

The Evolution of Automotive Integrations



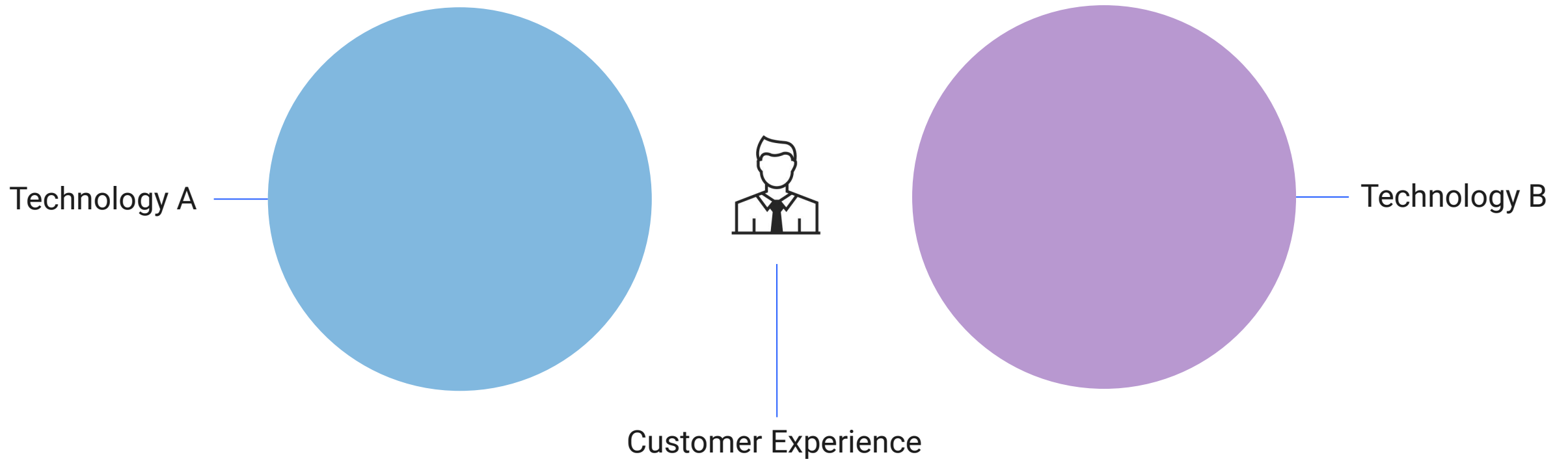
Integrations in my career



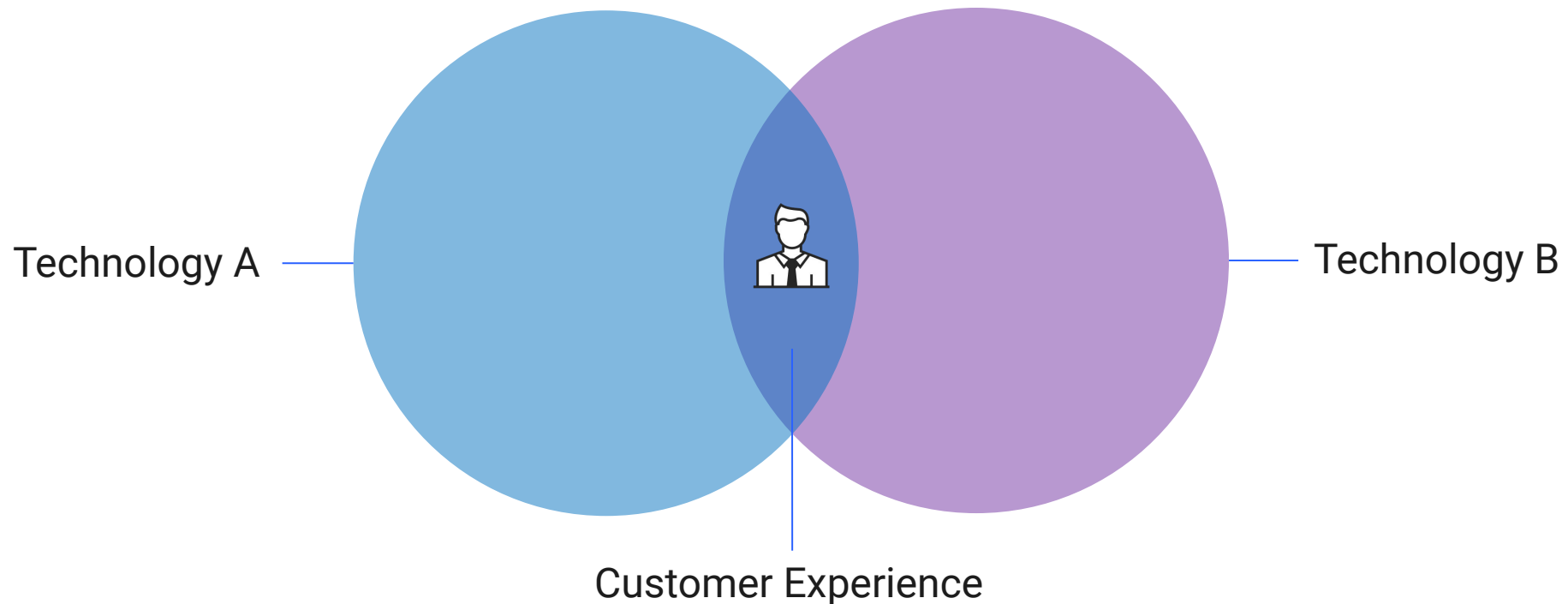
Integrations in my tech stack



