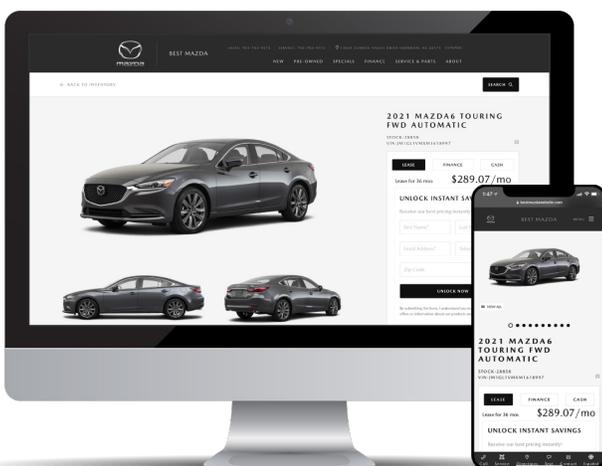
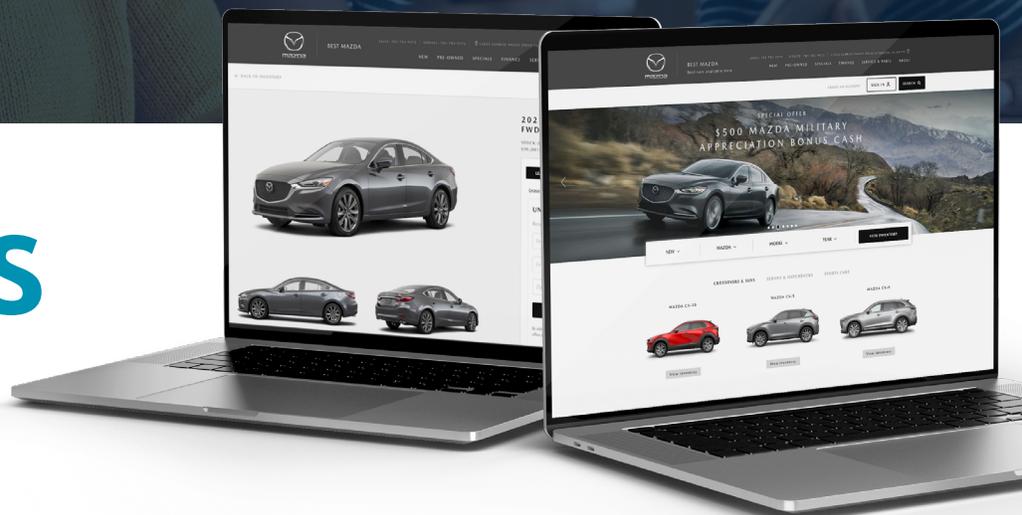


The personalization your consumers expect. The seamless integration your dealership needs.

Apollo Sites is a transactional website built to facilitate sales, service and trade-in transactions. Everything your customers need to transact is natively built into your website, making it less expensive, lightning fast and easy to navigate. It's the first website platform that integrates with your DMS to provide every customer with a unique and relevant experience across every touchpoint that results in higher engagement and more transactions. It includes a suite of transactional features like one-touch service scheduling with built-in pick up and delivery, virtual test drives and digital retailing, to provide an unparalleled customer experience.



One website.
Two experiences.
3x the results.



featuring

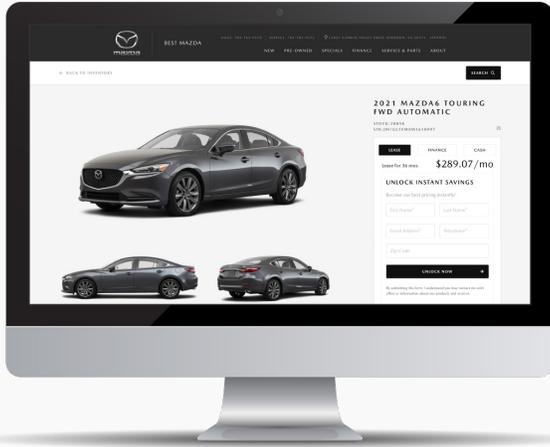


Digital Retailing

- ✓ Native to your website
- ✓ Customizable payments
- ✓ KBB trade value
- ✓ Make a deposit
- ✓ Schedule delivery

