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|---|---|
| <b>Market Intelligence</b>  | <b>Included</b>                               |
| <b>Perfect Market®</b>  |   |
| Nightly DMS Sales & Service Transactional Data<br>Perfect Prospect Map<br>ZIP Code Ranking/Scoring  |   |
| <b>Data Mining</b>  | <b>Included</b>                               |
| <b>Perfect Prospect®</b>  |   |
| Data Cleansing with 5 year NCOA<br>Ownership Verification<br>Equity Mining  |   |
| <b>Offer Management</b>   | <b>Included</b>                               |
| <b>Offer Dynamics</b>   |   |
| Offer Management Platform<br>Dynamic VIN Payment Calculator<br>OEM Incentive/Rebate Integration<br>Disclaimer Generator<br>Personalized Coupon Management Platform (active, lost, conquest)<br>Automated Daily Updates<br>Legal & Compliant Offers          |   |
| <b>Inventory</b>  |   |
| Daily Sync (new & pre-owned)  |   |
| <b>Upgrade Matrix®</b>  |   |
| Trade Pattern Prediction  |   |
| <b>Automated Marketing</b>  | <b>Included</b>                               |
| <b>Campaign</b>   |   |
| Multi-Channel API<br>Intelligent Integrated Campaign Creation (applied to all add-on products)<br>Unlimited PIN Email Deployment (sales & service)<br>Creative Campaign Portfolio (sales & service)<br>Unlimited Call-Tracking Phone Numbers (text-enabled) |   |
| <b>Portal</b>   |   |
| Dynamic Personal Websites<br>VDP Extension Page (optional)<br>Complete Vehicle Details (imagery, specs, options)<br>Apple Wallet Integration for Coupons<br>Customer Activity Tracker   |   |
| <b>Opportunity Tracking</b>   | <b>Included</b>                               |
| <b>Hot Opps</b>   |   |
| Opportunity Dashboard<br>Hot Opportunity Alerts<br>CRM Integration  |   |
| <b>Call Pop®</b>  |   |
| Phone Append Service  |   |
| <b>Reporting</b>  | <b>Included</b>                               |
| <b>Insights</b>   |   |
| ROI Attribution<br>Campaign Reporting<br>Sales Forecasting & Budgeting<br>Strategy Recommendations  |   |
| <b>TOTAL</b>  | <b>Retail: \$3,450/mo.   FCA: \$2,415/mo.</b> |

# ApolloGo

mobile app

Mobile Opportunity Dashboard  
Mobile Hot Opp Alerts  
Apollo Text Integration (requires additional fee)

**Total** Retail: \$795 | FCA: \$0

# Text

CRM Integration  
Text Pop  
Mobile & Desktop

**Total** \$595

# Ads

**PAP**  
Eligible

Dynamic VIN-Based Ads  
Offer Dynamics Integration  
Automated Keyword Bid  
& Budget Management  
Nightly Inventory Updates  
Apollo Text Integration (optional)

|                             |              |
|-----------------------------|--------------|
| Paid Search (New & Service) | \$1,450 + 5% |
| Paid Search (Pre-Owned)     | \$675 + 5%   |
| Display & Social            | \$1,195 + 5% |
| Advid                       |              |

# Mail

**PAP**  
Eligible

Campaign Integration  
Personal PINs  
Upgrade Matrix®  
Offer Dynamics  
Apollo Text Integration (optional)

**Total** \$0.89 - \$1.65 /hh

**Fuel your dealership.**