

# Dynamic advertising that drives new + pre-owned car sales.

Apollo Ads advertises 100% of your inventory across every digital medium with compliant prices, payments and incentives. It automatically creates, updates and manages ads on Google, Bing, Facebook and YouTube, and fully integrates with Apollo Sites, ensuring that offers and payments displayed on your digital ads and videos match your website and VDP's 100% of the time. Apollo Ads exceeds the standards of the Google and Facebook Guidebooks.

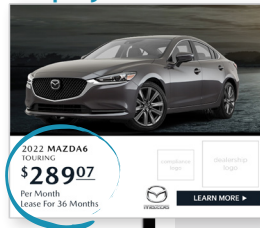


Fully integrated ads across every consumer touchpoint

fueled by **Apollo**

**4x**  
the industry  
click-through rate

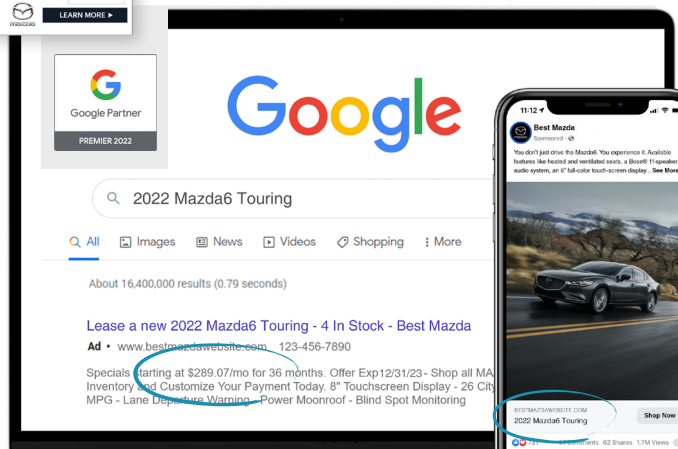
Display



Video



Paid Search



Social



Microsoft's Advertising Channel Partner of the Year



**Paid Search**

New  
Pre-Owned

**Retargeting**

**Ad Manager**

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

**Ad Sync**

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

**BASE**  
**\$995**  
per mo.

*Includes Base Package*

**+ Social**

New  
Pre-Owned

**PLUS**  
**\$1,595**  
per mo.

*Includes Plus Package*

**+ Display**

New  
Pre-Owned

**PREMIUM**  
**\$1,895**  
per mo.

**ENHANCEMENTS**

**Custom Creative**

**\$695**