AUTO INTELLIGENCE INDEX · Q2 2026

Fullpath's Auto Intelligence Index Reveals the Average Dealership Generated 19% More Ad Conversions Year-Over-Year in Q2 2026 on Essentially Flat Per-Store Spend

Tel Aviv, Israel, July 14, 2026 — Fullpath, the automotive industry's leading AI and Customer Data Platform, today released its Auto Intelligence Index for the second quarter of 2026, an analysis of digital-advertising trends across its nationwide network of franchised dealerships.

The data reveals a clear efficiency gain at the individual-store level: the average active dealership generated roughly 700 ad conversions in Q2 2026, up 19% year-over-year, while spending almost exactly what it spent just a year earlier in 2025 (about $24K per store). The quarter's defining engine was Google's Performance Max. Per-dealer PMax conversions jumped 82% year-over-year.

~$24K
AD SPEND / DEALER
+3.5% YoY · flat per store

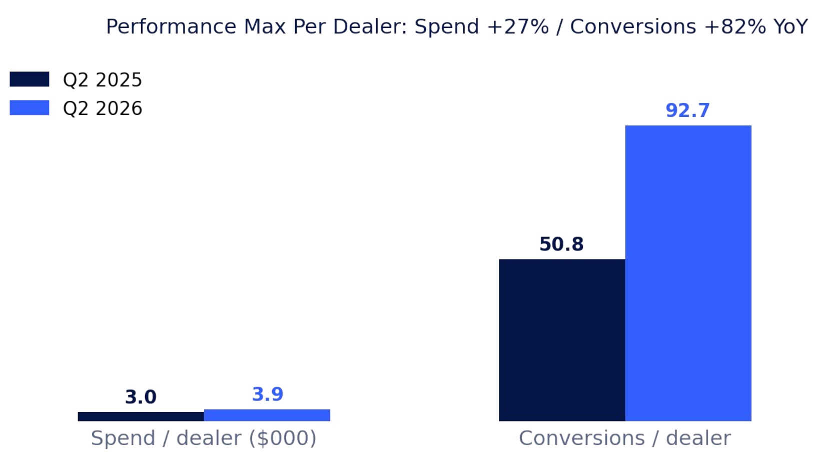
>700
CONVERSIONS / DEALER
+19.0% YoY

+82%
PMAX CONV / DEALER YoY

64%
SEARCH SHARE OF SPEND

Performance Max: The Conversion Engine of the Quarter

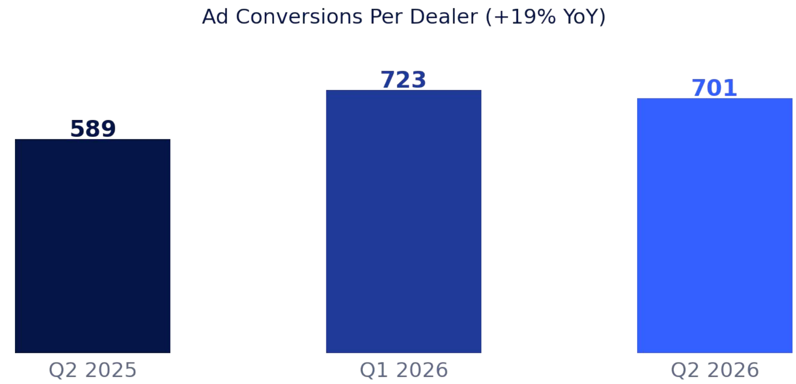
Google's Performance Max (PMax) was the single biggest mover at the store level in Q2 2026. The average dealership running PMax saw an 82% increase in conversions in Q2, while per-dealer PMax spend rose 27%. Conversions outpacing spend by roughly three to one on a per-store basis is the efficiency signal dealers have been waiting for from the channel. **What this means in practice:** PMax has moved from an experimental line item to a proven, scalable conversion channel. Dealers still treating it as a test budget are leaving volume on the table.



Source: Fullpath platform data. Per active dealership running PMax.

Spend Efficiency: More Output From a Flat Budget

The clearest network-wide signal is that the average store is doing more with the same money. Per-dealer spend was essentially flat year-over-year, yet per-dealer conversions rose 19%.



Source: Fullpath platform data.

Channel Mix: Search Anchors, PMax Climbs

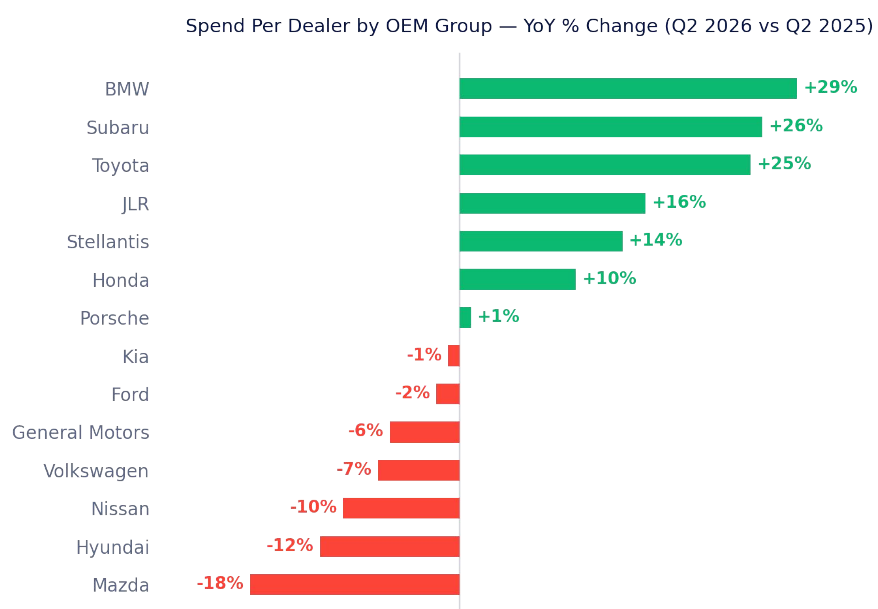
Google Search remained the backbone of dealership advertising investment, drawing about 64% of all network channel spend, and staying the most cost-efficient high-volume channel. But the channel mix is shifting underneath that stability. Performance Max has become the network's third-largest channel ($2.69M), behind only Search and Social ($3.04M), and it is the channel where per-dealer conversions grew fastest.