The customer is caught in the middle

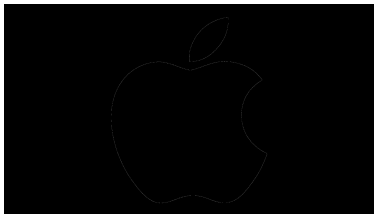


Integrations can make or break customer experience



Automotive is like all industries

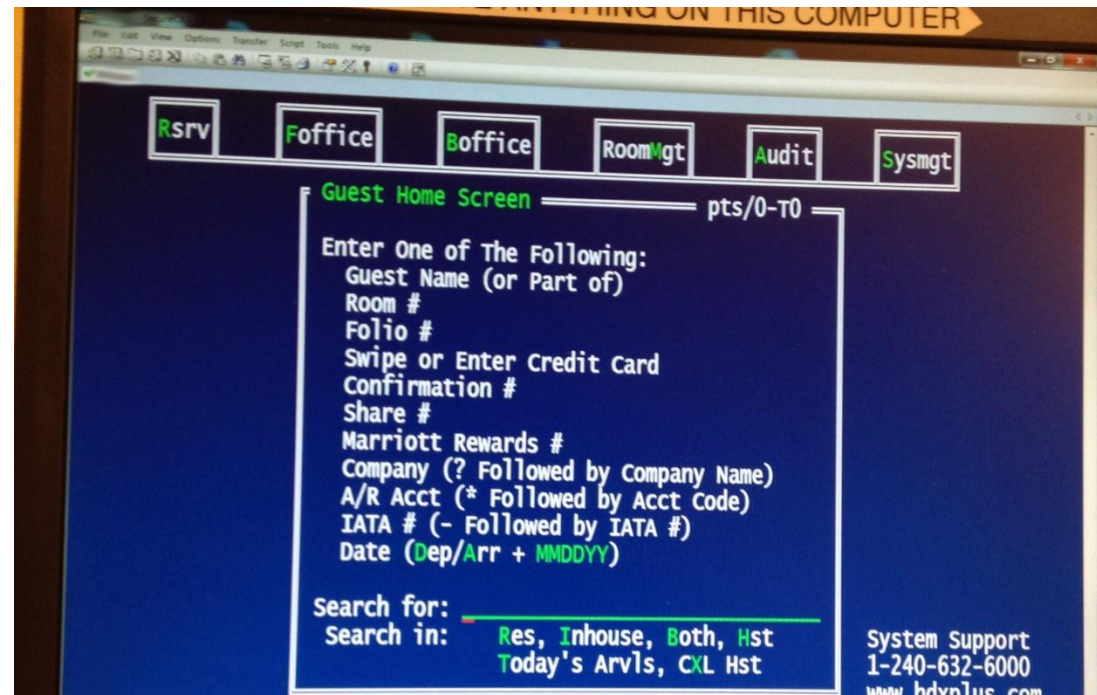
