

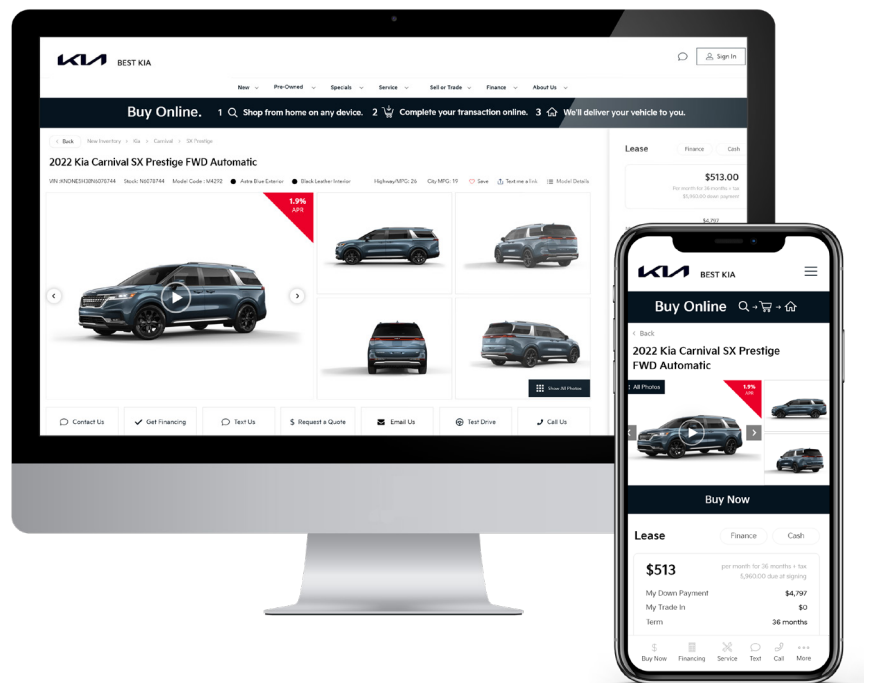
# The power to surprise your customers with an experience like never before.

Apollo Sites is a transactional website built for a frictionless customer experience. Everything your customers need to transact is natively built into your website, no plug-ins required, making it less expensive, lightning fast and easy to navigate. It includes a suite of transactional features geared towards sales, service, and trades-ins, like one-touch service scheduling with built-in pick up and delivery, virtual test drives, and buy-online applications, to provide an unparalleled customer experience. It is the only site that integrates with your DMS, offering a personalized Amazon Prime-like experience for all your existing customers. Apollo Sites is a part of Team Velocity's comprehensive customer experience platform, Apollo, and fully integrates with Apollo Ads.



One website.  
Two experiences.  
3x the results.