Display continued to slide and Social's share of conversions softened even as its spend held. The reallocation is clear: dollars and attention are migrating from broad-reach social and display toward Search's intent capture and PMax's automated, multi-surface conversion.

OEM Strategies: Diverging Per-Store Investment

Measured per dealership, investment behavior diverged sharply by brand. The most aggressive per-store ramps came from BMW (+29% per dealer), Subaru (+26%), and Toyota (+25%), with Stellantis dealers also lifting per-store budgets (+14%). These are brands whose individual stores chose to put materially more behind digital advertising year-over-year.

At the other end, several brands saw their typical store hold back. Per-store spend slipped 6% at General Motors and 7% at Volkswagen, while Mazda and Hyundai stores pulled back more sharply, down 18% and 12% respectively.



Source: Fullpath platform data.

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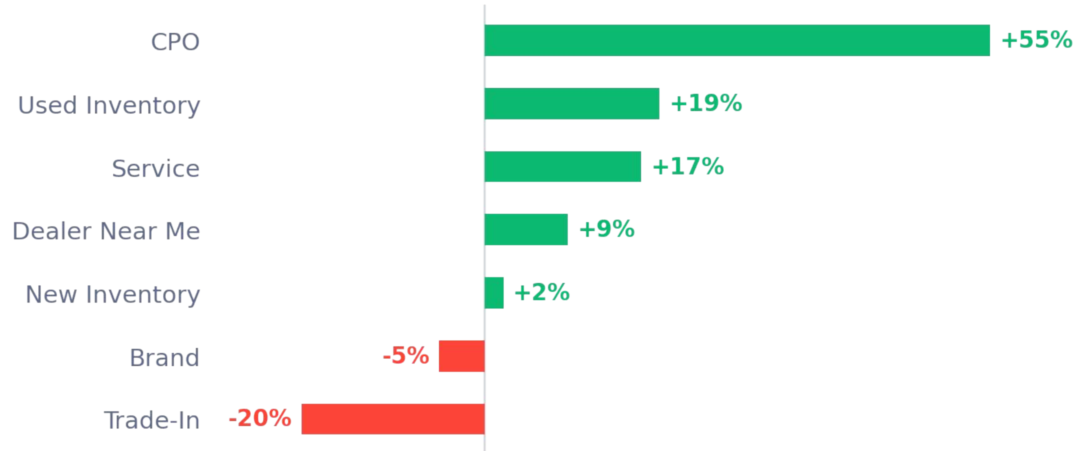
Spend Diversification: CPO and Fixed Ops Keep Gaining

On a per-dealer basis, ad budget is still tilting toward the back of the store. Certified pre-owned (CPO) advertising led all categories, with per-dealer CPO spend up 55% year-over-year. Used-inventory investment rose 19% per store and service/fixed-ops spend 17%, while per-store new-inventory spend was nearly flat (+2%), confirming that the growth is coming from CPO, used, and fixed ops rather than new-car advertising.

The clearest pullback was trade-in, down 20% per dealer, alongside a 5% dip in brand-awareness spend. Dealers are steering acquisition dollars toward marketing the inventory and services they can monetize now, rather than soliciting trades, a rational response to a high-velocity, margin-sensitive retail environment.

Spend Per Dealer by Business Line — YoY % Change



Source: Fullpath platform data, main-account campaigns.

Inventory Velocity: Lots Are Turning Faster

As of the end of Q2 2026, the median new vehicle has been on the lot 78 days and the median used vehicle 71 days, while certified pre-owned units turn fastest at a median of 45 days. The certified pre-owned combination of the fastest turn and the steepest year-over-year spend growth is no coincidence as dealers are putting marketing dollars behind the inventory that moves.

METHODOLOGY

The Fullpath Auto Intelligence Index draws on Fullpath's CDP and AI analytics, aggregating anonymized digital-advertising performance across thousands of franchised dealerships nationwide. Figures reflect always-on (main-account) campaigns only — temporary heavy-up and vehicle-specific spend are excluded to keep comparisons consistent. All metrics are reported per active dealership on a like-for-like basis. Conversions use Fullpath's standard six-component definition; cost-per-lead uses Fullpath's standard estimated-CPL formula. Q2 2026 covers April 1–June 29, 2026. AI-referral, website-traffic, and full days-supply analyses will return in the integrated edition. Learn more at fullpath.com/data-insights/.

ABOUT FULLPATH

Fullpath by Cox Automotive is the AI ecosystem for car dealerships that unifies fragmented data to ensure every workflow, channel, and AI agent works in perfect harmony. Built on the core Customer Data Platform (CDP), Fullpath handles the heavy lifting of automated marketing and lead follow-up. This powerful infrastructure allows dealerships to turn complex data into more sales, blending timeless dealership charm with the cutting-edge technology of the agentic era.

PRESS CONTACT

For more information or interview requests, please contact:
Ilana Shabtay, ilana@fullpath.com — VP Marketing, Fullpath

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