Some experiences are smooth



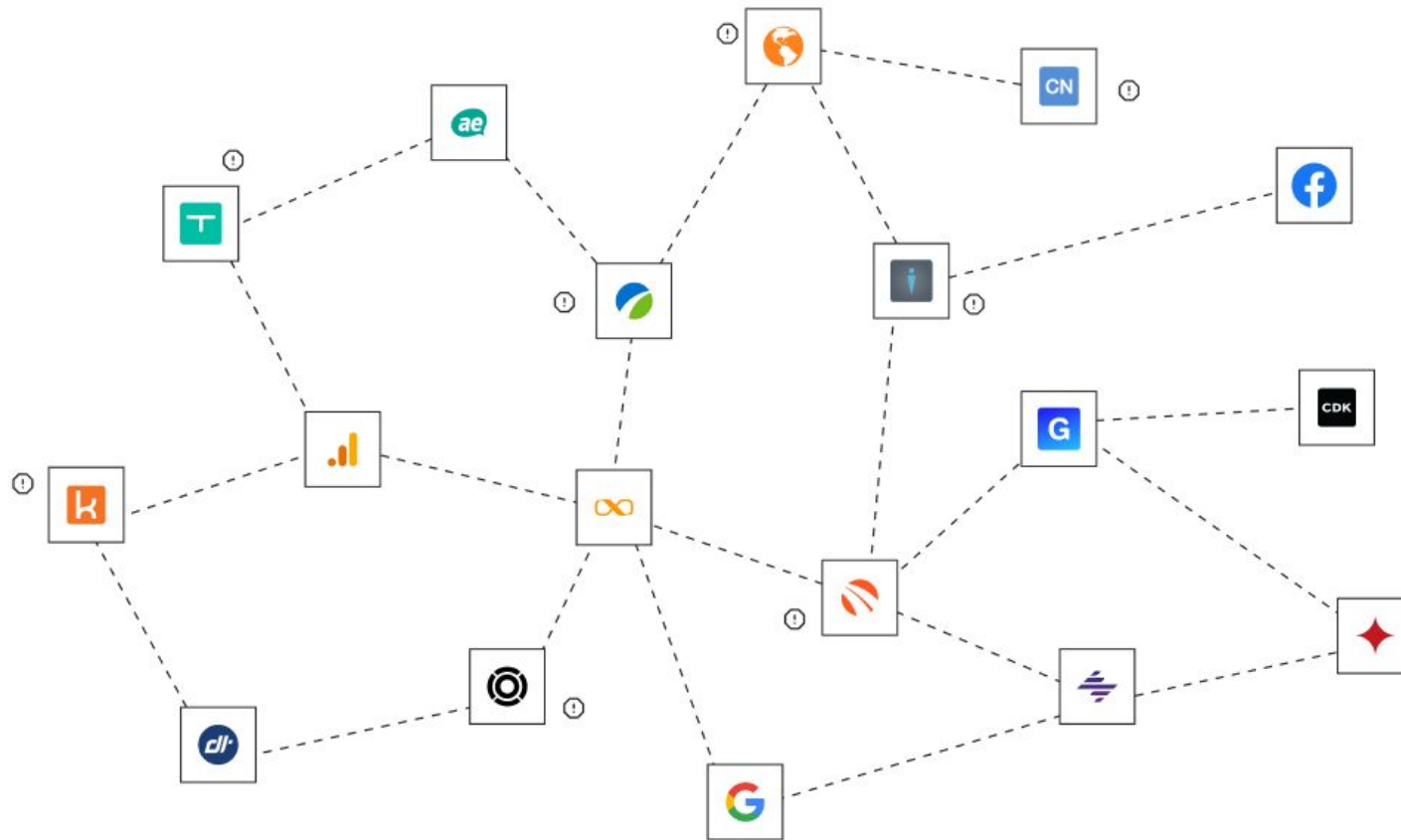
Some experiences are not



We all see the reality of integrations

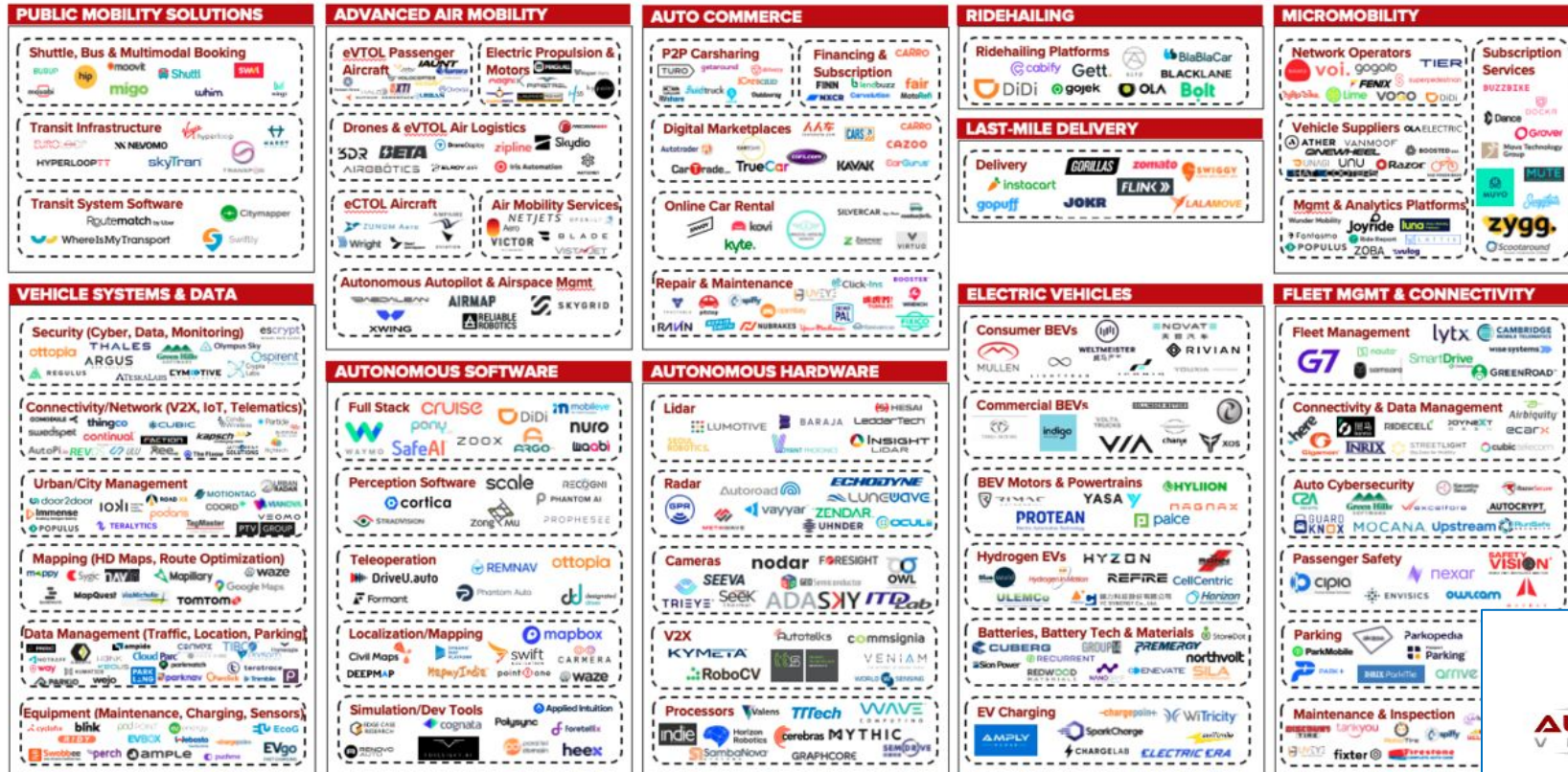


Dealers have lots of systems



