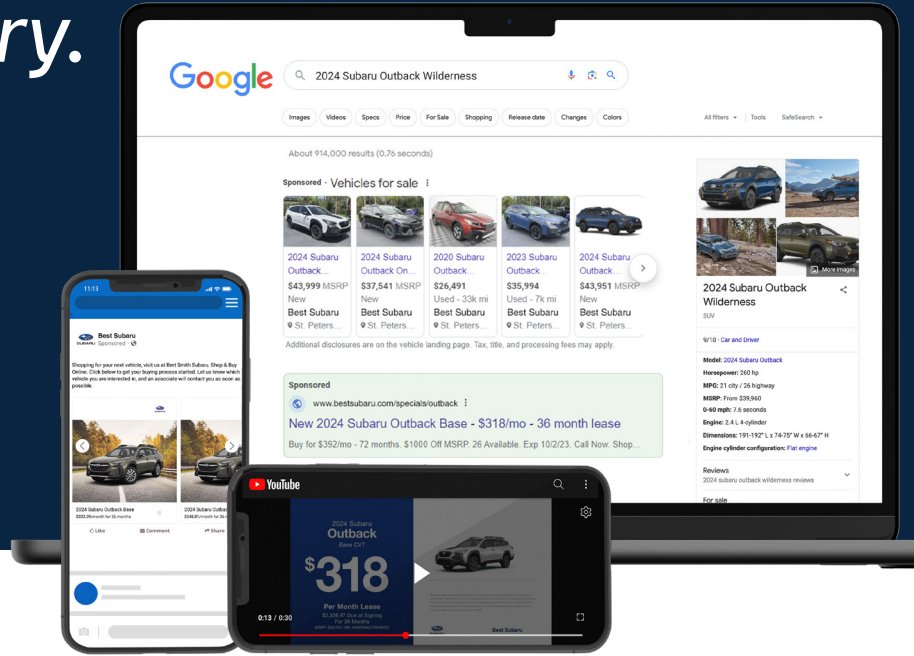


# Dominate every digital touchpoint with your inventory.

fueled by **Apollo**

Apollo Ads captures and converts more ready-to-buy shoppers by advertising every vehicle, every time.



Team Velocity's Apollo platform gives our customers a truly frictionless experience. With their integrated digital advertising, the payment they see online, is the payment they see on our site.



**Jason Cole**  
Executive Vice President

Apollo Ads outperform other digital providers with:

**30%** Higher Click-Through Rate

**34%** Higher Engagement Rate

**84%** Higher Action Rate (Calls & Form Submissions)

\* Performance statistics reflect average campaign performance across the entire Team Velocity dealership portfolio as measured in September 2023. Performance statistics are calculated through benchmarking reports that compare prior campaign performance before working with Team Velocity to current campaign performance with Team Velocity.

## Exclusive Offer

Enroll in any website & add on digital advertising for \$2,000/mo.

\*Digital bundle includes search, Advid, social and display. OTT not included.

### APOLLO ADS

#### Advertising

##### 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

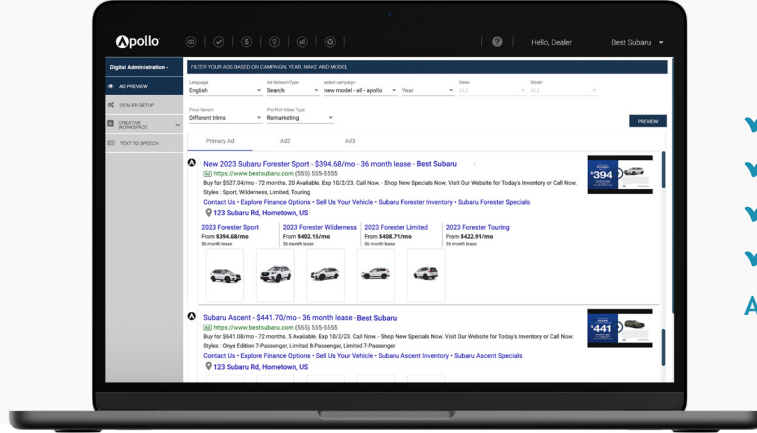
##### Ad Sync

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

- Search** (New + Pre-Owned + Service) + \$1,595 /mo
- Advid®** (New + Pre-Owned) + \$1,000 /mo
- Social** (New + Pre-Owned + Service) + \$500 /mo
- Display** (New + Pre-Owned) + \$500 /mo
- OTT** (New) + \$495 /mo

## Promote your inventory

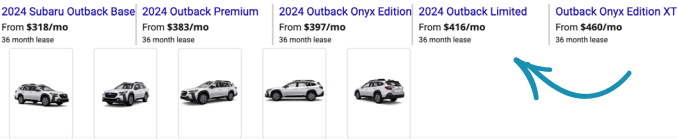
Apollo's marketing automation technology creates a unique ad for every vehicle on your lot for every digital medium, ensuring maximum visibility of your entire inventory.



