Apollo®

The only *all-inclusive* customer experience platform

websites • advertising • retention

BEST CDJR

WELCOME DAVID

2021
Chrysler PACIFICA LIMITED

Estimated Mileage: 24,592
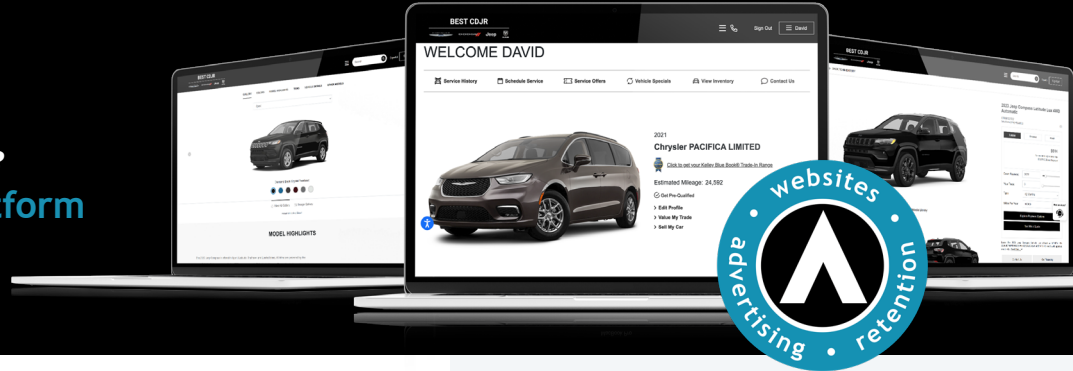
JACK PHELAN

"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

MARINA AUTOGROUP — FAMILY OWNED & OPERATED

"Over the past few years, we've had a highly successful partnership with Team Velocity. We've witnessed a significant increase in both sales and service since teaming up with them. Their platform enables us to quickly and efficiently target potential customers. The level of support we receive from them surpasses that of other providers we've worked with previously. In fact, our relationship with Team Velocity is the longest-lasting partnership we've maintained."

Jeff Dennis
Business Development Director | Marina CDJR

Danbury — Chrysler Jeep Dodge Ram FIAT

"Team Velocity has developed a comprehensive ecosystem known as the Apollo Customer Experience Platform. The integrations they've created simplify the consumer experience, streamline our marketing messaging, and eliminate the unnecessary expenses associated with third-party providers. The Apollo Sites truly revolutionize the consumer experience, making it highly personalized, much like Amazon. On top of that, their customer support team has consistently delivered world-class service over the years."

Clyde DeGray
Service Manager | Danbury CDJRF

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 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.
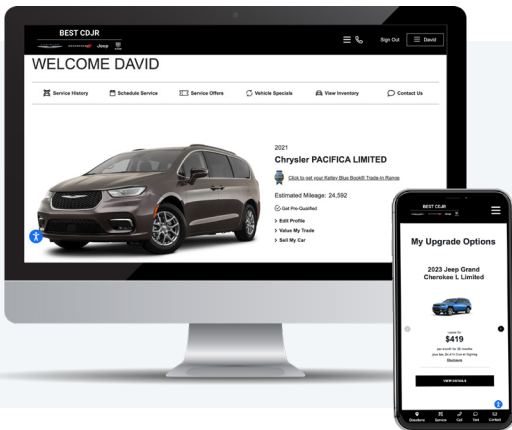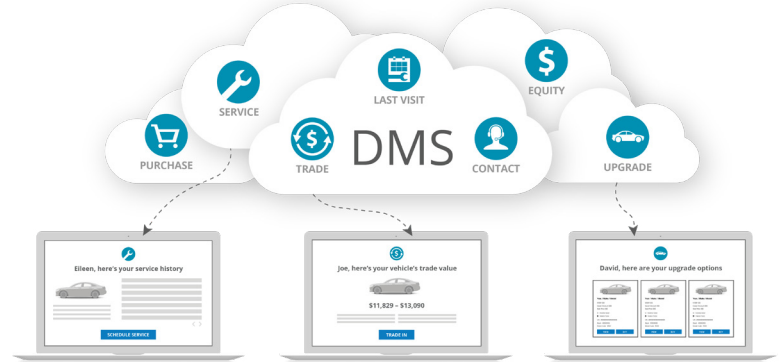

Personalized Experience

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.
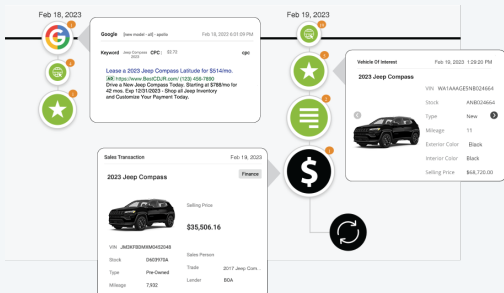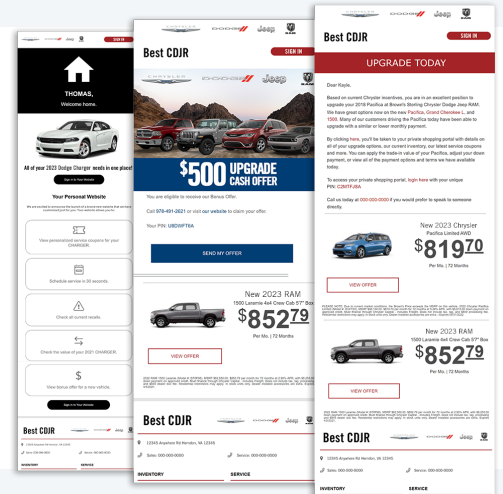
Customer Journey Tracking

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 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.

Advanced Payment Calculator

Our advanced payment calculator application is built natively into Apollo Sites without the need for a 3rd party widget or plug-in. It allows customers to completely customize their payment online while incorporating their credit, trade value and OEM incentives. Our integrated payment calculator includes a virtual assistant support system to 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.

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.

Vehicle Description Videos (VDV's)

Our proprietary technology gathers key data points from your VDPs (like price, key features, mileage, stock number, etc.) and transforms a static page into a dynamic and interactive video that is integrated with your website. Our Vehicle Description Videos can be easily shared by dealership personnel with consumers to assist them in their path to purchase.

Apollo Sites

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
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

ADA Compliance
AccessiBe

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

+ Dynamic Web Banners
Automated Personalized Creative

+ ROI Reporting
Transaction Attribution Reporting

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

+ Vehicle Display Videos
Video VDP's

+ Advanced Payment Calculator
Customized Customer Payments

+ KBB Integration
Native KBB Interface

+ Call Tracking
2 Lines - 1,000 Minutes
$.07 Each Additional Minute

WEBSITE ENHANCEMENTS

WEBSITE
SEO Plus
Custom Creative
Apollo Assistant.AI
Credit Pre-Qualification

CXP ENHANCEMENTS

ADVERTISING
Ad Manager
Search
(New + Pre-Owned + Service)
Advid®
(New + Pre-Owned)
Social
(New + Pre-Owned + Service)
Display
(New + Pre-Owned)

RETENTION
Apollo Sales
(Equity Mining + Email)
Apollo Service
(Recalls + Email)