fueled by **apollo**

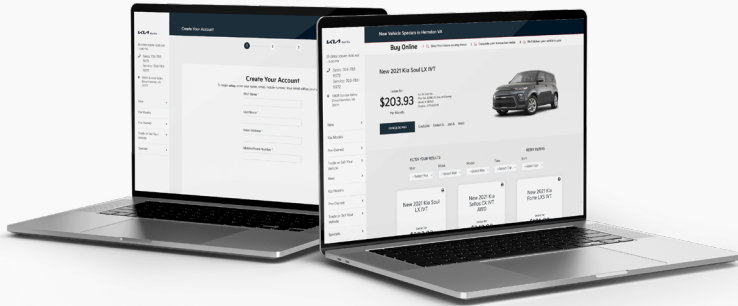


# Apollo Sites

## The Benefits

Personal Website

Public Website

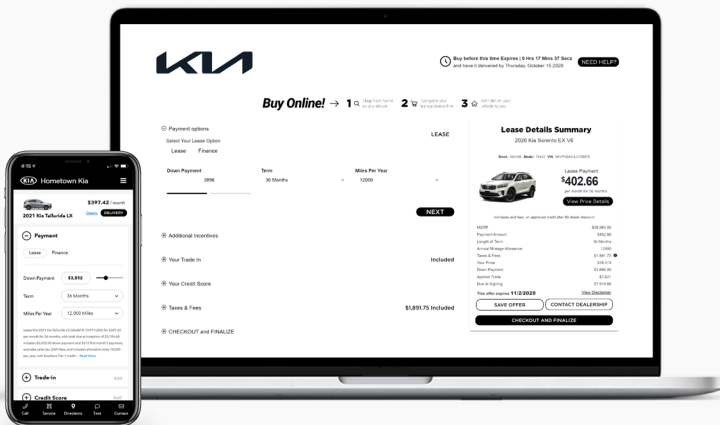
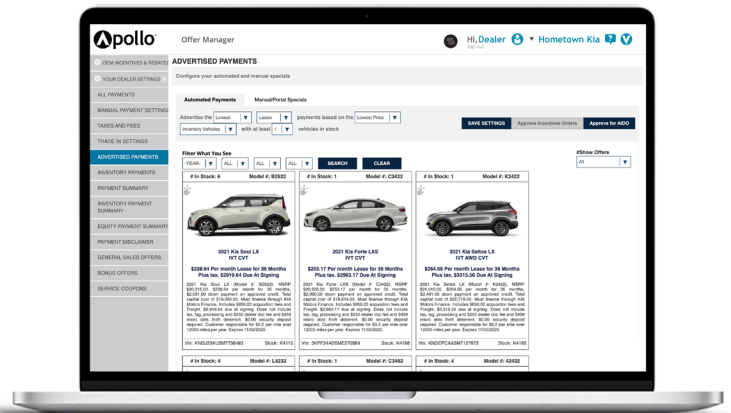


### One Website, Two Experiences

Your Customers deserve the best, so we designed Apollo Sites to provide every customer with a unique and relevant experience. In addition to a public-facing website, customers that have done business with your dealership in the past will have a personalized, Amazon Prime-like experience through a personal website dynamically customized to their unique information, including vehicle history, personalized upgrade offers, coupons, and more.

### Dynamic Offers & Payments

Apollo Sites utilizes Apollo's offer management platform to calculate to-the-penny payments on all your new and pre-owned inventory to generate unique offers for every customer.

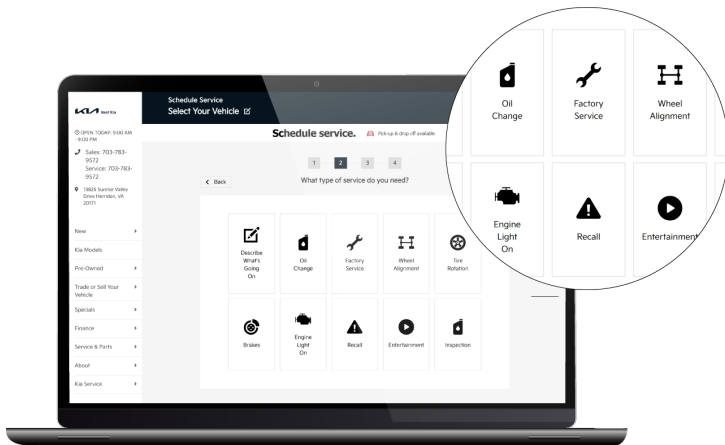


### Transactional Features

Apollo Sites was built for a frictionless, transactional customer experience. It includes a suite of transactional features, like online service scheduling with touchless pick-up and delivery, virtual test drives, and buy online applications, to provide an unparalleled customer experience. Everything consumers need to transact is right at their fingertips without the need to fill out any forms.

