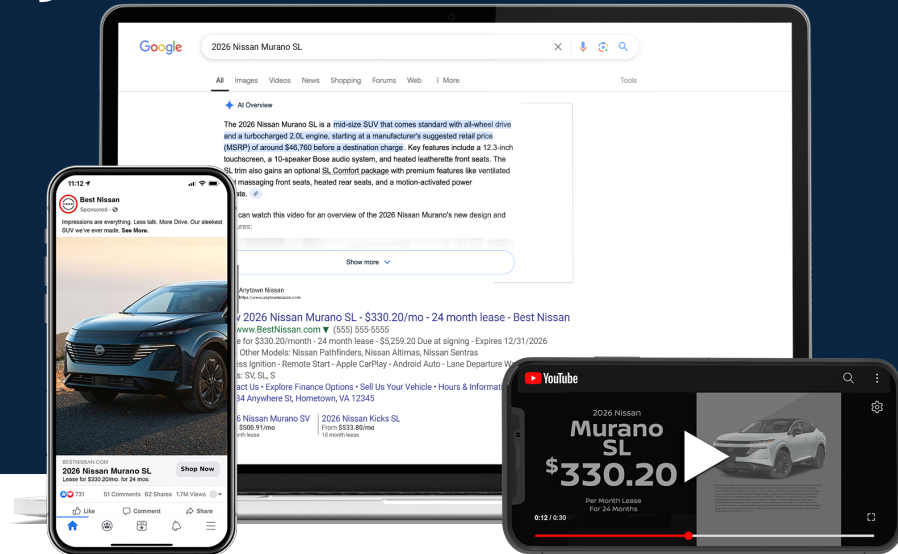


Dominate every digital touchpoint with your inventory.

fueled by **Apollo**®

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



"Team Velocity delivers the very best marketing technology with their Apollo platform. Being able to visualize the entire customer journey, from which ads they engaged with to what emails they clicked to what car they bought, has been invaluable to our team."



Mario Murgado Jr.

Marketing & Operations Director | Murgado Automotive Group

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 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.

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

CXP ENHANCEMENTS

Search

(New + Pre-Owned + Service + VLAs)

Advid®

(New + Pre-Owned)

Social

(New + Pre-Owned + Service)

Display

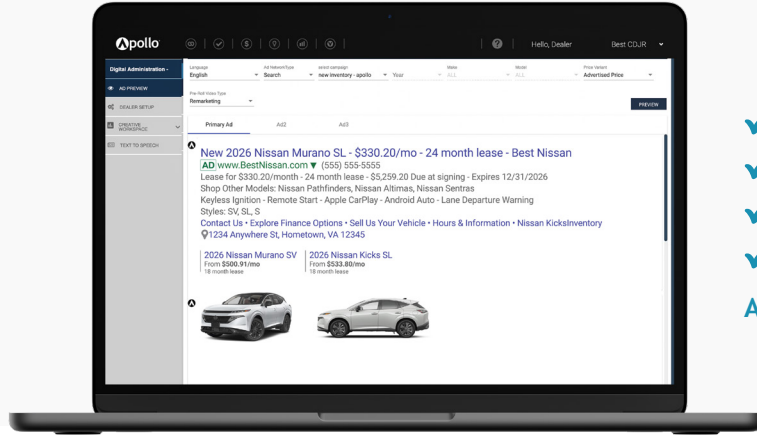
(New + Pre-Owned)

Advid OTT

(New + Pre-Owned)

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 2026 Nissan Murano SL - \$330.20/mo - 24 month lease - Best Nissan
AD www.BestNissan.com (555) 555-5555
 Lease for \$330.20/month - 24 month lease - \$5,259.20 Due at signing - Expires 12/31/2026
 Shop Other Models: Nissan Pathfinders, Nissan Altimas, Nissan Sentras
 Keyless Ignition - Remote Start - Apple CarPlay - Android Auto - Lane Departure Warning
 Styles: SV, SL, S
 Contact Us • Explore Finance Options • Sell Us Your Vehicle • Hours & Information • Nissan KicksInventory
 1234 Anywhere St, Hometown, VA 12345

2026 Nissan Murano SV
 From \$500.91/mo
 18 month lease

2026 Nissan Kicks SL
 From \$533.80/mo
 18 month lease

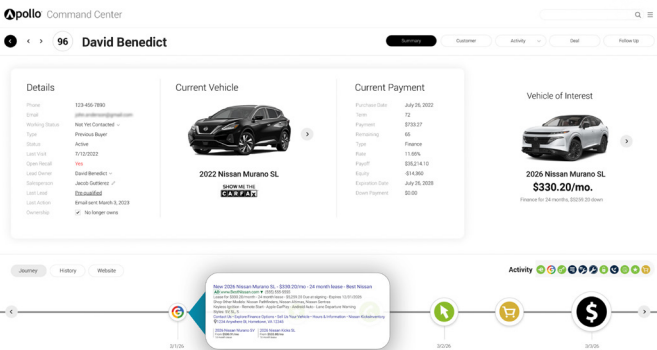
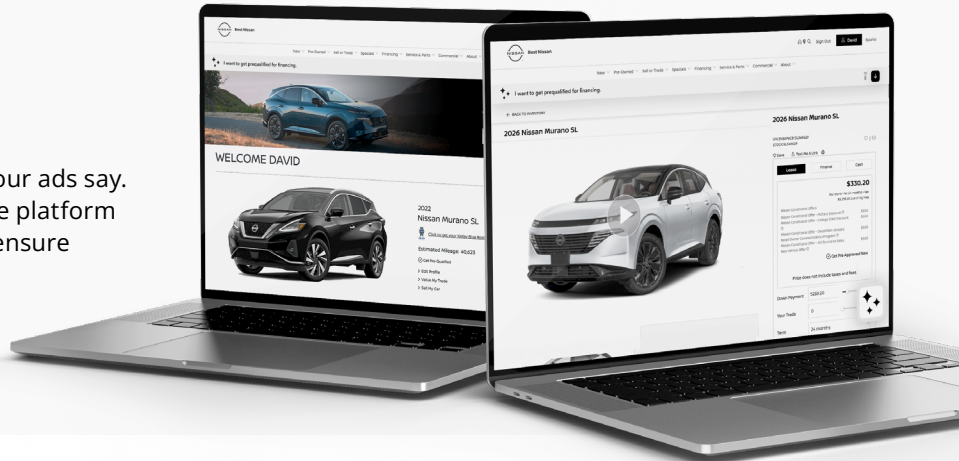


Capture active shoppers

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.