The Evolution of Automotive Integrations



Integrations in my career







O adgear

brandnetworks



Integrations in my tech stack

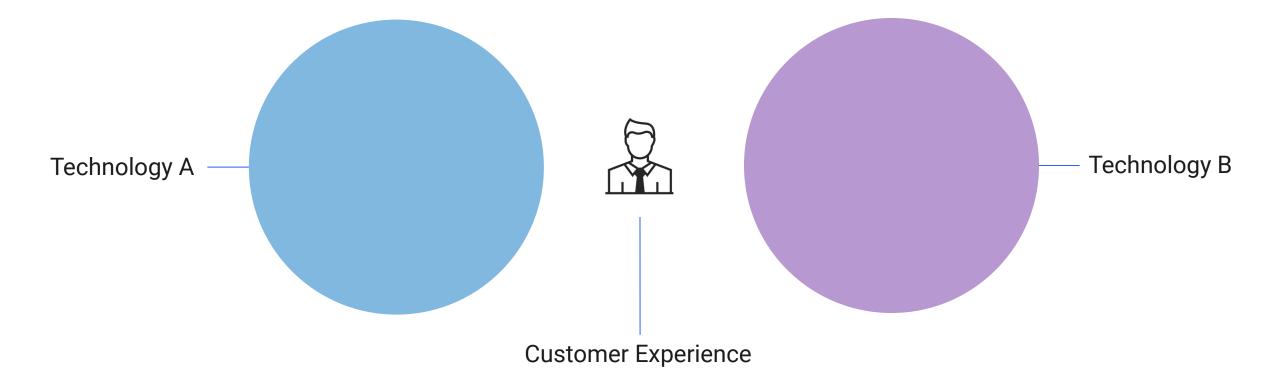






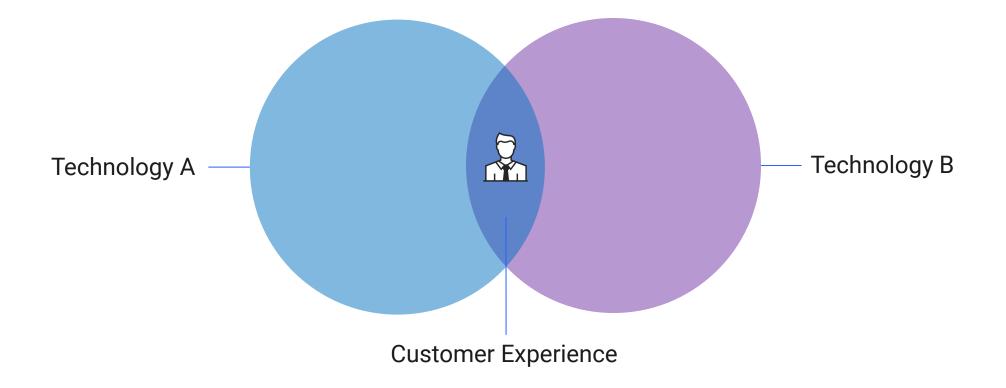
Niddleware of Possibilities

The customer is caught in the middle



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Integrations can make or break customer experience



Automotive is like all industries

Some experiences are smooth

Some experiences are not









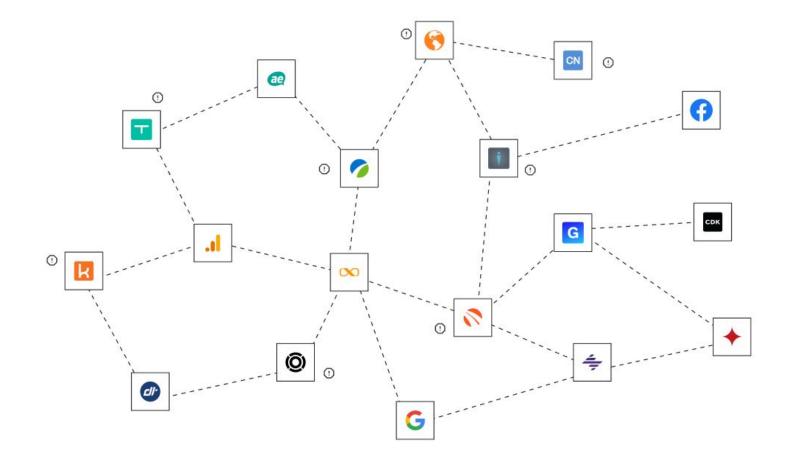
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We all see the reality of integrations



