Team Velocity has helped tremendously with our strategies. The customization, personalization, and technology that their Apollo platform provides has given our marketing more purpose and relevance than we were experiencing before.

Ken Winston

"We partnered with Team Velocity in 2019, and have had great results since switching. Their Apollo platform is a valuable tool for our dealership, and allows us to give each customer the personalization they deserve."

Josh Switzer

"Team Velocity has been a valuable partner to our dealership. Through Apollo, we can easily push out messaging that is consistent across all of our digital marketing channels. We can also personalize what we show to each customer based on their behavior and prior purchases, which gives us that much more control and insight."

James Hayth

GENESIS OF PLANO

Increase your return on investment & save money

7:1 Average ROI

Sell more cars & increase market share

26% Transaction Rate

Improve your online customer experience

15% Engagement Rate

TeamVelocityMarketing.com/Genesis
All-Inclusive Platform

Relying on 10+ vendors to sell and service cars is expensive, creates friction in the customer experience and makes it impossible to measure a true ROI. Apollo solves these challenges by integrating your website, digital advertising, and retention strategies into a single platform that integrates with your DMS.

DMS Integration

Your DMS is the single source of truth for all your transactions. That’s why we built Apollo to integrate with your DMS. Apollo extracts your richest customer data to create personalized experiences, making it easier for your customers to do more business with you. Customers can view their trade value, service history, custom service coupons, upgrade options and more, all without having to fill out any forms.

Personalized Experience

In today’s world of digital advertising, consumers expect a personalized experience. With Apollo, you can deliver one-to-one marketing messages across your search, video, social, display, email, and even your website. Every customer is automatically signed in to their own personal website where they can complete a sales or service transaction with you in minutes. Better experiences deliver better results.

Smart Communications

Apollo includes a smart communication system with intelligent, action-based sales and service emails. These automated emails precisely engage your customers based on dozens of specific actions. Our Smart Emails are 100% automated with personalized content tailored to every customer. All your customers are directed to their personal websites, where they are automatically signed in and all their information is dynamically populated. These dynamic emails are impossible for CRM’s or humans to create and have 26% higher open rates than traditional communications.

Customer Journey Tracking

Apollo’s Command Center allows you to view the entire customer journey across every touchpoint. Here, you can track all customer activity and engagement on your website, like which campaigns consumers engaged with and what vehicles they are shopping for. You can also actively engage with shoppers in real-time by customizing prices, making it easy for consumers to transact from anywhere. Plus, your Command Center gives you the ability to monitor all your sales and service transactions from a single dashboard.
**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
- Automated Sales Specials
- 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

**Site Manager**
- Service Appointment Scheduler
- Apple Wallet Integration
- Automated DMS Writeback
- Vehicle Display Videos (VDV)
- Video VDPs

**Excommunications**
- Sales & Service Email
- Inbound Text Manager
- Mobile & Desktop Interface
- SEO Base
- Website Optimization
- Link Building
- Citation Building & Optimization
- SEO Reporting (monthly)

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

**Command Center**
- Customer Activity Tracker
- Active Shopper Alerts

**Customer Equity Integration**
- Perfect Prospect Map

**Smart Communications**
- Smart Communications
  (sales strategies)

**Apollo Sales**
- Equity Mining
- Perfect Prospect Map
- Smart Communications (sales strategies)

**Apollo Service**
- Real-Time Recall Alerts
- Parts & Accessories Catalogue
- Google Voice Integration
- Service Lane Technology Integration
- Smart Communications (service strategies)

**RETENTION**
- Automated Ad Creation
- Data-Driven Ad Copy
- Unlimited VIN-Based Payment Ads
- Multi-Variant Ads & Extensions
- Automated Bid & Budget Management
- Automated Updates
- OEM Integration
- Market-Driven Creative
- Google Analytics Integration

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**Includes Core Package**
- + DMS Integration
  - Daily Sales & Service Transaction Import
  - Ownership Verification
  - Data Hygiene
- + Upgrade Matrix®
  - Trade Pattern Prediction

**Includes Advanced Package**
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- + SEO Base
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**WEBSITE**
- **Apollo Transact** $995 /mo.
  - Digital Retailing
  - Pick-Up & Delivery Integration
  - Customer Equity Integration
- **Apollo Text** $595 /mo.
  - Text-Enabled Communications
  - Inbound Text Manager
  - Mobile & Desktop Interface
- **SEO Plus** $1,595 /mo.
  - SEO Base
  - Google My Business (2 posts/month)
  - Google Q&A Management
  - Local Listing Distribution
- **Custom Creative** $695 /mo.
  - Custom Banners + Web Pages

