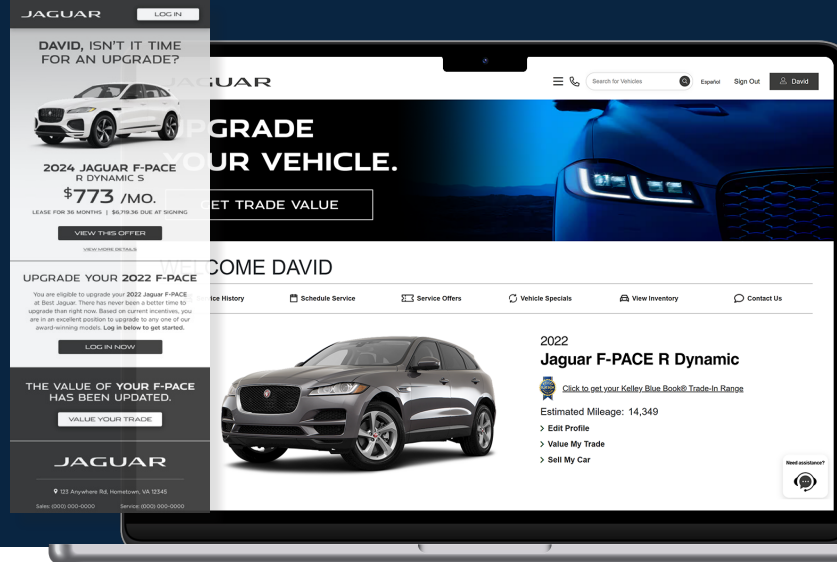


# Turn Your Data into *Loyal Customers* with Apollo®

Apollo Retention goes beyond equity mining to predict and engage customers at every stage of the ownership lifecycle with automated & personalized campaigns designed to convert.



## Target Your Perfect Market

Apollo analyzes your DMS, verifying vehicle ownership and building your Perfect Market with the highest sales or service potential at the lowest cost.

## Identify Your Perfect Prospects

Every customer is ranked & scored based on vehicle and dealership history, activity level, and equity position, helping your sales team prioritize opportunities that have the highest propensity to buy.

## Predict Buying Behavior

Apollo uses predictive analytics to identify what vehicle a customer is most likely to purchase, what services they need most, and what offers will drive the highest engagement, eliminating the guesswork.

## Increase Service Drive Opportunities

Grow customer loyalty and boost sales revenue by identifying and engaging both service-to-sales and open recall customers.

## Automate Your Marketing

Proactively engage ready-to-buy customers at pivotal moments in the ownership lifecycle with personalized campaigns and dynamic, payment-based offers tailored to their unique customer profile.

## APOLLO SALES | \$2,415/mo.

### Sales Retention

#### DMS Integration

Responsive/Mobile-First Design  
Sales & Service Transaction Import  
Ownership Verification  
Data Hygiene  
Perfect Prospect Map

#### Equity Mining

Upgrade Matrix Integration  
Dynamic Vehicle of Interest  
Sales in the Service Lane

#### Upgrade Matrix®

Trade Pattern Prediction

#### Offer Manager

Instant Payment Calculator  
(Finance, Lease, Cash)  
OEM Rebate & Incentive Integration  
(National & Regional)  
Stackable Rebates  
Taxes & Fees  
Disclaimer Generator  
Legal & Compliant Offers

#### App Manager

Credit App  
Value Your Trade App  
Sell Us Your Car App  
Reserve Your Car App  
Dynamic Specials App  
Test Drive App

#### Inventory Manager

Daily Inventory Sync  
Inventory Exports

#### Customer Websites

Personalized User Experience  
Secure Customer Sign-In  
Personalized Coupons  
Service History Report  
Apple Wallet Integration  
Dynamic Web Banners

#### Service Accelerator

Pick-Up & Delivery Integration

#### X-time Integration

Automated DMS Writeback

#### KBB Integration

Native KBB Interface

#### Command Center

Lead Management System  
Customer Journey Report  
Active Shopper Alerts  
Deal Alerts  
Customer Scoring  
CRM Integration

#### Smart Communications

Sales & Service Email

#### ROI Reporting

Transaction Attribution Reporting

## APOLLO SERVICE | \$795/mo.

### Service Retention

Real-Time Recall Alerts  
Parts & Accessories Catalogue  
Google Voice Integration  
Service Lane Technology Integration  
Smart Communications (service strategies)

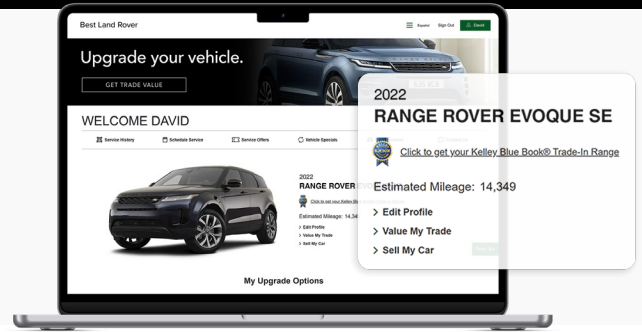
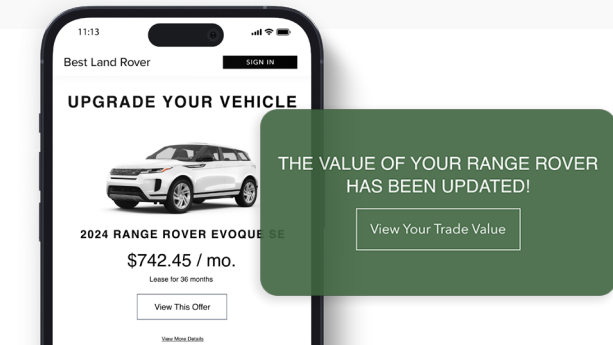
*Exclusive Offer*  
**\$5,995/mo.**

### Advertising + Retention Bundle

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

## Personal Websites

Today's customers have grown accustomed to personalized retail experiences. Astonish your customers with a personalized website tailored to their unique customer profile, highlighting their current vehicle details, service history, recent shopping activity, and recommended upgrades.

