

A digital solution unlike any other.

Apollo Ads is the first digital advertising product that fully integrates with your website, providing payment-based ads that mirror the offers advertised on your website to ensure a seamless consumer experience. With a direct API to Google, Bing, Facebook and YouTube, Apollo Ads advertises 100% of your inventory and your service department across every digital medium, so you can be less reliant on 3rd party advertisers. Every ad includes to-the-penny lease and finance payments reflective of current dealer and OEM incentives, rebates and preferred dealer pricing. Ads are automatically updated daily to reflect any changes and are optimized towards store visits to maximize market performance and ensure transactional ROI.



2020 Porsche Cayenne
Lease starting at **\$805** Per Month
Hometown Porsche

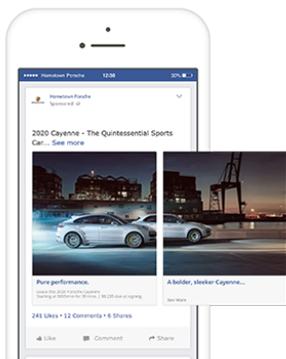
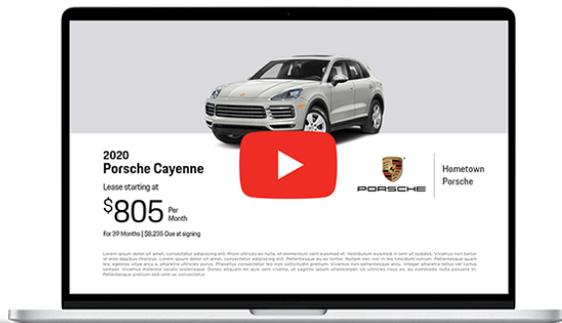
Shop 2020 Porsche Offers - Porsche Cayenne - \$805/month - 39 month lease
[AD www.HometownPorscheOffers.com](http://www.HometownPorscheOffers.com) (703) 337-1234
 Buy for \$805/mo - 39 months - Exp 11/30/20 - 17 in stock - Shop All Porsche Inventory and Get Payment Info Now.
 Perfect Location - Exceptional Customer Care - Great New Inventory - Dedicated Service Team - Service Coupons
 Models: Macan, Cayenne, Panamera
 Hours & Directions - Contact Us - CPO Porsches - Make an Offer - Appraise Your Trade
 3920 Lee Hwy, Hometown, USA

- 2020 Porsche Macan From \$612/mo 39 month lease
- 2019 Porsche Panamera 4 From \$1,368/mo 39 month lease
- 2020 Porsche Panamera 4 From \$1,230/mo 39 month lease

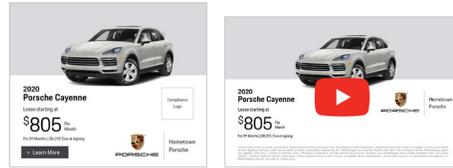
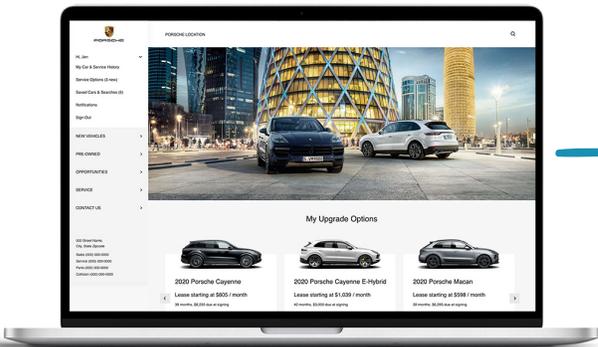


Fully integrated ads across every consumer touchpoint

fueled by  Apollo

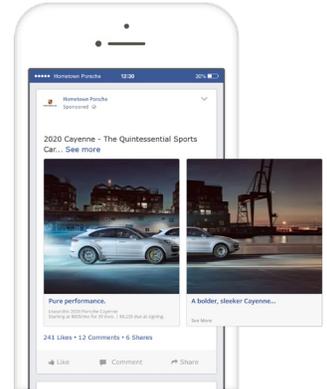



Ads The Benefits



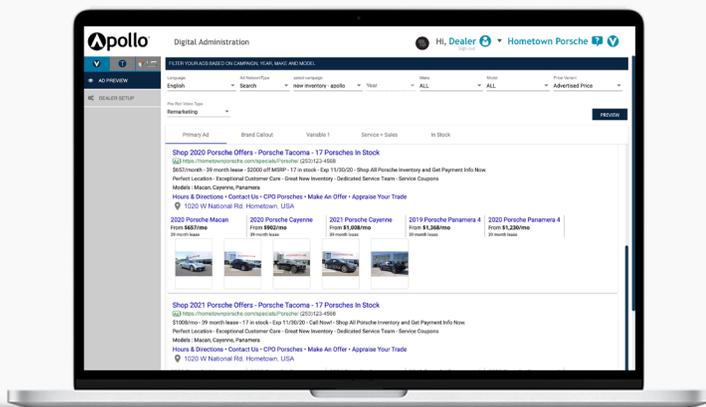
Shop 2020 Porsche Offers - Porsche Cayenne - \$805/month - 39 month lease
www.HometownPorscheOffers.com (703) 337-1234
 Buy for \$805/mo - 39 months - Exp 11/30/20 - 17 in stock - Shop All Porsche Inventory and Get Payment Info Now.
 Perfect Location - Exceptional Customer Care - Great New Inventory - Dedicated Service Team - Service Coupons
 Models: Macan, Cayenne, Panamera
 Hours & Directions - Contact Us - CFO Porsches - Make An Offer - Appraise Your Trade
 9320 Lee Hwy, Hometown, USA

