# INTRODUCING APOLLO,
the world's first analytics management system.

Apollo provides an interconnected and automated system with built-in best practices to ensure consistent high-quality data and rapid insights.

Apollo empowers organizations to increase their ROI from digital analytics, and it makes analytics management **easy**.

BEST PRACTICES + **SPEED** + **DATA QUALITY**
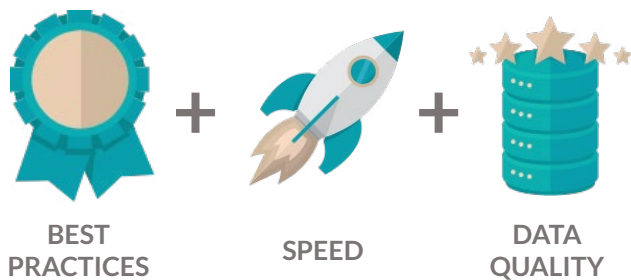
WHAT CAN APOLLO DO FOR YOU?

- Implement and manage your analytics program with unprecedented ease
- Get better, high-quality analytics insights faster
- Reduce dependency on outside analytics consultants
- Increase your analytics program ROI

REVOLUTIONARY FEATURES

DESIGN
- Built-in Business Requirements
- Best Practice Solution Design
- Import Your Existing Implementation

DEPLOY
- Automatically Configure Tag Management
- Dynamic Administration Settings Synchronization
- Automatically Build Dashboards
- Automatically Create Conversion Metrics

DOCUMENT
- Dynamic Data Layer & Tagging Specifications
- Visual SDR

MAINTAIN
- Quality Assurance

APOLLO FOR ADOBE ANALYTICS USE CASES

Maximize the return on your Adobe Analytics investment with Apollo.

NEW TO ADOBE

- Pre-defined set of business requirements
- Solution designs
- Tagging automation tools
- Easy maintenance Automated enhancements

RE-IMPLEMENTING

- Import your existing variable assignments
- Complement it with best-practice business requirements
- Automatically deploy to your tag manager, analytics tool, and more
- Automate your processes for continual, dynamic improvement

PLANNING FOR THE FUTURE

- Design for Adobe Experience Platform and XDM via Business Requirements
- Migrate to an XDM-compliant event-driven data layer
- Enable a seamless transition without having to understand its complexities
- Speed up your time to implement Adobe Experience Platform while ensuring a best-practice implementation

Apollo is an Adobe Accredited Partner Solution for seamless migrations to the new version of Adobe Analytics.

"Apollo is the solution the industry has been waiting for since tag management solutions were invented. It is the answer to managing analytics implementations from design, requirements, deployment, publishing, and reporting. Simple, consolidated, end-to-end management, and visibility of the full lifecycle and value chain of your digital analytics data at an enterprise level."

Rusty Rahmer, **GSK**

PRICING

An annual subscription provides **unlimited access** to all that Apollo has to offer. Increase ROI on digital analytics while reducing the cost of ongoing program maintenance for as little as $2,500 per month. Sign up for a free demo and see for yourself today!

To find out more visit apolloplatform.com/pricing.

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