Apollo Sites

The Benefits

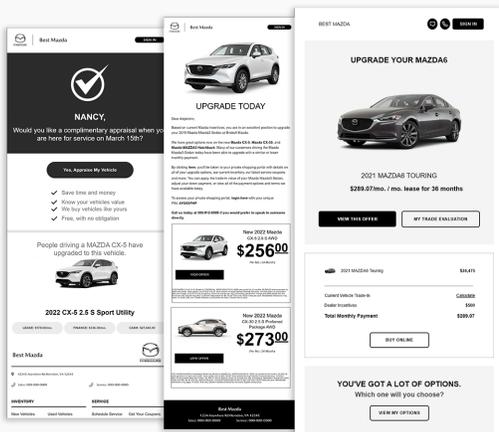
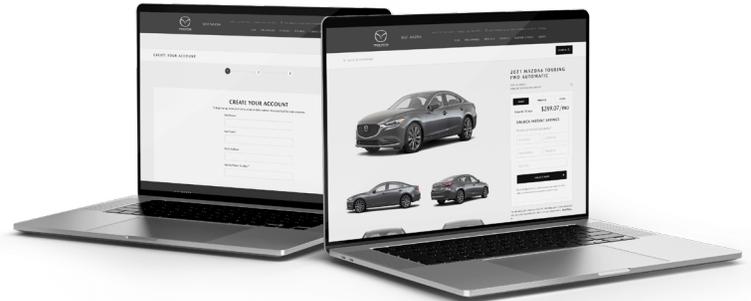


All-Inclusive Website Platform

Rather than utilizing 3rd party plug-ins, our all-inclusive website platform is seamlessly designed to include all major applications, including: finance, trade value, service scheduling, digital retailing, video, text, SEO, ADA compliance, and creative. Everything your customers need to transact is natively built into your website.

Personalized Customer Experience

Your Customers deserve the best, so we designed Apollo Sites to provide every customer with a unique and relevant experience by integrating with your DMS. 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.

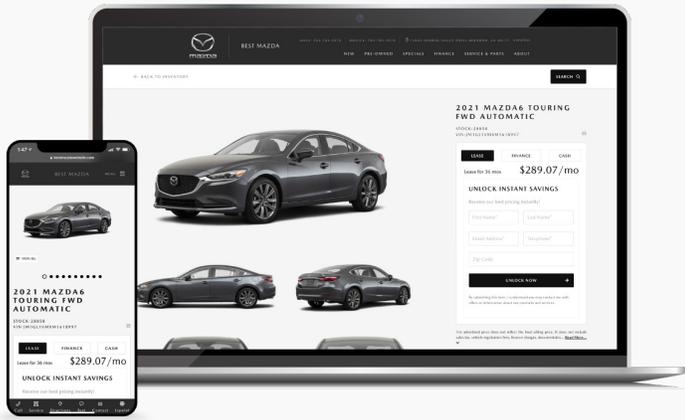


Smart Communication

Apollo Sites was designed to help you move more customers down the sales funnel with intelligent, action-based 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. Our Smart Emails are 100% automated with personalized content tailored to every customer. These dynamic emails are impossible for CRM's or humans to create and have 26% higher open rates than traditional emails.

