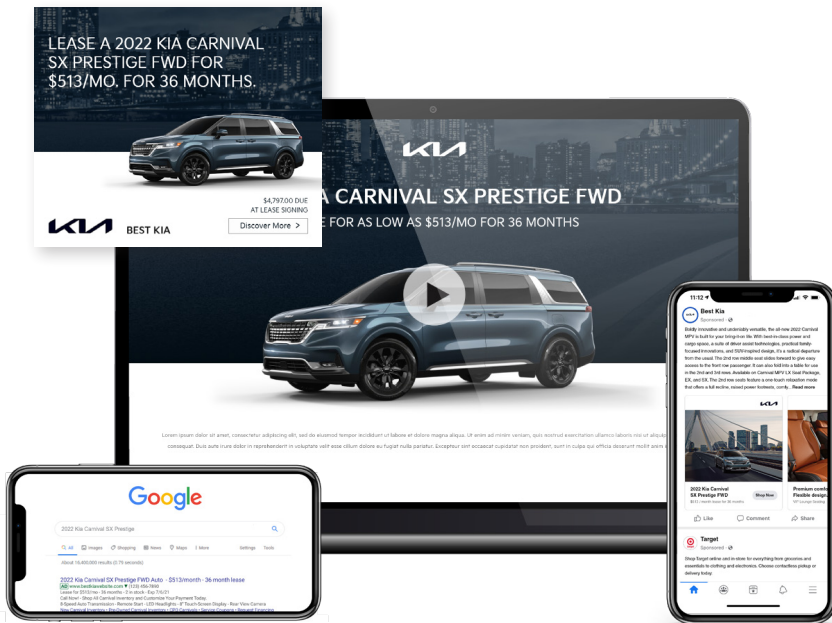


The power to surprise your customers with an experience like never before.

Apollo Ads is the first digital advertising product that fully integrates with your website, providing payment-based ads that mirror the offers advertised on your website to ensure a seamless consumer experience. With a direct API to Google, Bing, Facebook and YouTube, Apollo Ads advertises 100% of your inventory and your service department across every digital medium, so you can be less reliant on 3rd party advertisers. Every ad includes to-the-penny lease and finance payments reflective of current dealer and OEM incentives, rebates and preferred dealer pricing. Ads are automatically updated daily to reflect any changes and are optimized towards store visits to maximize market performance and ensure transactional ROI. Apollo Ads is a part of Team Velocity's comprehensive customer experience platform, Apollo, and fully integrates with Apollo Sites.



Fully integrated ads across every consumer touchpoint

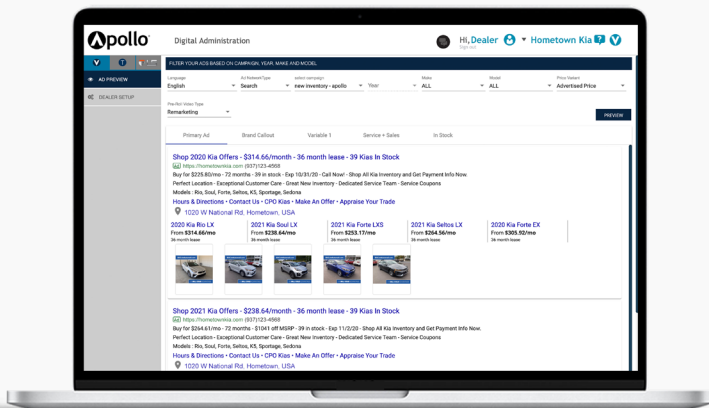
fueled by  Apollo

Ads The Benefits



Intelligent Integration

Apollo Ads and Apollo Sites are fueled by the same technology, Apollo, ensuring your website and digital ads provide consistent offers, messaging and creative 100% of the time.