Integration is the answer

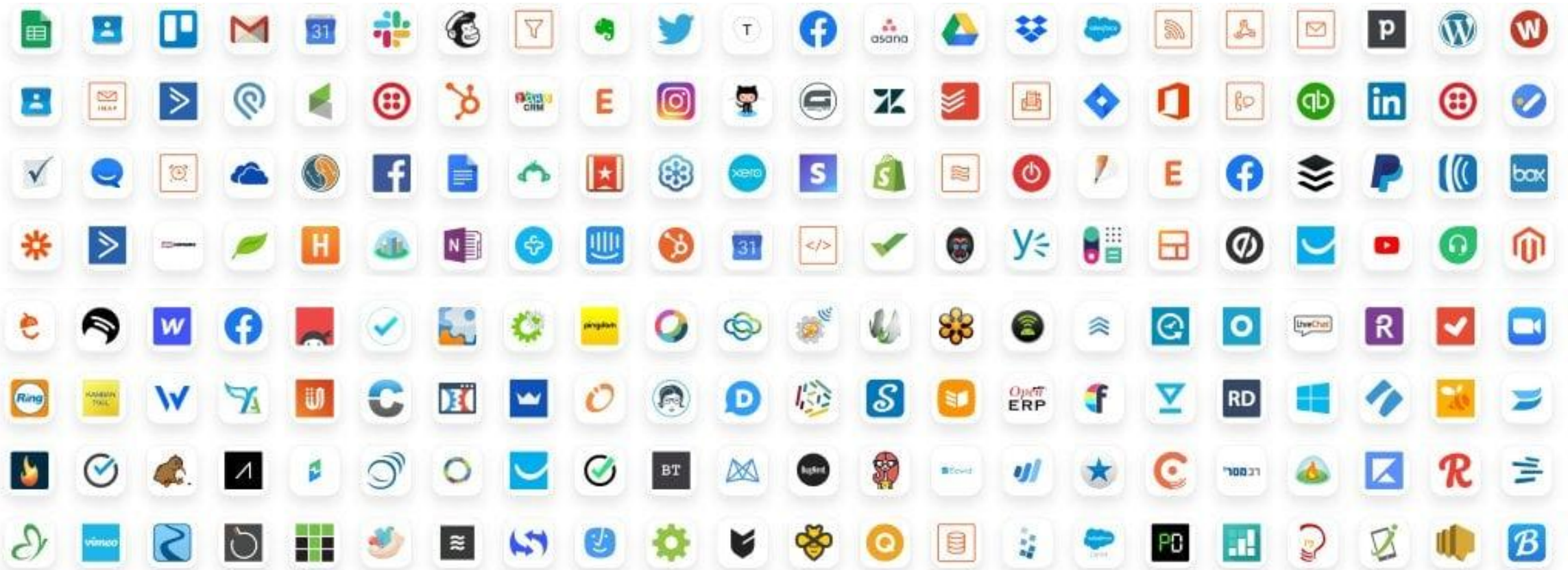
We need more integrations in automotive



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Non-auto specific ecosystem is endless