2020 Porsche Macan From \$612/mo 39 month lease
 2019 Porsche Panamera 4 From \$1,266/mo 39 month lease
 2020 Porsche Panamera 4 From \$1,266/mo 39 month lease



Intelligent Integration

Apollo Ads and Apollo Sites are fueled by the same technology, Apollo, ensuring your website and digital ads provide consistent offers, messaging and creative 100% of the time.

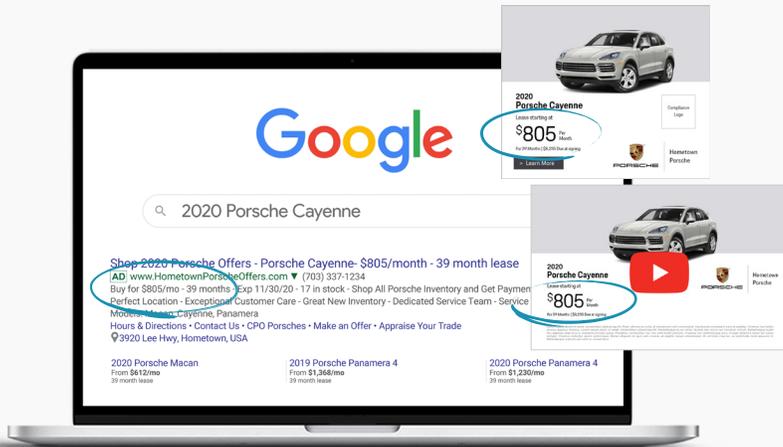


Inventory

Apollo writes every sales and service ad automatically with relevant content based on keyword intent, your current inventory and offers, creating data-rich ads for every vehicle you sell. Every ad is updated daily to reflect your current inventory.

Ads

The Benefits

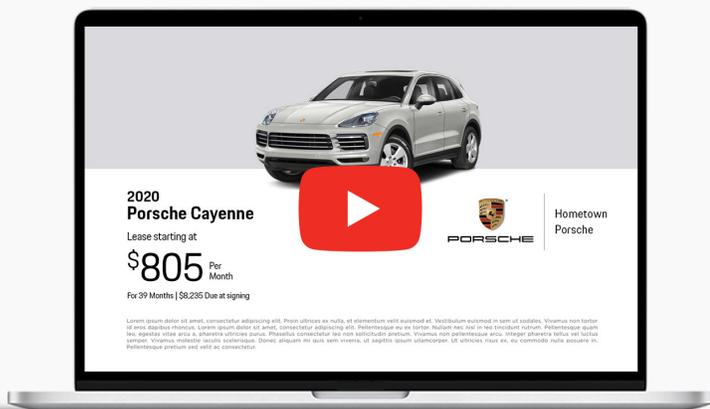
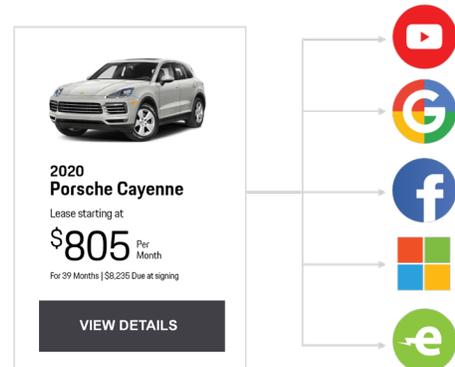


Payments

Every ad includes to-the-penny lease and finance payments on your entire inventory. All payments reflect current dealer and OEM incentives, rebates and preferred dealer pricing, and include the fine details like vehicle features, the number you have in stock, and more.

Direct API

Apollo Ads has a direct API to Google, Bing, Facebook and YouTube, providing automatic updates across every digital medium. With Apollo Ads, you can be less reliant on 3rd parties to advertise your inventory because we do it for you.



Apollo Video (Advid)

Apollo Video integrates with video tech leader, Advid, to automate the entire video advertising process from creation to distribution to management. Advid creates payment-based video ads for every model you sell, including incentives and pricing, and automatically uploaded the videos to YouTube on a continuous basis. Apollo Video is fully integrated with Apollo Ads, boosting performance and ensuring consistency across every digital touchpoint.



Features

Search

Apollo Ads generates the industry's best-performing search ads for new, used, certified, and service departments within your Perfect Market. Performance is driven by ad relevance to the consumer's shopping intent. Every model on your lot is advertised with to-the-penny lease and finance payments reflective of current OEM incentives, rebates and preferred dealer pricing, and, updated nightly with the latest data. Every ad leverages the search engines' A/B testing functionality with up to 5 variants of each ad and 3 variants of each price extension to further increase relevance and performance with different trims, payment terms and even the other models the consumer is likely to purchase with Upgrade Matrix ad extensions. Apollo even updates bids every 30 minutes to further optimize your budget. All of your success can be seen in our fully transparent ad preview tool, detailed reporting, and transactional attribution platform included with our sales retention product.

