Apollo®

The only *all-inclusive* customer experience platform

websites • advertising • retention
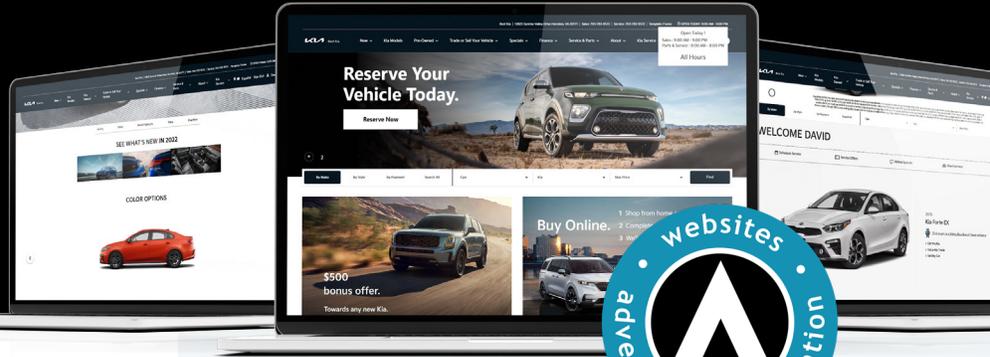
KIA — Jeff Wyler Kia

"Over the past several years, Team Velocity and their dedicated support team have been great partners for us. The team's industry knowledge, combined with best-in-class technology, makes it easier than ever for me and my team to make strategic decisions to grow our business. We have seen new customer growth in both sales and service YOY and we look forward to continued success and record results."

Mike Jasper

KIA — Dennis Eakin Kia

"We made the switch to Apollo Sites because we wanted to connect the dots between our advertising, our website and completed transactions. The level of integration Apollo Sites offers is unrivaled."

Kimberly Eakin

BILL COLE AUTOMALL — COLE

"We signed up for Team Velocity for both our website and digital marketing. Since making the switch, we have seen a 22% increase in website leads and a 28% increase in sales calls at our Honda store. Team V developed a pre-owned sales strategy to overcome inventory shortages that led to a 20% increase in pre-owned sales. Their Apollo platform provides each of our customers with a personalized shopping website where they can log in and get their trade value, upgrade options, and view their entire service history. We feel these personalized websites follow what Amazon is doing with the level of personalization. Apollo also integrates our digital ads with our website so when a customer is shopping, the payment they see on Google, Bing, Facebook, or YouTube matches the payment they see on our websites. The integration of Team Velocity's Apollo platform with their websites and advertising is what helps us provide our customers with a frictionless experience."

Jason Cole

Increase your return on investment & save money

7:1 Average ROI

Sell more cars & increase market share

26% Transaction Rate

Improve your online customer experience

15% Engagement Rate


What sets TeamVelocity® apart?

All-Inclusive Platform

Relying on 10+ vendors to sell and service cars is expensive, creates friction in the customer experience and makes it impossible to measure a true ROI. Apollo solves these challenges by integrating your website, digital advertising, and retention strategies into a single platform.

DMS Integration

Your DMS is the single source of truth for all your transactions. That's why we built Apollo to integrate with your DMS. Apollo extracts your richest customer data to create personalized experiences, making it easier for your customers to do more business with you. Customers can view their trade value, service history, custom service coupons, upgrade options and more, all without having to fill out any forms.
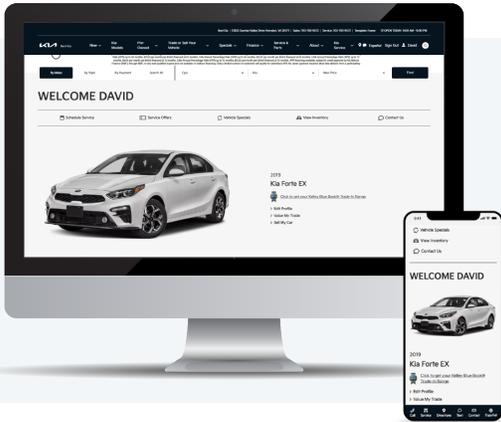

Personalized Experience

Today's consumers expect a personalized experience. With Apollo, you can deliver one-to-one marketing messages across your website, email, direct mail and even digital advertising. Every customer is automatically signed in to their own personal website where they can complete a sales or service transaction with you in minutes. Better experiences deliver better results.