But the tools to integrate exist

IFTTT

—zapier



Integrations take time and different methods



File Transfers

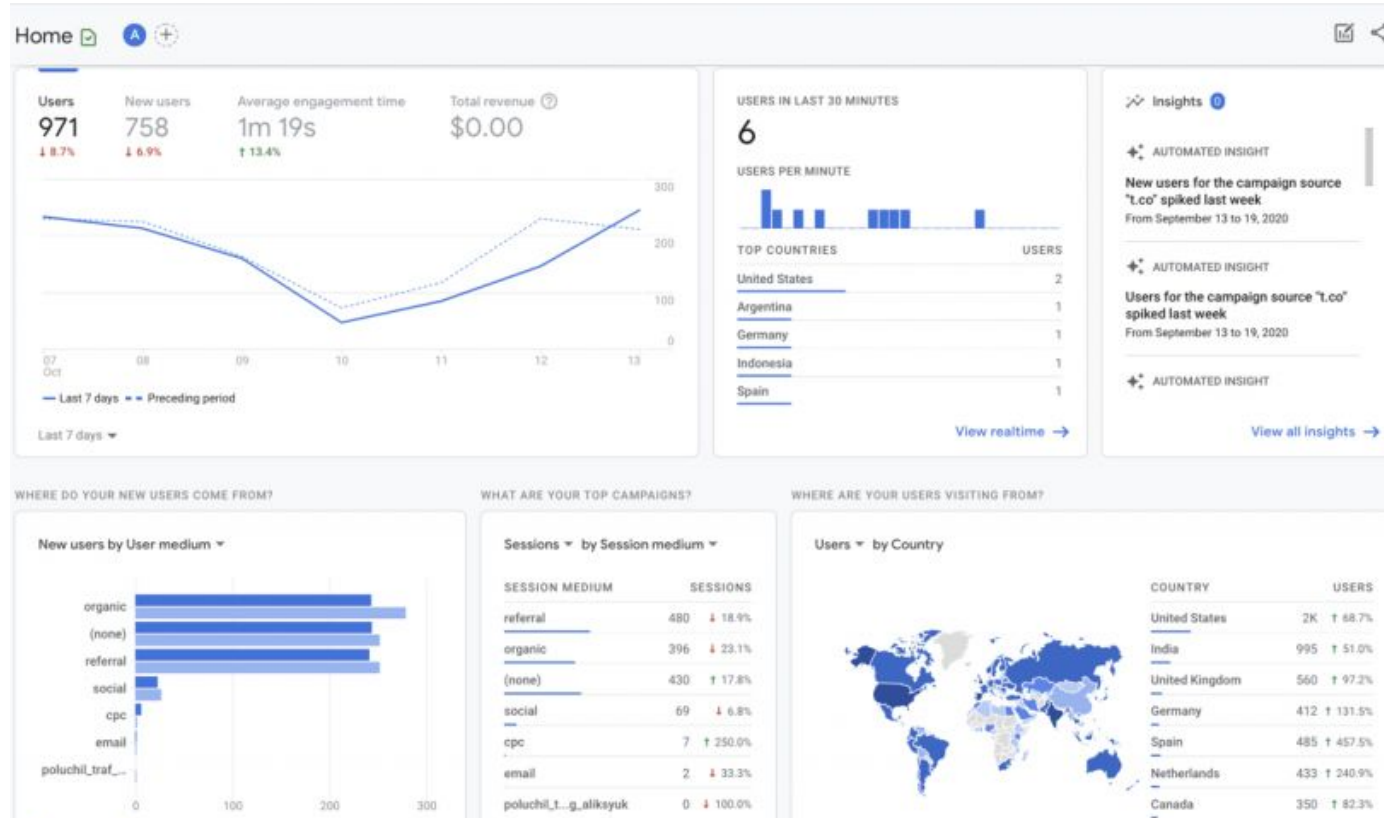


APIs and SDKs

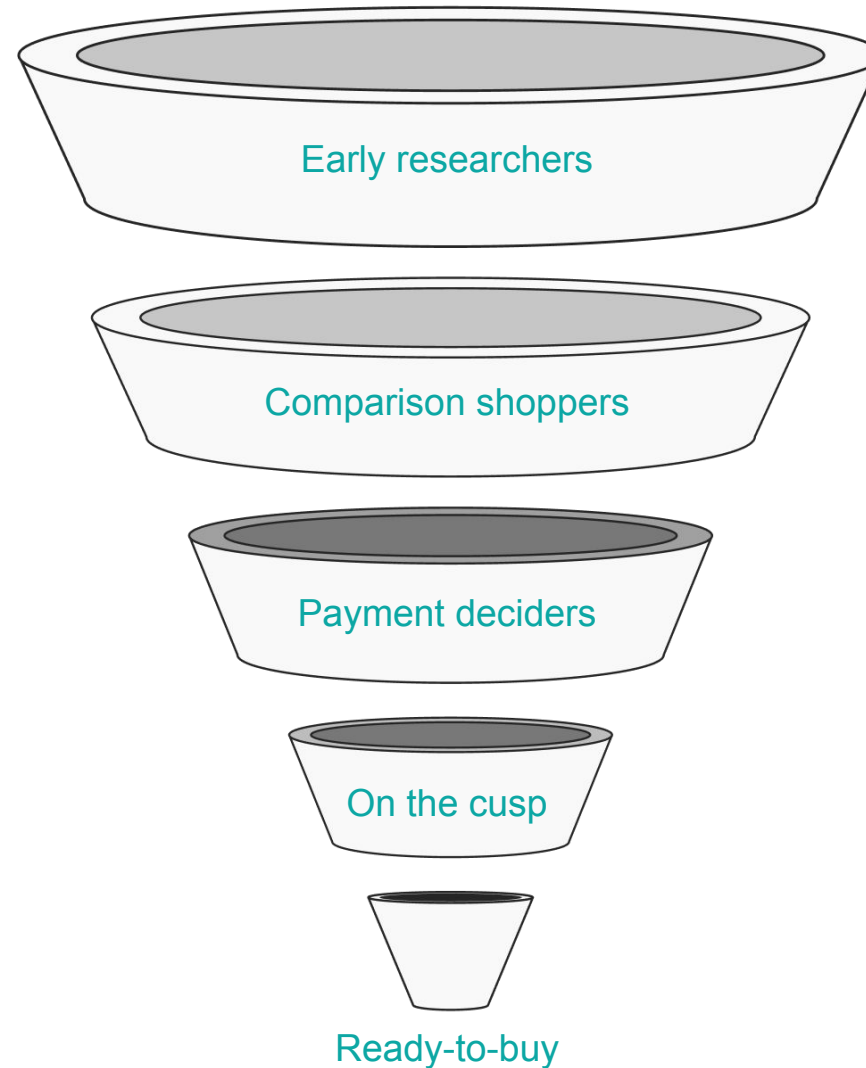


