

Dominate every digital touchpoint with your inventory.

fueled by  **pollo**®

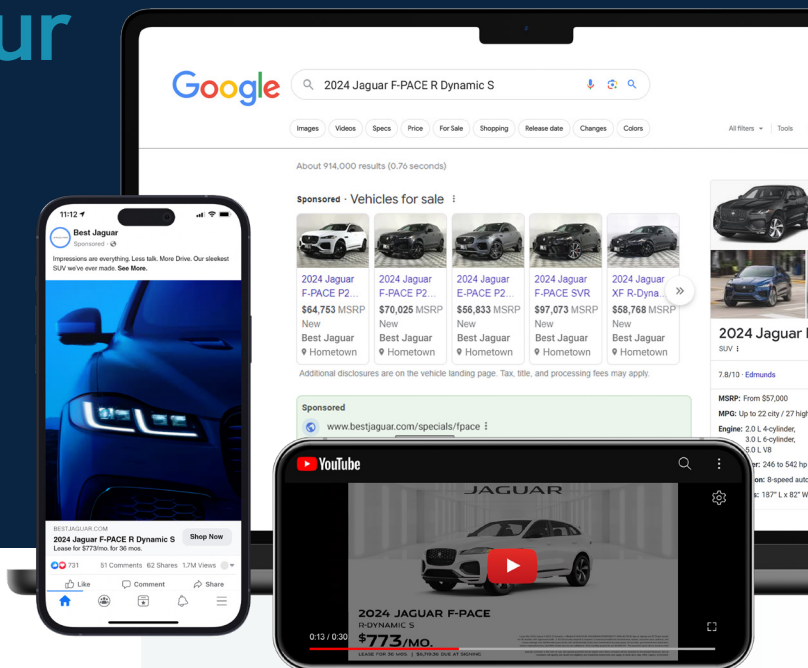
Apollo Ads captures and converts more ready-to-buy shoppers by advertising *every vehicle, every time.*



"Team Velocity excels with the latest technology and an omni-channel approach inclusive of digital advertising, branding, and conventional media. Their digital solution has helped us improve our turn rate and ensure our inventory is visible to online shoppers. We believe Team Velocity's comprehensive media, technology, creative, and targeted strategies separate them from the competition, and we're seeing the results."



Brad Nicolai
President



Apollo Ads outperform other digital providers with:

↑ **30%** Click-Through Rate

↑ **34%** Engagement Rate

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

* Performance statistics reflect average campaign performance across the entire Team Velocity dealership portfolio as measured in April 2024. 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
\$5,995/mo.

Advertising + Retention Bundle

*Digital 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**

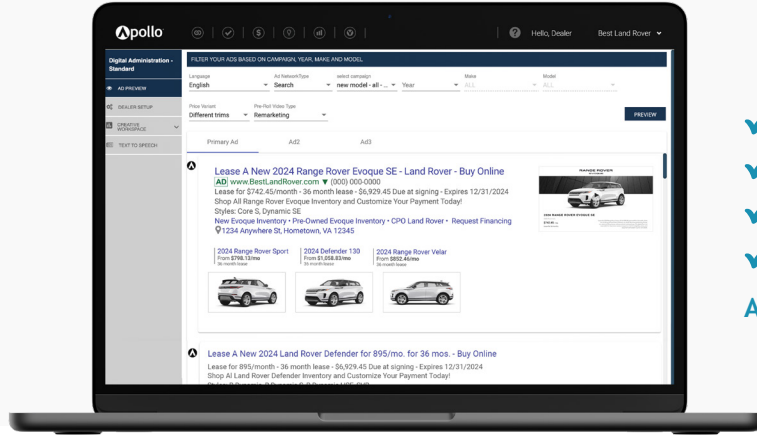
Advid® (New + Pre-Owned) **+\$1,000 /mo**

Social (New + Pre-Owned + Service) **+\$500 /mo**

Display (New + Pre-Owned) **+\$500 /mo**

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!

Lease A 2024 Range Rover Evoque SE \$742.45/mo. for 36 Months

AD www.BestLandRover.com (000) 000-0000

Lease for \$742.45/month - 36 month lease - \$6,929.45 Due at signing - Expires 12/31/2024

Shop All Range Rover Evoque Inventory and Customize Your Payment Today!

Styles: Core S, Dynamic SE

New Evoque Inventory • Pre-Owned Evoque Inventory • CPO Land Rover • Buy Online

1234 Anywhere St, Hometown, VA 12345

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.

2024 Range Rover Sport
From \$798.13/mo
36 month lease



2024 Defender 130
From \$1,058.83/mo
36 month lease

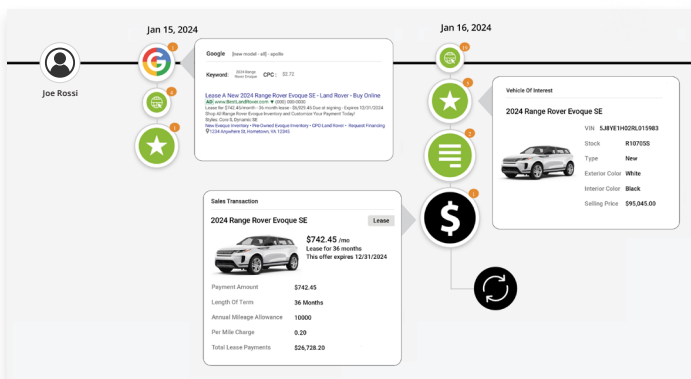
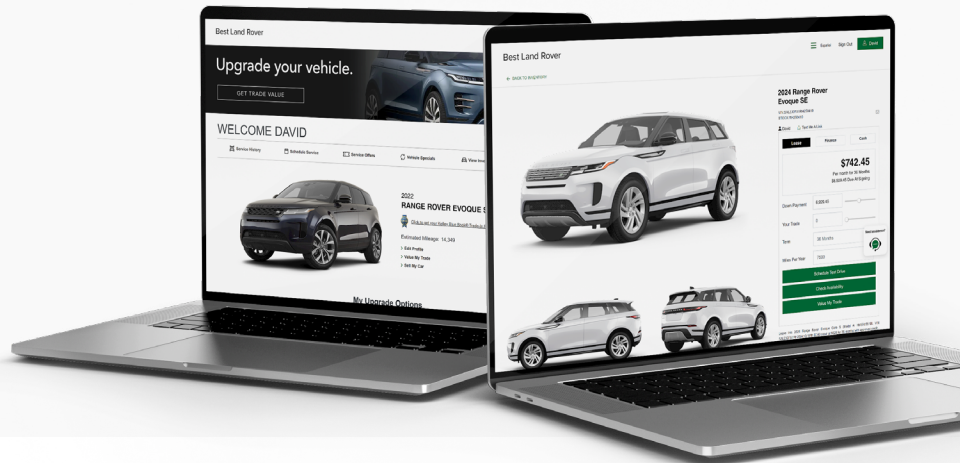


2024 Range Rover Velar
From \$852.46/mo
36 month lease



Convert visitors into customers

Where your ads land is just as important as what your ads say. Designed to maximize conversions, Apollo automatically syncs 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.