- ✓ Google
  - ✓ Bing
  - ✓ Youtube
  - ✓ Facebook
- AND MORE!**

### New 2024 Subaru Outback Base - \$318/mo - 36 month lease - Best Subaru

Buy for \$392/mo - 72 months. \$1000 Off MSRP 26 Available. Exp 10/2/23. Call Now - Shop New Specials Now. Visit Our Website for Today's Inventory or Call Now.  
 Apple CarPlay - Android Auto - Lane Departure Warning - Forward Collision Warning - Bluetooth  
 Styles : Base, Premium, Onyx Edition, Limited, Onyx Edition XT, Wilderness, Limited XT, Touring, Touring XT  
 New Outback Inventory · Pre-Owned Outback Inventory · Service Coupons · Request Financing · Hours & Directions  
 123 Subaru Rd, Hometown USA

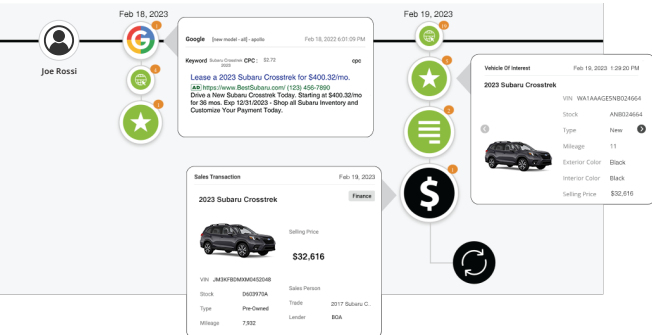
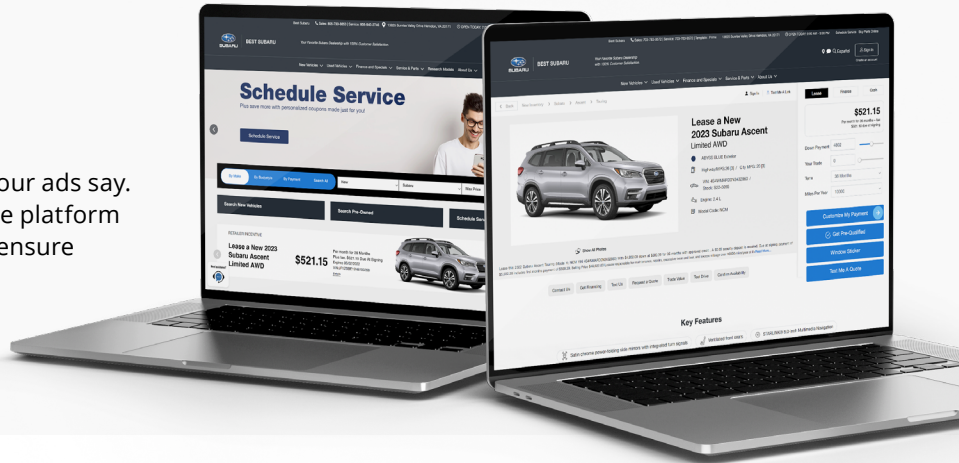


## Capture active shoppers

Apollo engages low funnel ready-to-buy shoppers with relevant content that answers their key questions. Every ad includes an OEM-compliant payment and customer-focused content like unique vehicle features, the number you have in stock, and even other recommended vehicles.

## Convert visitors into customers

Where your ads land is just as important as what your ads say. Designed to maximize conversions, Apollo's website platform (Apollo Sites) automatically syncs with your ads to ensure consistent offers, creative and messaging.



## Connect the customer journey

Your digital advertising is only one step of the customer's path to purchase. With Apollo's Customer Journey Report, you'll gain insight into every engagement, down to a store visit or a completed transaction.