Smart Communications

Apollo includes a smart communication system with intelligent, action-based sales and service emails. These automated emails precisely engage your customers based on dozens of specific actions. Our Smart Emails are 100% automated with personalized content tailored to every customer. All your customers are directed to their personal websites, where they are automatically signed in and all their information is dynamically populated. These dynamic emails are impossible for CRM's or humans to create and have 26% higher open rates than traditional communications.
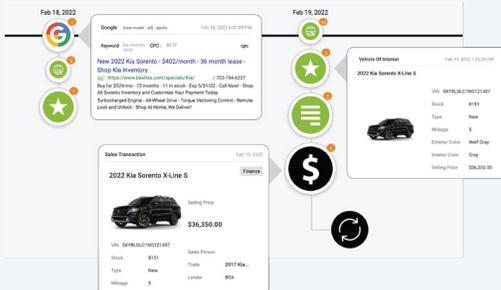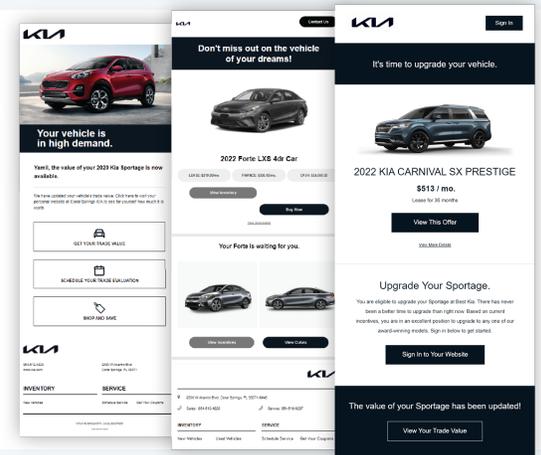
Customer Journey Tracking

Apollo's Command Center allows you to view the entire customer journey across every touchpoint. Here, you can track all customer activity and engagement on your website, like which campaigns consumers engaged with and what vehicles they are shopping for. You can also actively engage with shoppers in real-time by customizing prices, making it easy for consumers to transact from anywhere. Plus, your Command Center gives you the ability to monitor all your sales and service transactions from a single dashboard.

Customer Websites

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

Offer Manager

Apollo Sites includes the Apollo CXP offer management system to calculate to-the-penny payments on all new and pre-owned inventory and instantly generates unique cash, lease and finance offers on every vehicle. All offers reflect current rebates, OEM and regional incentives, taxes and fees, applicable disclaimers, and your preferred pricing model. Offers can be applied to ads, VDPs, and more based on the Apollo CXP 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.

Service Accelerator with X-Time Integration

Service Accelerator is a fully-integrated service scheduling application proven to generate 4x the number of service appointments as the leading 3rd party providers. It's the only service application with voice-activated technology, allowing customers to schedule service through devices like Google Home. It includes touchless pick-up and drop-off options through integrations with RedCap and Draiver, providing unrivaled convenience for the customer. Plus, because Apollo Service integrates with your DMS, all forms auto-populate with the customer's information for ease and accessibility. 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.

SEO Plus

Managed SEO services designed to increase Organic visibility for Sales and Service keywords in targeted local markets. SEO Plus includes everything in SEO base, additional on-site optimization and link efforts, and Google My Business Posts.

Transact

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.

Ad Sync

Apollo's proprietary multi-channel marketing API allows you to advertise your entire inventory across all customer touchpoints. Ad Sync instantly pushes ads into every major advertising channel, like Email, Google, Bing, Facebook, and YouTube, to ensure that the content and offers on your website are consistent with your campaigns. Ad Sync runs 24/7 to ensure that your ads are always up to date with the latest offers, rebates, incentives and more, and will push offers into all activated Apollo CXP applications.

