Apollo®

The only *all-inclusive* customer experience platform

Upgrade your vehicle.
Trade-In Value

WELCOME DAVID
2022 Jeep COMPASS LIMITED

websites • advertising • retention
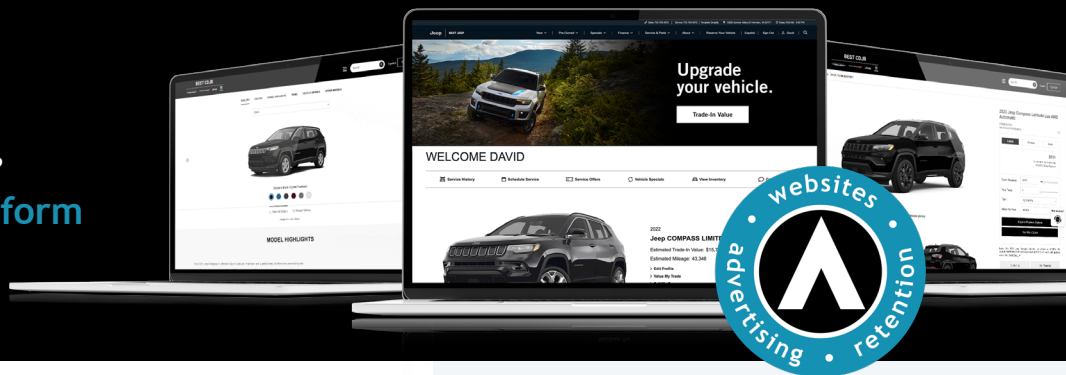
JACK PHELAN

"The biggest advantage of partnering with Team Velocity is the seamless integration of Apollo with my DMS, CRM, and inventory systems, which empowers us to leverage our data more effectively. Apollo enhances the customer experience by providing personalized interactions and real-time reporting, greatly benefiting our sales team. Additionally, the marketing automation ensures that we showcase our entire inventory at the correct prices without the need for manual updates. As the top Pro Master dealer in the US for three consecutive years, these Apollo advantages, combined with Team Velocity's unwavering support and training, continue to contribute to our market dominance."

Seba Nowak
Director of Operations | Jack Phelan CDJR

MELTON

"The level of personalization we can provide to our customers with Apollo is everything for our dealership. We integrate our website, digital advertising and retention through Apollo, which has helped us unify our campaigns across every touchpoint. Our customers get relevant messaging on everything from current trade offers to custom coupons to service reminders, which ties seamlessly into their unique personalized website. Apollo is easy for our team to navigate, and our customers get an experience that is completely tailored to them."

Mike Shackelford
General Manager | Melton CDJR

Darling's CHRYSLER DODGE RAM

"We have had a great experience with Team Velocity. Their ease-of-use, Amazon-like feel and customer interaction tools are very clean and simple. Their speed and time to load is far faster than other websites. Overall, we've had much better results with Team V sites than some of the other major competitors."

Jay Darling
Owner | Darling's CDJR

%
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 Team**V**elocity® *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 that integrates with your DMS.

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.
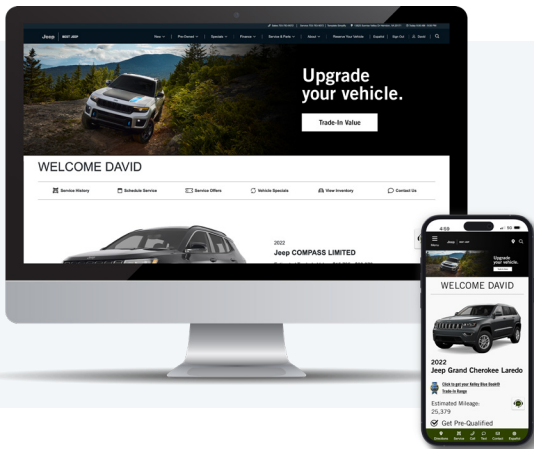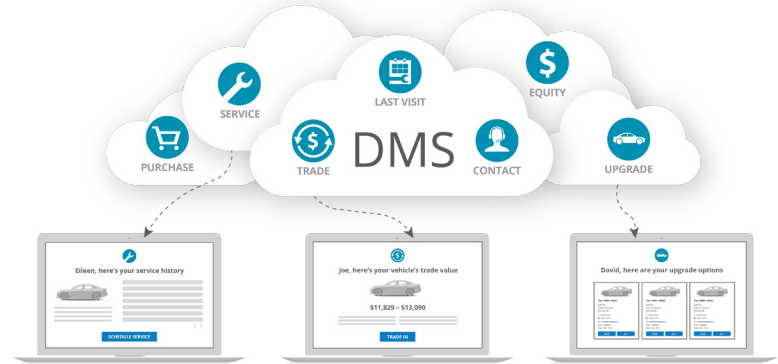

Personalized Experience

In today's world of digital advertising, consumers expect a personalized experience. With Apollo, you can deliver one-to-one marketing messages across your search, video, social, display, email, and even your website. 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.
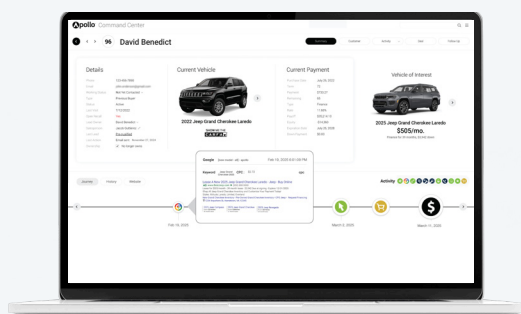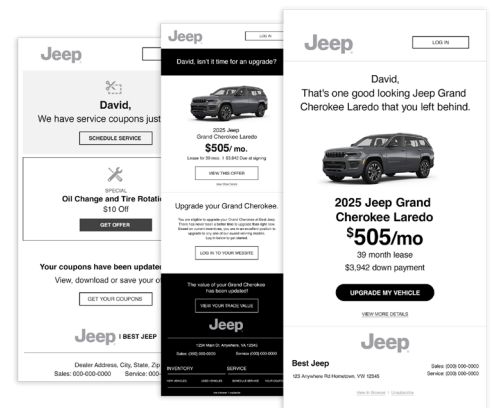
Customer Journey Tracking

With Apollo's Command Center, dealerships can streamline lead management and gain full visibility into the entire customer journey. Track shopper engagement across all touchpoints, from email opens to digital ads, and gain insights into every step of the path to purchase. Prioritize top prospects with customizable scoring, automate follow-ups, and receive real-time Deal Alerts to close leads faster. You can also actively engage with shoppers in real-time by customizing prices, making it easy for consumers to transact from anywhere. Plus, monitor all your sales and service transactions from a single, unified 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 Base service includes recurring on-site optimizations, new content generation, competitor SEO analysis, link-building, Google Business Profile management, and monthly SEO reporting. SEO Plus adds in a layer of additional on-site optimization and link efforts, along with Google My Business Posts.

Transact

Transact is our integrated digital retailing tool designed to simplify and enhance the deal configuration process. Natively built into Apollo Sites, Transact ensures a frictionless consumer experience, making it effortless to do business with you and complete more transactions.

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.

KBB Integration

Leveraging the brand power of KBB (Kelly Blue Book) we've fully integrated all KBB values into both Customer Websites and Transact, as well as our Value Your Trade and Sell Us Your Car applications. Giving customers a consistent value of their trade across your website, mail, email, and digital retailing creates dealer credibility and further improves the customer experience.