A Sites

The Benefits

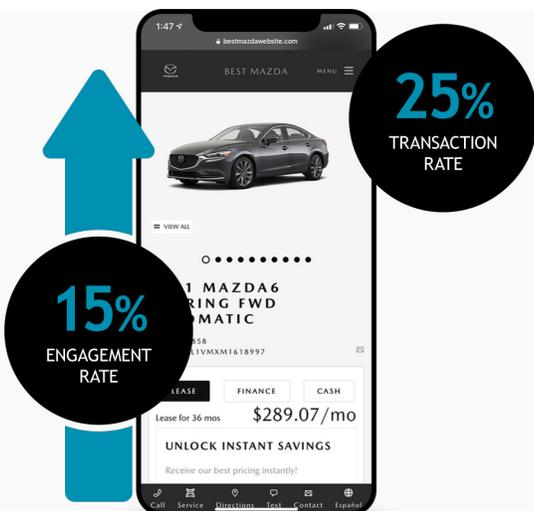
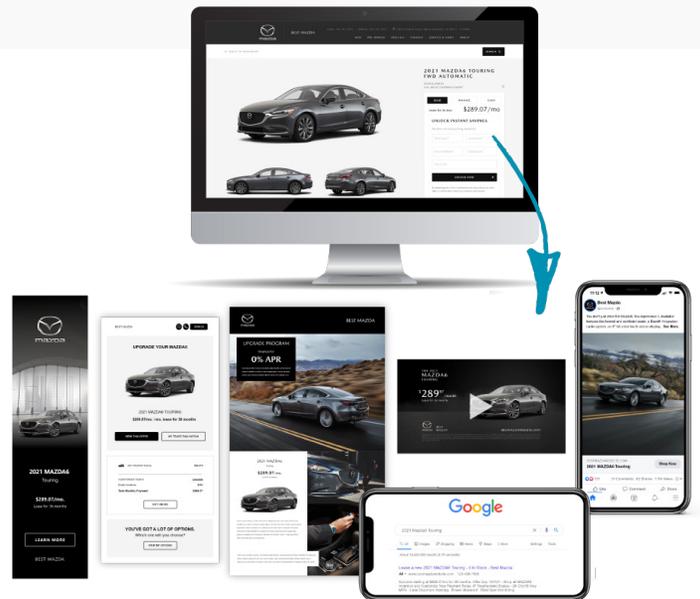


Transactional Features

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 digital retailing, to provide an unparalleled customer experience. Everything consumers need to transact is right at their fingertips.

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, improves engagement rates and protects you from state and OEM compliance violations, resulting in a higher ROI. Offers are integrated across all Apollo applications you activate.



Get Better Results

In today's competitive online environment, you must have the best website to gain market share. On average, Apollo Sites returns a 15% Engagement Rate compared to the industry average of 5%. Even better, our websites generate a 25% Transaction Rate. Apollo Sites stores every transaction at your dealership, giving us the ability to show you exactly what customers were doing on your website before they serviced their vehicle or completed a purchase. This provides unique insight into the entire customer journey so you can know what campaigns are working, from an email to a search ad to an offer on your website. Plus, this data allows us to continuously make your website better in a way that nobody else can.



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

Client Support Team

- Virtual

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

+ Dedicated Account Manager

- In-Store

PLUS
\$2,595
per mo.

**DMS Fee may be required*

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

+ 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

+ ADA Compliance

PREMIUM
\$3,795
per mo.

**DMS Fee may be required*

ENHANCEMENTS

WEBSITE

Apollo Text/Chat

\$595 /mo.

- Text-Enabled Communications
- ApolloGo
- Inbound Text Manager
- Mobile & Desktop UX

Apollo Group Sites

\$795 /mo.

ADVERTISING

Search

(New and Used)

\$1,495 /mo.

Social

\$500 /mo.

Display

\$500 /mo.

RETENTION

Apollo Sales

\$1,495 /mo.

- Equity Mining
- Perfect Prospect Map
- Smart Communications (equity strategies)
- ApolloGo

Apollo Service

\$795 /mo.

- Real-Time Recall Alerts
- Parts & Accessories Catalogue
- Google Voice Integration
- Service Lane Technology Integration
- Smart Communications (service strategies)
- Apollo Ads: Search - Service
- Apollo Ads: Facebook - Service

SERVICES

SEO Plus

\$495 /mo.

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

Custom Creative

\$695 /mo.

- Custom Banners
- Custom Web Pages

Apollo Sales and Apollo Service retail at \$2,995 and \$1,295, respectively. Discounted rate applies when bundled with Apollo Sites Plus or Premium.