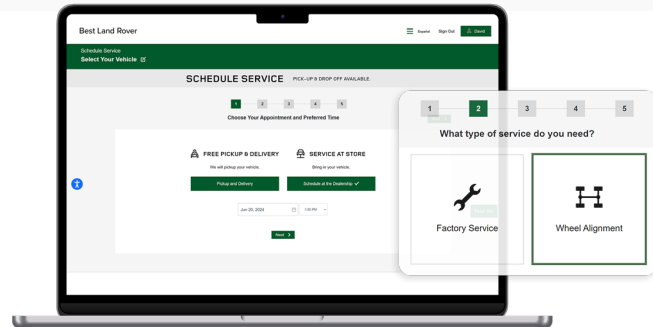
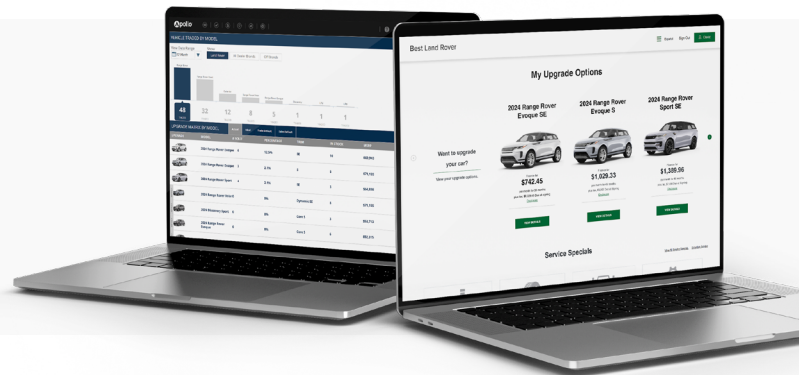


## Smart Communications

Apollo nurtures customers throughout the ownership lifecycle with intelligent and personalized email and targeted household campaigns. Proactively engage in-market customers with dynamic messaging and offers to increase customer loyalty and accelerate new sales.

## Upgrade Matrix®

Only 25% of consumers repurchase the same make, model and trim they currently drive. That's why our trade pattern prediction tool dives deeper into consumer behavior to identify the most statistically probable upgrade options. Determined by the customer's current vehicle and your dealership's historical trade patterns, Upgrade Matrix is able to predict and promote your consumer's next vehicle with 85% accuracy.

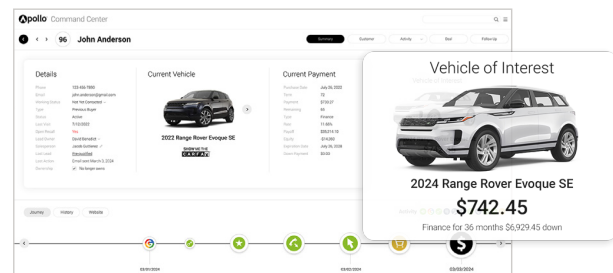
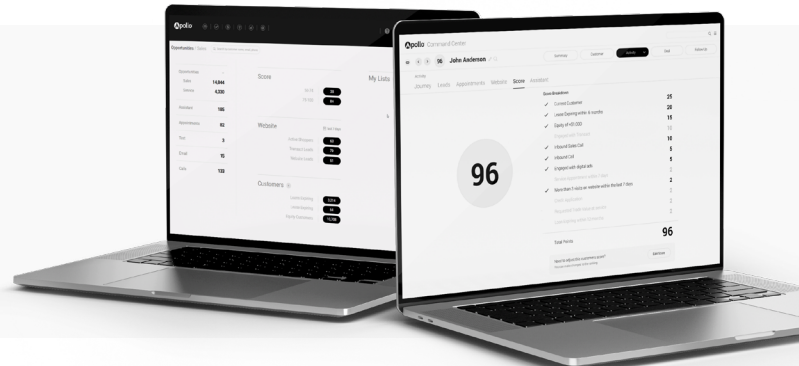


## Integrated Service Scheduler

Generate 3x the service appointments by making it easy for customers to schedule service, apply a coupon and schedule pick-up and drop-off, without having to fill out a single form. Plus, boost service to sales opportunities by proactively offering an appraisal, trade value and even personalized upgrade offers.

## Command Center

Streamline your team's workflow with our advanced lead management system. With a single dashboard view, the Command Center enables users to quickly gauge their top prospects, identify active shoppers, and engage new opportunities. Its intuitive scoring system contains over 25 customizable settings for past buyers, service-only customers, and prospect audiences to help you prioritize leads and even automate follow-ups with your top prospects.



## Customer Journey Report

Own the customer journey from initial engagement to a final transaction with the Command Center's Customer Journey Report. This detailed report lets you easily view every step of the customer's path to purchase, offering valuable attribution insights and empowering your team to create personalized interactions at pivotal moments in the customer journey.