Video

Apollo Video directly integrates with video tech leader, Advid, to automate the entire video creation, distribution, and management process. Apollo Video generates shopping interest from both your customers and conquest opportunities alike with compliant, payment-based video ads for every new model you sell. Videos can be branded for your dealership, or integrate with national OEM creative, and are automatically uploaded to YouTube on a continuous basis as pricing, incentives, and inventory change. Plus, ads are optimized towards store visits to maximize market performance and correspond with your other campaigns across the Apollo Customer Experience Platform to ensure consistency. Apollo's digital reporting platform provides transparency into Apollo Video ad performance, and when paired with Apollo Sales, you can monitor further attribution.

Social

Apollo Social delivers an industry-first with our payment-based ads on every model in stock. Apollo Social ads target in-market customers and conquest opportunities, delivering a relevant message to each consumer. Ads are generated for new, used and service departments consistent with the rest of your marketing. Sales campaigns use Upgrade Matrix with your inventory, pricing, rebates and incentives to deliver a uniquely targeted ad every time. Apollo Social ads are updated daily, meet all compliance regulations, and include transparent reporting for optimal attribution and performance.

Display

Apollo re-engages online shoppers with dynamic display ads for the new models they are shopping for based on their history on your website. Pre-owned vehicles are advertised at the vin level with one-to-one marketing on the exact vehicle the consumer viewed. Ads are updated daily with current pricing, inventory, and incentives. Every ad is optimized through our bid management solution every 30 minutes to create the most efficient ad buy possible.

Offer Manager

Apollo Ads uses Apollo's offer management platform to calculate to-the-penny payments on all new and pre-owned inventory, generating unique cash, lease and finance offers on every vehicle. All offers reflect current rebates, OEM and regional incentives, and your preferred pricing model. Offers are applied to every ad, ensuring full integration and consistency across every customer touchpoint. Offer Manager ensures complete accuracy by recalculating payments daily, or whenever pricing settings are changed.

API Direct

Apollo's proprietary multi-channel marketing API allows you to advertise your entire inventory across all customer touchpoints. API Direct instantly pushes ads into every major advertising channel, like Google, Bing, Facebook, and YouTube, and runs 24/7 to ensure that your ads are always up to date with the latest offers, rebates, incentives and more. This means, you can advertise your entire inventory, not just your core models, across all customer touchpoints and be less reliant on 3rd party advertisers to advertise your inventory.

Integrated Marketing

Because Apollo Ads is integrated with the rest of the Apollo Customer Experience Platform, the offers in your digital ads will mirror the offers your website. Providing consistent offers and payments across all customer touchpoints builds credibility, eliminates pricing confusion, and generates a higher ROI. (note: Integrated marketing applies for customers using Apollo Sites)

Ads

Pricing

Good \$1,649/mo.

- ✓ Inventory Integration
- ✓ Offer Manager
- ✓ Automated Keyword Bid & Budget Management
- ✓ Dynamic Offersite or Offer Match VDP
- ✓ Automated Updates
- ✓ Google Analytics and Ad Integration
- ✓ Paid Search - New
- ✓ Paid Search - Pre-Owned
- ✓ Paid Search - Service

Most Popular

Better \$2,499/mo.

- ✓ Inventory Integration
- ✓ Offer Manager
- ✓ Automated Keyword Bid & Budget Management
- ✓ Dynamic Offersite or Offer Match VDP
- ✓ Automated Updates
- ✓ Google Analytics and Ad Integration
- ✓ Paid Search - New
- ✓ Paid Search - Pre-Owned
- ✓ Paid Search - Service
- ✓ Online Display Advertising: Dynamic Retargeting
- ✓ Facebook Advertising

Most Powerful

Best \$3,499/mo.

- ✓ Inventory Integration
- ✓ Offer Manager
- ✓ Automated Keyword Bid & Budget Management
- ✓ Dynamic Offersite or Offer Match VDP
- ✓ Automated Updates
- ✓ Google Analytics and Ad Integration
- ✓ Paid Search - New
- ✓ Paid Search - Pre-Owned
- ✓ Paid Search - Service
- ✓ Online Display Advertising: Dynamic Retargeting
- ✓ Facebook Advertising
- ✓ Video Advertising (Pre-Roll) - includes Video Production on all Models
- ✓ Online Display Advertising: Behavioral
- ✓ OEM Creative Integration
- ✓ Custom Online Display Ad Creation (2 per mo.)

Available Add-On

Video Advertising (Pre-Roll) - includes Video Production on all Models \$1,195 /mo.

Available Add-Ons

Social Media Posting & Management (Fully-Managed) \$1,325 /mo.
 Reputation Management \$500 /mo.
 Social Media Posting & Management (Fully-Managed) + Reputation \$1,595 /mo.