

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

SEO Plus

\$1,595/mo.

Custom Creative

\$995/mo.

Transact

\$995/mo.

(Included in Premium Website)

ADVERTISING

Apollo Ads

Search

(New + Pre-Owned + Service + VLAs)

\$1,595/mo.

Social

(New + Pre-Owned + Service)

\$500/mo.

Display

(New + Pre-Owned)

\$500/mo.

Advid®

(New + Pre-Owned)

\$1,000/mo.

Digital Bundle

Requires Website Enrollment

\$2,000/mo.