**ADVERTISING**
- **Apollo Ads**
  - Search (New + Pre-Owned + Service)
  - Advid - Video Pre-Roll (New + Pre-Owned)
  - Social (New + Pre-Owned + Service)
  - Display (New + Pre-Owned)
- **Ad Manager**
  - Automated Ad Creation
  - Data-Driven Ad Copy
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  - Multi-Variant Ads & Extensions
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  - Automated Updates
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  - Market-Driven Creative
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**ENHANCEMENTS**
- **APOLLO CXP** $7,795 /mo.
  - Includes Premium Website + All Enhancements

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**CORE**
- $1,195 /per mo.
- Includes Core Package

**ADVANCED**
- $2,795 /per mo.
- Includes Advanced Package

**PREMIER**
- $3,995 /per mo.
- Includes Core Package + All Enhancements

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**TEAMVELOCITYMARKETING.COM/GENESIS**

Confidential & Proprietary.
**Customer Websites**

Apollo harnesses the data goldmines within your DMS to provide every customer a unique, personalized, Amazon Prime-like experience. Apollo Sites includes a Customer Website for every customer, dynamically customized to their unique information, including vehicle history, equity position and shopping activity. Customer Websites include personalized upgrade offers, recommended vehicles, service coupons and recall notices, all based on unique customer data. Customers can access their Customer Website through any outbound communications, like email and direct mail, or with their phone number or email address through a secure sign-in feature on your public website.

**Offer Manager**

Apollo Sites includes the Apollo CXP offer management system to calculate to-the-penny payments on all new and pre-owned inventory and instantly generates unique cash, lease and finance offers on every vehicle. All offers reflect current rebates, OEM and regional incentives, taxes and fees, applicable disclaimers, and your preferred pricing model. Offers can be applied to ads, VDPs, and more based on the Apollo CXP applications you activate, ensuring full integration and consistency across every customer touchpoint. Offer Manager ensures complete accuracy by recalculating payments daily, or whenever pricing settings are changed.

**Service Accelerator with X-Time Integration**

Service Accelerator is a fully-integrated service scheduling application proven to generate 4x the number of service appointments as the leading 3rd party providers. It's the only service application with voice-activated technology, allowing customers to schedule service through devices like Google Home. It includes touchless pick-up and drop-off options through integrations with RedCap and Draiver, providing unrivaled convenience for the customer. Plus, because Apollo Service integrates with your DMS, all forms auto-populate with the customer's information for ease and accessibility. Even better, it knows the customer's current vehicle, mileage, active/lost status, service history, and equity to dynamically serve coupons and service offers tailored to the customer's specific needs. The application integrates with Apple Wallet, and has optional CDK integration available.

**SEO Plus**

Managed SEO services designed to increase organic visibility for sales and service keywords in targeted local markets. SEO Base service includes recurring on-site optimizations, new content generation, competitor SEO analysis, link-building, Google Business Profile management, and monthly SEO reporting. SEO Plus adds in a layer of additional on-site optimization and link efforts, along with Google My Business Posts.

**Transact**

Transact is a digital retailing application built natively into Apollo Sites without the need for a 3rd party widget or plug-in. Transact allows customers to complete the vehicle purchase process online with the ability to customize payments, check their credit, apply a trade-in, obtain financing and have their new vehicle delivered without visiting the dealership. Transact includes a customer text support system so your team can assist at any point along the way.

**Ad Sync**

Apollo's proprietary multi-channel marketing API allows you to advertise your entire inventory across all customer touchpoints. Ad Sync instantly pushes ads into every major advertising channel, like Email, Google, Bing, Facebook, and YouTube, to ensure that the content and offers on your website are consistent with your campaigns. Ad Sync runs 24/7 to ensure that your ads are always up to date with the latest offers, rebates, incentives and more, and will push offers into all activated Apollo CXP applications.

**KBB Integration**

Leveraging the brand power of KBB (Kelly Blue Book) we've fully integrated all KBB values into both Customer Websites and Transact, as well as our Value Your Trade and Sell Us Your Car applications. Giving customers a consistent value of their trade across your website, mail, email, and digital retailing creates dealer credibility and further improves the customer experience.

**Vehicle Description Videos (VDV's)**

Our proprietary technology gathers key data points from your VDPs (like price, key features, mileage, stock number, etc.) and transforms a static page into a dynamic and interactive video that is integrated with your website. Our Vehicle Description Videos can be easily shared by dealership personnel with consumers to assist them in their path to purchase.