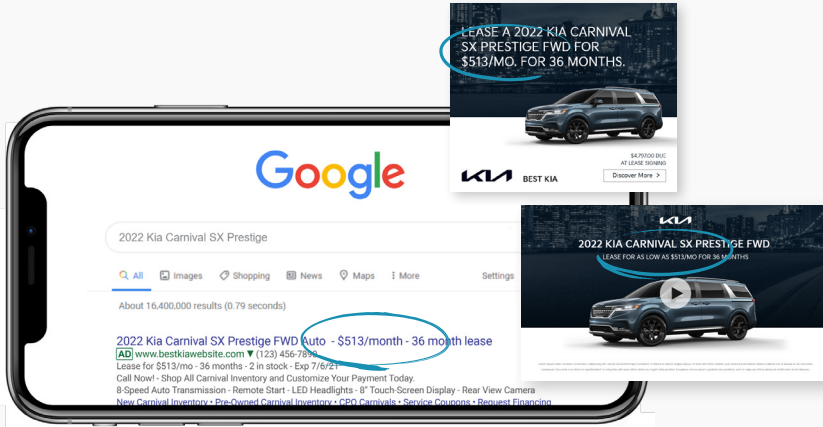


Inventory

Apollo writes every sales and service ad automatically with relevant content based on keyword intent, your current inventory and offers, creating data-rich ads for every vehicle you sell. Every ad is updated daily to reflect your current inventory.

Ads

The Benefits

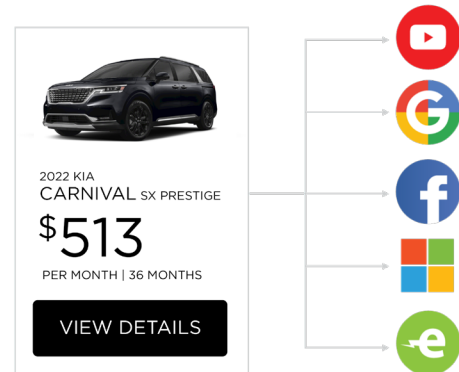


Payments

Every ad includes to-the-penny lease and finance payments on your entire inventory. All payments reflect current dealer and OEM incentives, rebates and preferred dealer pricing, and include the fine details like vehicle features, the number you have in stock, and more.

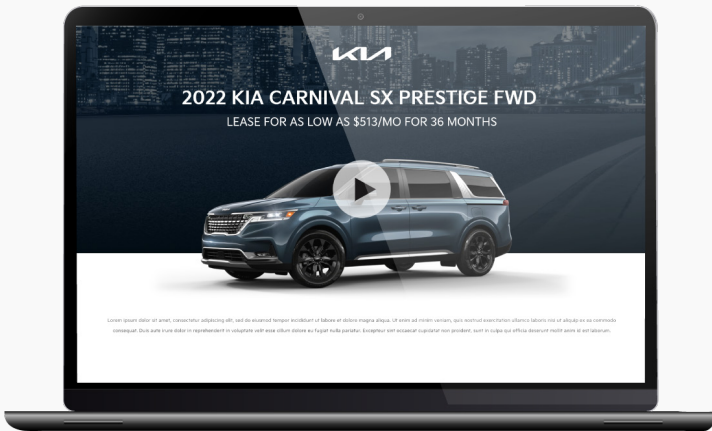
Direct API

Apollo Ads has a direct API to Google, Bing, Facebook and YouTube, providing automatic updates across every digital medium. With Apollo Ads, you can be less reliant on 3rd parties to advertise your inventory because we do it for you.



Apollo Video (Advid)

Apollo Video integrates with video tech leader, Advid, to automate the entire video advertising process from creation to distribution to management. Advid creates payment-based video ads for every model you sell, including incentives and pricing, and automatically uploaded the videos to YouTube on a continuous basis. Apollo Video is fully integrated with Apollo Ads, boosting performance and ensuring consistency across every digital touchpoint.





Features

Search

Apollo Ads generates the industry's best-performing search ads for new, used, certified, and service departments within your Perfect Market. Performance is driven by ad relevance to the consumer's shopping intent. Every model on your lot is advertised with to-the-penny lease and finance payments reflective of current OEM incentives, rebates and preferred dealer pricing, and, updated nightly with the latest data. Every ad leverages the search engines' A/B testing functionality with up to 5 variants of each ad and 3 variants of each price extension to further increase relevance and performance with different trims, payment terms and even the other models the consumer is likely to purchase with Upgrade Matrix ad extensions. Apollo even updates bids every 30 minutes to further optimize your budget. All of your success can be seen in our fully transparent ad preview tool, detailed reporting, and transactional attribution platform included with our sales retention product.

