Apollo Sites

BASE
$1,095 per mo.

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
Power Search
Dynamic VDP's
Model Research Pages
Adaptive Pricing Module
Reporting Dashboard
Call Tracking - 2 lines, 100 minutes, $.07 each additional minute

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

PLUS
$2,595 per mo.

Includes Base Package

+ DMS Integration
Daily Sales & Service Transaction Import
Ownership Verification
Data Hygiene

+ Upgrade Matrix®
Trade Pattern Prediction

+ Command Center
Customer Activity Tracker
Active Shopper Alerts

+ Customer Websites
Personalized User Experience
Secure Customer Sign-In
Personalized Coupons
Service History Report

+ Dynamic Web Banners
Automated Personalized Creative

+ ROI Reporting
Transaction Attribution Reporting

*DMS Fee may be required

PREMIUM
$3,795 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

+ Vehicle Display Videos
Video VDP's

+ KBB Integration
Native KBB Interface

+ Call Tracking
2 Lines - 1,000 Minutes
$.07 Each Additional Minute

*DMS Fee may be required

WEBSITE ENHANCEMENTS

WEBSITE

In-Program

Apollo Transact	$995/mo.
SEO Plus	$1,595/mo.
Custom Creative	$995/mo.

Out-of-Program

Apollo Assistant.AI

<5,000 visitors	$495/mo.
>5,000 visitors	$795/mo.

Credit Pre-Qualification

100 pulls*	$395/mo.
250 pulls*	$595/mo.

*$1.95 per additional credit pull

CXP ENHANCEMENTS

ADVERTISING

Ad Manager	
Search	$1,595/mo.
(New + Pre-Owned + Service)	
Advid®	$1,000/mo.
(New + Pre-Owned)	
Social	$500/mo.
(New + Pre-Owned + Service)	
Display	$500/mo.
(New + Pre-Owned)	

RETENTION

Apollo Sales	$2,415/mo.
(Equity Mining + Email)	
Apollo Service	$795/mo.
(Recalls + Email)	

APOLLO CXP — $7,795/mo.
Includes Premium Website + CXP Enhancements