	1001	Medium	Consideration	Consideration	AI Model and Attribution	100%	\$500	Active
1000003	1001	Low	Conversion	Conversion	AI Model and Attribution	100%	\$250	Active
1000004	1001	High	Discovery	Discovery	AI Model and Attribution	100%	\$1000	Active
1000005	1001	Medium	Consideration	Consideration	AI Model and Attribution	100%	\$500	Active
1000006	1001	Low	Conversion	Conversion	AI Model and Attribution	100%	\$250	Active
1000007	1001	High	Discovery	Discovery	AI Model and Attribution	100%	\$1000	Active
1000008	1001	Medium	Consideration	Consideration	AI Model and Attribution	100%	\$500	Active
1000009	1001	Low	Conversion	Conversion	AI Model and Attribution	100%	\$250	Active
1000010	1001	High	Discovery	Discovery	AI Model and Attribution	100%	\$1000	Active
1000011	1001	Medium	Consideration	Consideration	AI Model and Attribution	100%	\$500	Active
1000012	1001	Low	Conversion	Conversion	AI Model and Attribution	100%	\$250	Active

fullthrottle.ai™ Honors & Accolades



We generate first-party data for a cookieless world and utilize AI to optimize your sales results

Powered by Patented Technology

AGENCIES

- ✓ Post-cookie plan
- ✓ First-party Data Source
- ✓ Household Media Activation Pipes
- ✓ Attribution Down to household transaction
- ✓ Real-Time first-party insights

MEDIA COMPANIES

- ✓ Prove influence on sale down to first-party household
- ✓ Easy way to independently gather first-party data
- ✓ Transact inventory based on first-party data

BRANDS

- ✓ Own and independently retain audiences
- ✓ Enable your vendor ecosystem
- ✓ Post-cookie strategy and activation
- ✓ Demonstrate sales attribution and influence down to household

ADTECH & DATA VENDORS

- ✓ Connect Data Points
- ✓ Sources to fuel revenue from first-party data infrastructure
- ✓ Achieve peace of mind to attribute first-party transactional data
- ✓ Machine Learning Algorithms

Trusted by 6000+ Retail Businesses, Brands, and Agencies across the United States

DATA SERVICES PLATFORM

Audience Flume

A robust set of API services to ingest 1st party data and build into a future-proof technology stack and data lake

- ✓ Identification API
- ✓ Propensity API
- ✓ Influence API
- ✓ Data Science Managed Services



Identity Resolution Platform

Evolve beyond traditional web analytics a step further by tying online behavior to in-store shoppers unique identity. Powered by Patented Technology.

Reconcile Available Data

(transform cookie + programmatic audiences, 1st, 2nd, 3rd party)

Understand Mobile Shopper

A is the same person as Desktop Shopper B

Measure Customer Journey

across Multiple Devices

360-degree view of a Shopper

Identity and footprint

COMPLETE LOOP PLATFORM

Audience Generation

Immersive Household® Managed Advertising delivered with a transparent set of co-brandable real-time dashboards

- ✓ Identify and explore household based 1p data



Fullthrottle Technologies, LLC
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- ✓ Market instantly using pre-built pipes for activation
- ✓ Measure results down to transactions and sales



FROM FIRST VISIT TO IN STORE OR ONLINE TRANSACTION

Attribution & ROAS



Multiple Touchpoints

Reach shoppers via multiple channels, all at high frequency.



Integrated

Map the foot traffic at your storefront back to your digital marketing efforts.



Always Optimizing

Use your ROAS data to continually optimize your campaign.

Unlock Unique Cookieless 1st Party Data

Create a futureproof plan with fullthrottle.ai™

[REQUEST A FREE DEMO](#)

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fullthrottle.ai™

Generating and transforming 1st party household data for Agencies, Media, & Brands – with no reliance on cookies or mobile ad IDs. Powered by Patented Technology.

PRODUCT DEMO

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PRODUCT SUPPORT

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