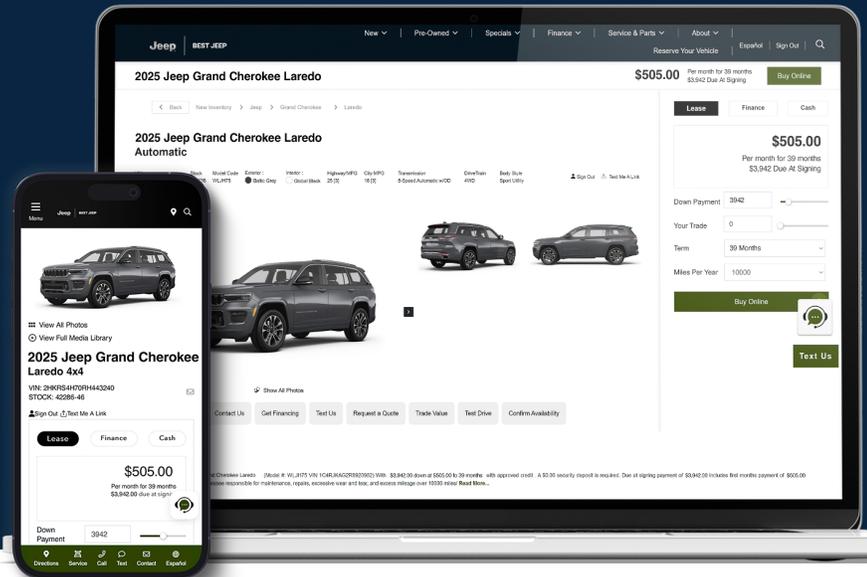# *Frictionless*
# Digital Retailing.

Simplify and elevate the deal configuration process with our advanced digital retailing technology. Seamlessly integrated into Apollo Sites, Transact simplifies transactions, making it easier than ever for customers to do business with you.

**TAMAROFF** **Jeffrey** Automotive Group
SERVING OUR COMMUNITY FOR OVER 50 YEARS.

"*We made the switch to Apollo Sites because we wanted a smarter website that could identify customers who were actively shopping and automatically following up with them. It's working better, our transaction rate is increasing, and overall our results with Team Velocity have been outstanding. There's a reason we've been partners for 10+ years. They consistently deliver us results, and they've got exceptional technology, great support, and a wonderful team.*"

★★★★★

**Eric Frehsée**
President

## Apollo Sites with Transact outperform other digital retailing and website providers with:

**26%** Avg. Transaction Rate

**15%** Avg. Conversion Rate

**6%** Avg. Engagement Rate

*Performance statistics reflect average campaign performance across the entire Team Velocity dealership portfolio as measure across a 90 day time span (March - May 2024). Performance statistics are calculated through benchmarking reports that compare prior campaign performance before working with Team Velocity to current campaign performance with Team Velocity.

### Fully-Integrated
### Price Match

Boost conversions with our natively integrated digital retailing technology. Without the use of plug-ins or third-party widgets, Transact syncs with your website, ensuring price consistency and providing advanced analytics for an enhanced customer experience.

### Consumer-Specific
### Personalization

Empower your team to create tailored interactions and real-time adjustments with Transact. From the Command Center, quickly view the customer journey and engage customers with custom offer pages that update with a single click, bringing your in-store experience online.

### Automated
### Deal Configuration

Optimize deal configurations and improve price transparency with Transact. Coupled with the expert guidance of AssistantAI, Apollo's digital retailing tool provides an effortless way for customers to complete their vehicle purchases online.

# Transact    The Benefits

## Deal Configuration

Empower customers with Transact's dynamic customization features. Shoppers can personalize every deal detail, from lease and finance options to down payments, term lengths, and annual mileage limits, for a tailored retail experience.

## Consumer-Specific Incentives

Customize every deal by giving consumers the ability to choose their own incentives, such as military discounts, loyalty rewards, or personalized promotions, and apply them directly to their deals.

## Trade Value Integration

Enhance the deal configuration process with Transact's trade value integration. This feature enables customers to seamlessly receive their trade-in value and incorporate it into their deal, providing a more accurate depiction of their total transaction.