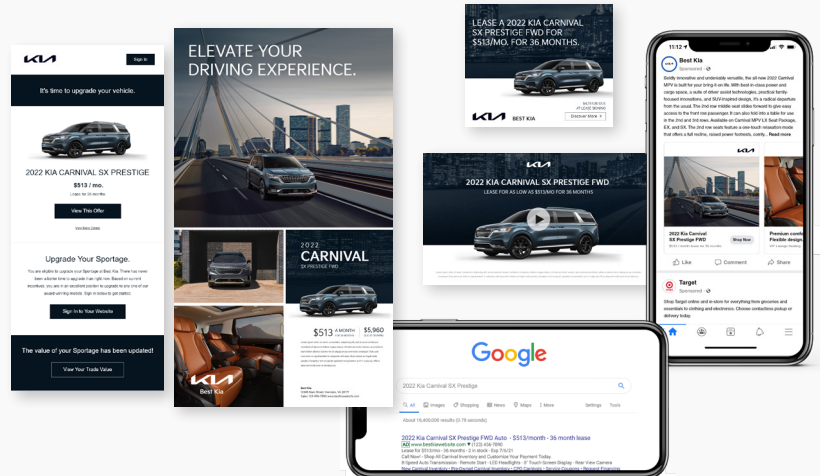
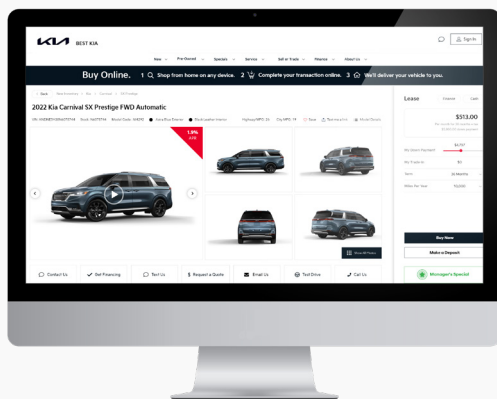
# Apollo Sites

## The Benefits



### Sales & Service Oriented

All too often, service is an afterthought on dealership websites. Apollo Sites includes innovative service-oriented features, like one-touch service scheduling with touchless pick-up and drop-off services. It also provides customers with a summary of their service history, generates personalized service coupons and sends recall notices to boost customer retention and loyalty.



### Integrated Marketing

Because Apollo Sites is integrated with the rest of the Apollo Customer Experience Platform, the offers on your website will mirror the offers in your other advertising, like digital ads, email and direct mail. Providing consistent offers and payments across all customer touchpoints builds credibility, eliminates pricing confusion, and generates a higher ROI. Offers are integrated across all Apollo applications you activate.



# Features

## DMS Integration

Apollo Sites sits on top of your DMS, downloading your sales and service transactions daily. This integration allows Apollo Sites to instantly identify customers that have previously done business with your dealership. This means that unique customer data, like equity, taxes, and service history, will be accurately reflected throughout your website, providing a truly personalized customer experience. This results in more leads and higher conversions.

## Personal Websites

Apollo harnesses the data goldmines within your DMS to provide every customer a unique, personalized, Amazon Prime-like experience with Apollo Sites. Apollo Sites includes a Personal Website for every customer, dynamically customized to their unique information, including vehicle history, equity position and shopping activity. Apollo Sites even generates personalized upgrade offers, recommended vehicles, service coupons and recall notices, all based on unique customer data. Customers can access their Personal Website through any outbound communications, like email and direct mail, or their phone number or email address through a sign-in feature on your public website.

## Offer Manager

Apollo Site's uses Apollo's offer management platform to calculate to-the-penny payments on all new and pre-owned inventory to generate unique cash, lease and finance offers on every vehicle. All offers reflect current rebates, OEM and regional incentives, and your preferred pricing model. Offers can be applied to ads, VDP's, and more based on the Apollo applications you activate, ensuring full integration and consistency across every customer touchpoint. Offer Manager ensures complete accuracy by recalculating payments daily, or whenever pricing settings are changed.