Pub/Sub

Analytics



Analytics with Integrations



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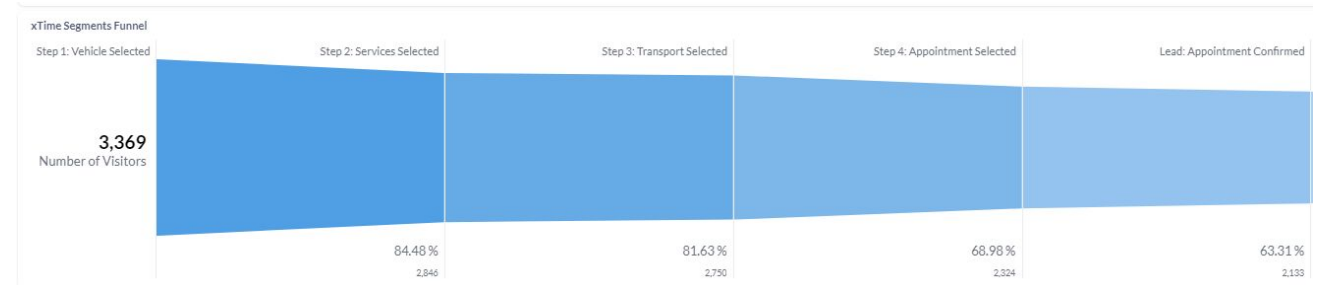
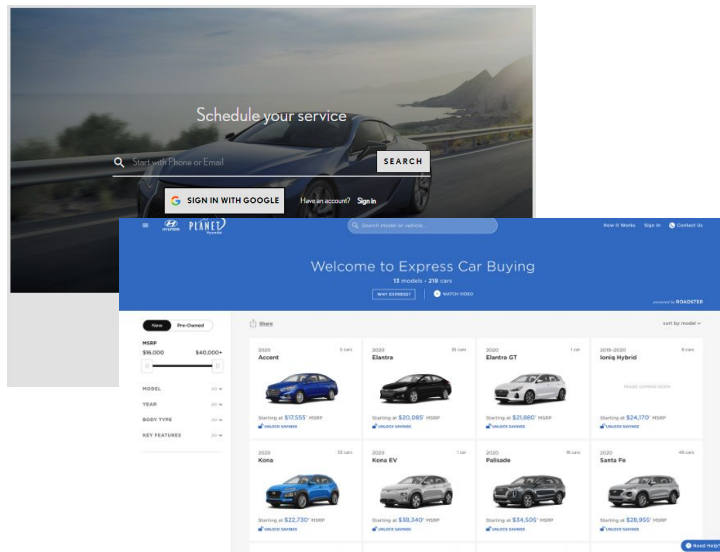