Sales Retention - Equity Mining

Apollo takes equity mining to the next level with Apollo Sales, our comprehensive sales retention solution. Apollo Sales analyzes years of sales and market data to verify vehicle ownership, identify who is ready to buy, and deliver personalized offers designed to engage a transaction. It includes an integrated suite of email campaigns that feature customized, payment-driven offers and upgrade options based on the customer's vehicle history and status with your dealership. All campaigns drive customers to a personalized Customer Website where they can claim offers, customize a quote, and schedule a service appointment. Apollo Sales scores your top prospects within the Command Center, providing a snapshot of each customer's entire shopping journey – highlighting their trade value, equity position, vehicle history, and engagement with your campaigns. Customers can be further targeted through integrated digital and creative campaigns delivered across the Apollo Customer Experience Platform.

Service Retention

Apollo Service increases service revenue and retention while driving service to sales upgrades. Customers that are due for service are identified and engaged with customized offers and coupons based on the services they are due for. It's built-in equity mining tool easily identifies service to sales upgrade opportunities, delivering relevant upgrade offers that drive conversions. Apollo Service includes a suite of integrated campaigns through mail, email, search and social media, leading customers to a personalized Customer Website fully-equipped with an integrated service scheduler, automated coupon management, real-time recall alerts, and a comprehensive parts and accessories catalogue. Scheduling service has never been easier with Google Voice integration and touchless pick-up and delivery options. Apollo Service is a part of Team Velocity's comprehensive customer experience platform, Apollo, and fully integrates with all Apollo products.

BASE
$1,095
per mo.

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
Service Appointment Scheduler
Apple Wallet Integration
Automated Sales Specials
Power Search
Dynamic VDP's
Model Research Pages
Adaptive Pricing Module
Reporting Dashboard
Call Tracking - 2 lines, 100 minutes, $.07 each additional minute

App Manager
Credit App
Value Your Trade App
Sell Us Your Car App
Reserve 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

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

Account Manager
Virtual

PLUS
$2,595
per mo.

Includes Base Package

+ **DMS Integration**
Daily Sales & Service Transaction Import
Ownership Verification
Data Hygiene

+ **Upgrade Matrix®**
Trade Pattern Prediction

+ **Command Center**
Customer Activity Tracker
Active Shopper Alerts

+ **Customer Websites**
Personalized User Experience
Secure Customer Sign-In
Personalized Coupons
Service History Report

+ **ROI Reporting**
Transaction Attribution Reporting

+ **ADA Compliance**
AccessiBe

+ **Regional Account Director**
In-Store

*DMS Fee may be required

PREMIUM
$3,795
per mo.

Includes Plus Package

+ **Smart Communications**
Sales & Service Email

+ **SEO Base**
Website Optimization
Link Building
Citation Building & Optimization
SEO Reporting (monthly)

+ **Service Accelerator**
Pick-Up & Delivery Integration

+ **X-Time Integration**
Automated DMS Writeback

+ **VDVs**
Vehicle Display Videos

+ **Transact**
Online Retailing

+ **KBB Integration**
Transact
Value Your Trade App
Sell Us Your Car App
Customer Website

+ **Call Tracking**
2 lines, 1,000 minutes, $.07 each additional minute

*DMS Fee may be required

ENHANCEMENTS

WEBSITE

Transact *Included with Premium*   **$995 /mo.**

Apollo Text/Chat   **$595 /mo.**
Text-Enabled Communications
ApolloGo
Inbound Text Manager
Mobile & Desktop UX

Custom Creative   **$695 /mo.**
Custom Banners
Custom Web Pages

ADVERTISING $2,200 /mo.*

Ad Manager

Search
(New + Pre-Owned + Service)

Display
(New + Pre-Owned + Service)

0%
Digital Margin

Advid
(New + Pre-Owned)

Social
(New + Pre-Owned)

RETENTION $2,200 /mo.*

Smart Communications
Sales & Service Email

Apollo Sales
Equity Mining

Apollo Service
Real-Time Recall Alerts

*Discounted price applies with the purchase of any website package.

APOLLO® CXP BUNDLE $7,795

TeamVelocity®

TeamVelocityMarketing.com/**Kia**