## Dynamic VDP's

Maximize the consumer experience with Dynamic VDP's automatically configured to reflect the exact same offers from your ads to the landing page based on your store's specific settings in the Adaptive Pricing Module. For known customers logged into their Personal Website, the VDP's will reflect personalized offers based on unique customer data, like equity and taxes. Customers can easily customize lease, finance and cash payments including rebates, incentives, and trim level features.

## Precision Email

Move customers down the funnel with trigger emails designed to convert passive shoppers into active leads. These automated emails precisely re-engage shoppers based on dozens of specific customer actions. For example, after visiting your website, customers will receive an email with a personalized offer on the exact vehicle they shopped for. On the service side, customers will receive an email before their upcoming appointment with customized upgrade offers and vehicle appraisal options.

## Service Accelerator

Service Accelerator is a fully-integrated service scheduling application proven to generate 4x the number of service appointments of the leading 3rd party providers. It's the only application with voice activated technology, allowing customers to schedule service through Google devices like Google Home. It is also the only application that offers touchless pick-up and drop-off options through exclusive integrations with RedCap and Draiver. Also, because Apollo Sites integrates with your DMS, the application pre-populates critical customer information, like name, address and phone number, eliminating the need to fill out any lengthy forms. Even better, it knows the customer's current vehicle, mileage, active/lost status, service history, and equity to dynamically serve coupons and service offers tailored to the customer's specific needs. The application integrates with Apple Wallet, and has optional CDK integration available. \*(add'l fee required for CDK integration)



## Features

### Apollo Transact - Digital Retailing

Transact is a digital retailing application built natively into Apollo Sites without the need for a 3rd party widget or plug-in. Transact allows customers to complete the vehicle purchase process online with the ability to customize payments, check their credit, apply a trade-in, obtain financing and have their new vehicle delivered without visiting the dealership. Transact includes a customer text support system so your team can assist at any point along the way. (note: Apollo Transact is a separate application that can be activated for an add'l fee)

### Integrated Marketing

Because Apollo Sites is integrated with the rest of the Apollo Customer Experience Platform, the offers on your website will mirror the offers in your other advertising, like digital ads, email and direct mail. Providing consistent offers and payments across all customer touchpoints builds credibility, eliminates pricing confusion, and generates a higher ROI. Offers are integrated across all Apollo applications you activate.

### Upgrade Matrix

Apollo's customer behavior prediction tool, Upgrade Matrix, analyzes your dealership's historical trade patterns to identify the most statistically probable upgrade options based on the customer's current vehicle. Apollo Sites uses Upgrade Matrix to deliver personalized upgrade offers on vehicles they are the most likely to purchase at different points throughout the customer journey, like on their Personal Website.

### Adaptive Pricing Module (APM)

APM lets you control what pricing information shoppers see on your SRP and VDP's. Pricing parameters are flexible for cash, lease, and finance, and can be customized to ensure you always meet manufacturer compliance standards. You also have the option to land shoppers on a VDP or directly into Apollo's digital retailing application, Transact.

### Capture

This customer activity tracker monitors all customer shopping activity on your website and sends you Hot Opportunity Alerts on your top prospects.

### App Builder

Apollo Sites includes a number of optional applications that the dealer can enable with a simple on/off toggle. App Builder is a backend tool that allows you to customize front-end applications to further meet the dealership's needs.

### Compliance Complete

All Apollo Sites meet all legal, OEM, and ADA compliance regulations and standards in all 50 states.

### ROI Reporting

Apollo Sites provides the highest level of attribution available with a robust ROI report based on the completion of sales and/or service transactions. Apollo Sites identifies how website shoppers access your website, through engagements like email, digital advertising and direct mail, then tracks their entire customer journey to a completed transaction. (note: The more Apollo applications you activate, the more detailed your ROI report will be)



## Add-ons

### SEO

The Apollo Sites framework is designed for optimal search engine performance and follows all best practice strategies through indexing, sitemaps, page speed, accessibility, tagging, content relevance, mobile-friendliness, user experience and more.