Video

Apollo Video directly integrates with video tech leader, Advid, to automate the entire video creation, distribution, and management process. Apollo Video generates shopping interest from both your customers and conquest opportunities alike with compliant, payment-based video ads for every new model you sell. Videos can be branded for your dealership, or integrate with national OEM creative, and are automatically uploaded to YouTube on a continuous basis as pricing, incentives, and inventory change. Plus, ads are optimized towards store visits to maximize market performance and correspond with your other campaigns across the Apollo Customer Experience Platform to ensure consistency. Apollo's digital reporting platform provides transparency into Apollo Video ad performance, and when paired with Apollo Sales, you can monitor further attribution.

Social

Apollo Social delivers an industry-first with our payment-based ads on every model in stock. Apollo Social ads target in-market customers and conquest opportunities, delivering a relevant message to each consumer. Ads are generated for new, used and service departments consistent with the rest of your marketing. Sales campaigns use Upgrade Matrix with your inventory, pricing, rebates and incentives to deliver a uniquely targeted ad every time. Apollo Social ads are updated daily, meet all compliance regulations, and include transparent reporting for optimal attribution and performance.

Display

Apollo re-engages online shoppers with dynamic display ads for the new models they are shopping for based on their history on your website. Pre-owned vehicles are advertised at the vin level with one-to-one marketing on the exact vehicle the consumer viewed. Ads are updated daily with current pricing, inventory, and incentives. Every ad is optimized through our bid management solution every 30 minutes to create the most efficient ad buy possible.

Offer Manager

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

API Direct

Apollo's proprietary multi-channel marketing API allows you to advertise your entire inventory across all customer touchpoints. API Direct instantly pushes ads into every major advertising channel, like Google, Bing, Facebook, and YouTube, and runs 24/7 to ensure that your ads are always up to date with the latest offers, rebates, incentives and more. This means, you can advertise your entire inventory, not just your core models, across all customer touchpoints and be less reliant on 3rd party advertisers to advertise your inventory.

Integrated Marketing

Because Apollo Ads is integrated with the rest of the Apollo Customer Experience Platform, the offers in your digital ads will mirror the offers your website. Providing consistent offers and payments across all customer touchpoints builds credibility, eliminates pricing confusion, and generates a higher ROI. (note: Integrated marketing applies for customers using Apollo Sites)

TECHNOLOGY FEATURES

Included with all Digital products

Ad Manager

- Automated Ad Creation
- Data-Driven Ad Copy
- Unlimited VIN-Based Payment Ads
- Multi-Variant Ads & Extensions
- Automated Bid & Budget Management
- Automated Daily Updates
- OEM Event Integration
- Market-Driven Creative
- Google Analytics Integration
- OfferMatch VDP

Inventory Manager

Daily Inventory Sync

Offer Manager

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

Ad Sync

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

Dynamic Landing Page Platform

CRM Integration

ADVERTISING PACKAGES

BASE
\$1,649

Apollo Ads - Search

- Search - New
- Search - Pre-Owned
- Search - Service

PLUS
\$2,499

Includes Base Package plus

Apollo Ads - Social

- Social - New
- Social - Pre-Owned
- Social - Service

Apollo Ads - Display

- Display - New
- Display - Pre-Owned

PREMIUM
\$3,499

Includes Plus Package plus

Apollo Ads - Video

Automated Pre-Roll (Advid)

ENHANCEMENTS

DATA

DMS Integration* \$495

- Sales & Service Transaction Import
- Data Hygiene
- First-Party Audiences
- Perfect Prospect Map
- Transaction Attribution
- Upgrade Matrix®

*Included when bundled with Apollo Sites Plus or Premium packages, Apollo Sales, or Apollo Service.

SOCIAL MEDIA

- Facebook Marketplace** \$300
- Organic Social Media Management** \$1,295
- Event Messenger Campaigns** \$4,995

REPUTATION MANAGEMENT

Reputation Management \$495

VIDEO

- Apollo Ads - Video**** \$1,195 + 5%
- Custom Advid Template** \$795
- Pre-Roll Video** \$295
(dealer-provided creative)

**Included in Premium package.