

## 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
- Automated Sales Specials
- Power Search
- Dynamic VDP's
- Model Research Pages
- Adaptive Pricing Module
- Reporting Dashboard

**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

**BASE**  
**\$1,400**  
per mo.

### Includes Base Package

- + DMS Integration**  
Daily Sales & Service Transaction Import  
Ownership Verification  
Data Hygiene
- + Upgrade Matrix®**  
Trade Pattern Prediction
- + ROI Reporting**  
Transaction Attribution Reporting

- + Dynamic Web Banners**  
Automated Specials  
Vehicle of Interest
- + Customer Websites**  
Personalized User Experience  
Secure Customer Sign-In  
Personalized Coupons  
Service History Report

- + Command Center**  
Lead Management System  
Customer Journey Report  
Active Shopper Alerts  
Deal Alerts  
Customer Scoring  
CRM Integration

**PLUS**  
**\$2,870**  
per mo.

### 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
- + Apollo Transact**  
Digital Retailing  
Pick-Up & Delivery Integration  
Customer Equity Integration

- + KBB Integration**  
Native KBB Interface
- + Blog Management System**  
Self-Service Blogging Platform

**PREMIUM**  
**\$3,995**  
per mo.

## ENHANCEMENTS

### WEBSITE

<b>SEO Plus</b>	<b>\$1,595/mo.</b>
<b>Custom Creative</b>	<b>\$995/mo.</b>
<b>Transact</b> (Included in Premium Website)	<b>\$995/mo.</b>

### ADVERTISING

<b>Apollo Ads</b>	
<b>Search</b> (New + Pre-Owned + Service + VLAs)	<b>\$1,595/mo.</b>
<b>Social</b> (New + Pre-Owned + Service)	<b>\$500/mo.</b>
<b>Display</b> (New + Pre-Owned)	<b>\$500/mo.</b>
<b>Advid®</b> (New + Pre-Owned)	<b>\$1,000/mo.</b>
<b>Digital Bundle</b> <i>Requires Website Enrollment</i>	<b>\$2,000/mo.</b>