#### INCLUDED FEATURES:

##### Dynamic Model Content Pages

Dynamic web pages for all models with customized content, including model overview and model comparison content. Updates are made for current model-year and inventory integration is available when applicable.

##### Link Building

White-Hat link-building efforts and ongoing acquisition strategy adjustments. Includes competitor link profile analysis, utilization of competitor tactics, offline activity recommendations, and outreach to relevant sites.

##### Local Listing Distribution

Local listings sync across a network of 70+ citation sources with duplicate correction and suppression.

##### Citation Building & Optimization

Fully built-out listings and new local citations, including adding updated photos and descriptions, accurate category selection, and full feature utilization. This includes Google My Business postings designed to build brand awareness and consumer trust by highlighting sales & service offers, events, and Q&A responses.



**Core UX/UI**

- Responsive/Mobile-First Design
- Data-Driven Themes
- Technical SEO Infrastructure
- Website Hosting
- Google Analytics Integration
- Goal/Conversion Tracking
- Compliance Complete
- Site Manager
- Automated Sales Specials
- Power Search
- Dynamic VDP's
- Vehicle Description Videos (VDV's)
- Model Research Pages
- Adaptive Pricing Module
- Reporting Dashboard
- Call Tracking - 2 Lines, 100 minutes

**App Manager**

- Credit App
- Value Your Trade App
- Sell Us Your Car App
- Dynamic Specials App
- Test Drive App

**Offer Manager**

- Instant Payment Calculator (Finance, Lease, Cash)
- OEM Rebate & Incentive Integration (National & Regional)
- Stackable Rebates
- Taxes & Fees
- Disclaimer Generator
- Legal & Compliant Offers

**Inventory Manager**

- Daily Inventory Sync
- Inventory Exports

**Service Accelerator**

- Service Appointment Scheduling
- Pick-Up & Delivery Integration
- CDK Service Appointment Write-Back (add'l fee required)

**Ad Sync**

- Multi-Channel Marketing (Google, Bing, Facebook, YouTube, Email, Mail)
- Automated Sync

**Client Support Team**

*Includes Base Package*

**+ DMS Integration**

- Daily Sales & Service Transaction Import
- Ownership Verification
- Data Hygiene

**+ Upgrade Matrix®**

- Trade Pattern Prediction

**+ Opportunity Manager**

- Hot Opportunity Alerts
- Customer Activity Tracker

**+ Customer Websites**

- Personalized User Experience
- Secure Customer Sign-In
- Personalized Coupons
- Service History Report
- Apple Wallet Integration

**+ Precision Email**

- Sales Strategies

**+ ROI Reporting**

- Transaction Attribution Reporting

**+ SEO Base**

- Website Optimization
- Link Building
- Citation Building & Optimization
- SEO Reporting (monthly)



*Includes Plus Package*

**+ Custom Creative**

- Custom Banners
- Custom Web Pages

**+ Dedicated Account Manager**



**ENHANCEMENTS**

**WEBSITE**

**Apollo Transact** Base: \$1,399 | Plus: \$899 | Premium: \$899

- Digital Retailing
- Pick-Up & Delivery
- Customer Equity Integration

**SERVICES**

**SEO Base\*** \$974

- Website Optimization
- Link Building
- Citation Building & Optimization
- SEO Reporting (monthly)

**SEO Plus** Base: \$1,449 | Plus: \$449 | Premium: \$499

- SEO Base
- Google My Business (2 posts/month)
- Google Q&A Management
- Local Listing Distribution

*\*Included in Plus and Premium packages.*

**Call Tracking Base** \$95

- 1,000 Minutes

**Call Tracking Plus** \$195

- 2,500 Minutes

**Call Tracking Premium** \$395

- 6,000 Minutes

**Custom Creative\*\*** \$679

- Custom Banners
- Custom Web Pages

**ADA Compliance** \$195

- AccessiBe

**DMS Write-Back** \$495

- CDK Service Appointment Write-Back

*\*\*Included in Premium package.*