## Tax Calculation

Transact integrates with Apollo to automatically calculate applicable taxes based on the user's location and deal specifics, ensuring accuracy and transparency.
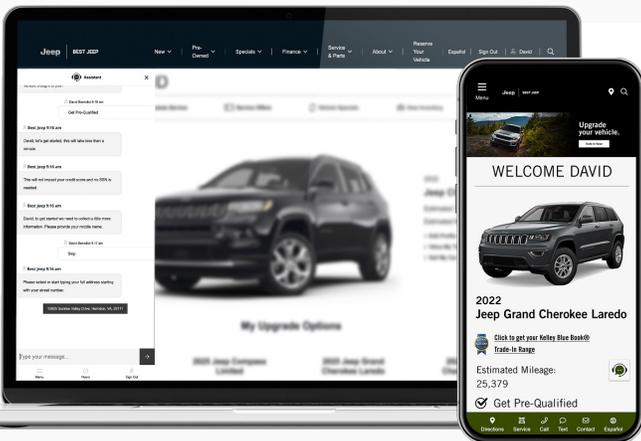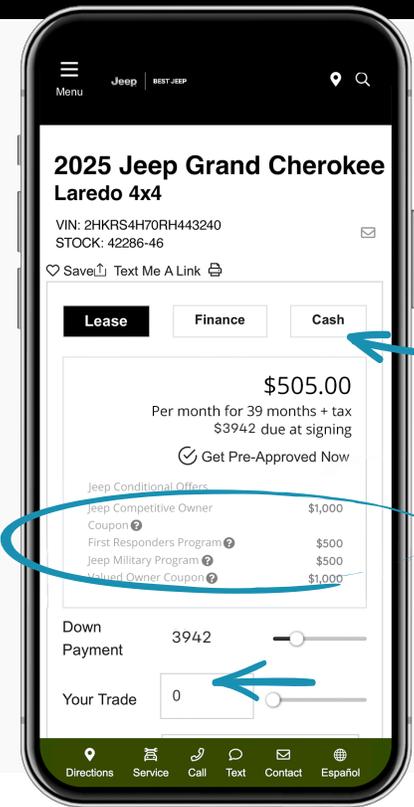
## Pre-Qualification

Generate more high-converting leads with Transact's add-on feature: Credit Pre-Qualification. Our exclusive Equifax integration allows shoppers to apply real-time credit pre-qualification directly to their payment, ensuring a more transparent purchasing process.

## AssistantAI Integration

Built natively into your Apollo Site, AssistantAI brings the in-store experience online, offering 24/7 personalized support to help you deliver consistent, exceptional service anytime, anywhere. Powered by Apollo and Google AI, AssistantAI makes it easy for customers to schedule service, reserve vehicles, and more—all within a single conversation.
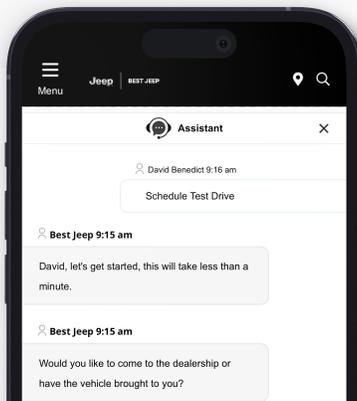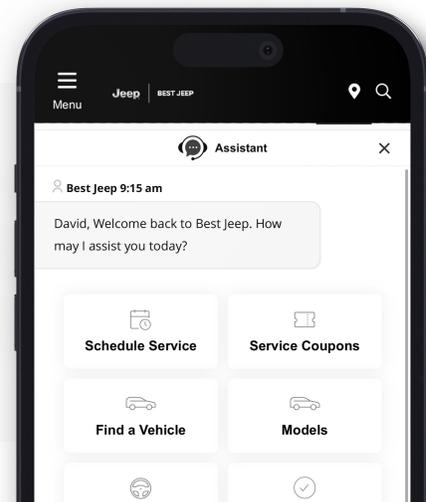
## Touchless Delivery

Provide unrivaled convenience with touchless delivery. Apollo's integrations with RedCap and Draiver enable car buyers to effortlessly schedule the delivery of their vehicle for a truly frictionless end-to-end retail experience.