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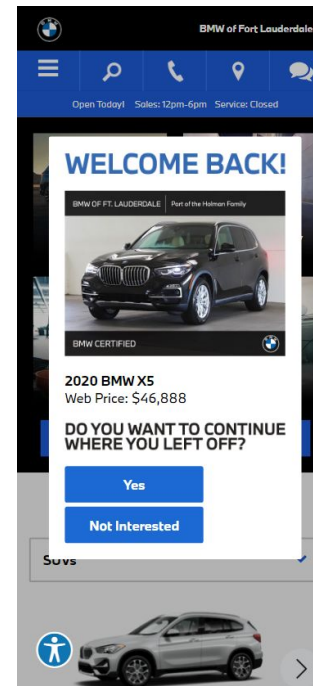
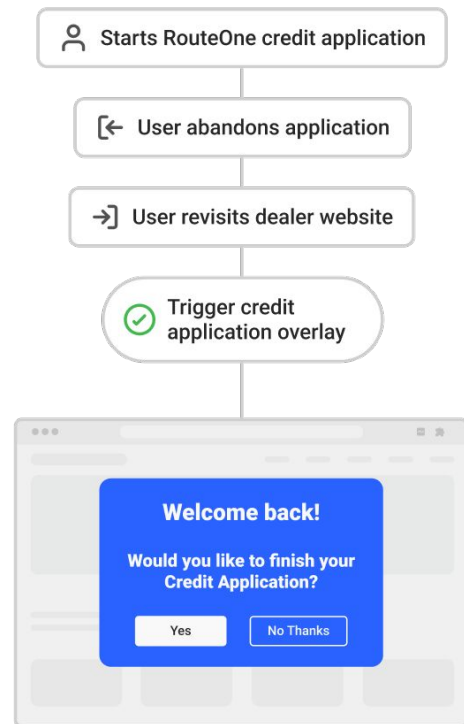
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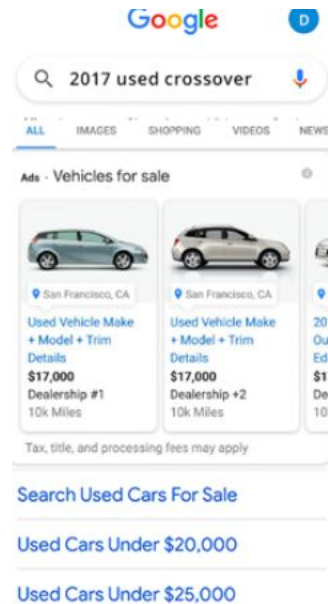
Abandonments



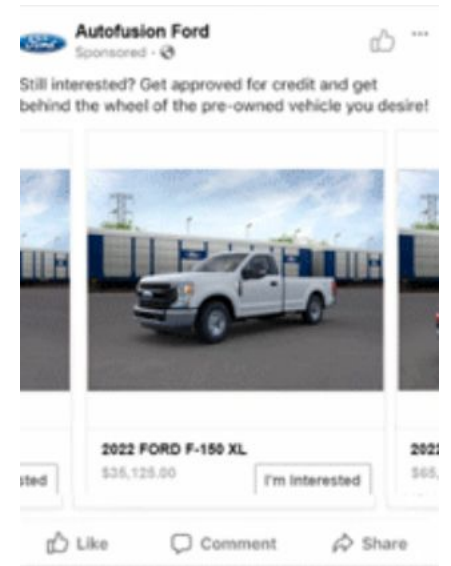
Abandonments with Integrations



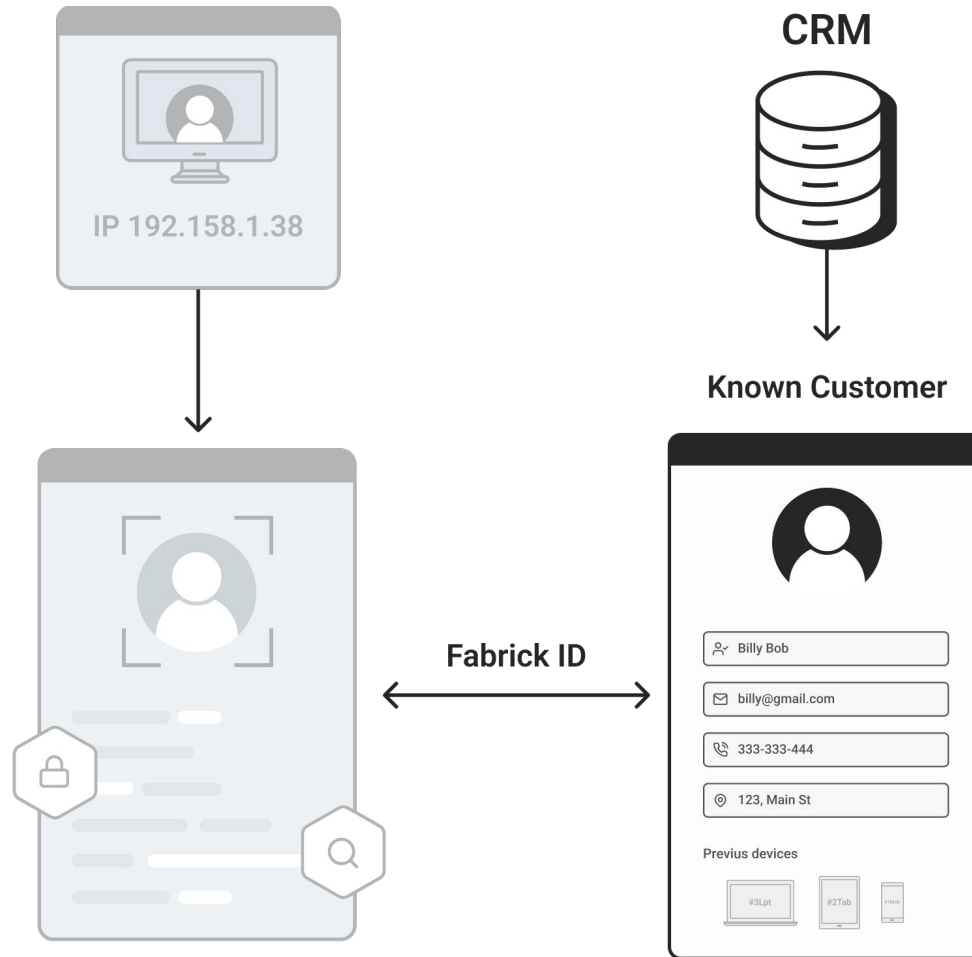
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Audiences



Dealers need to imagine the possibilities

CRM

VinSolutions

 DealerSocket®

 DriveCentric

AUTOMATRIX
TOTAL DEALERSHIP MANAGEMENT



elead

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TEKION

Dealertrack 

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by DealerSocket

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Call Tracking



CALLREVVU



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Thank you!

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