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Dealers have lots of systems

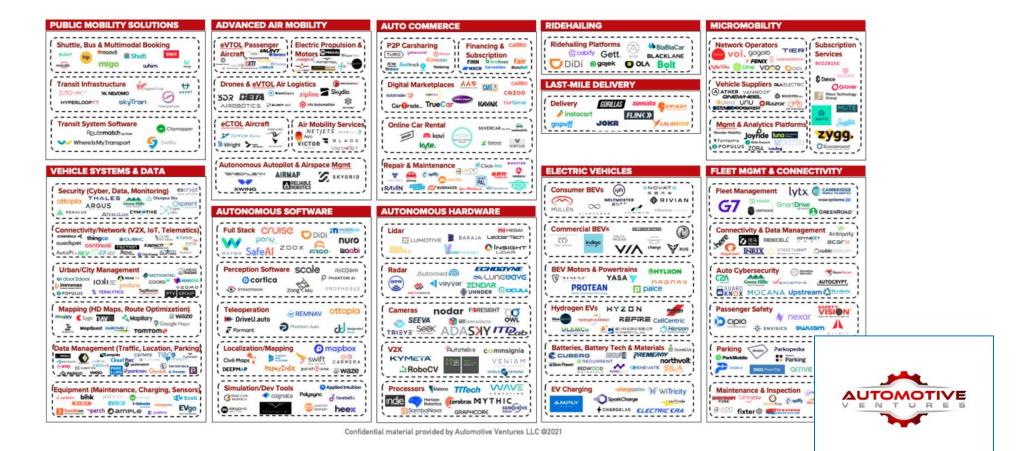


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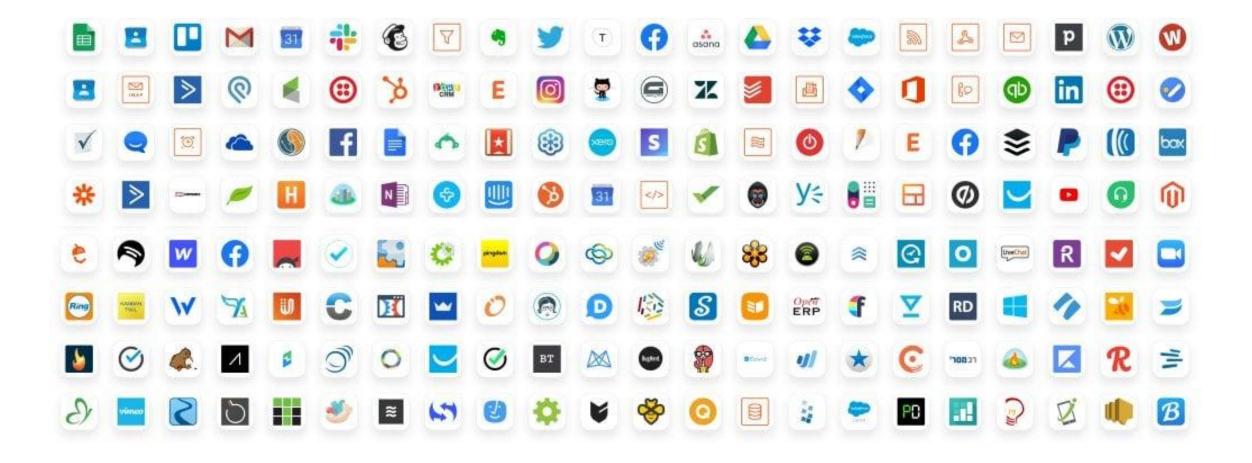
Integration is the answer

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We need more integrations in automotive



Non-auto specific ecosystem is endless



But the tools to integrate exist







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Integrations take time and different methods





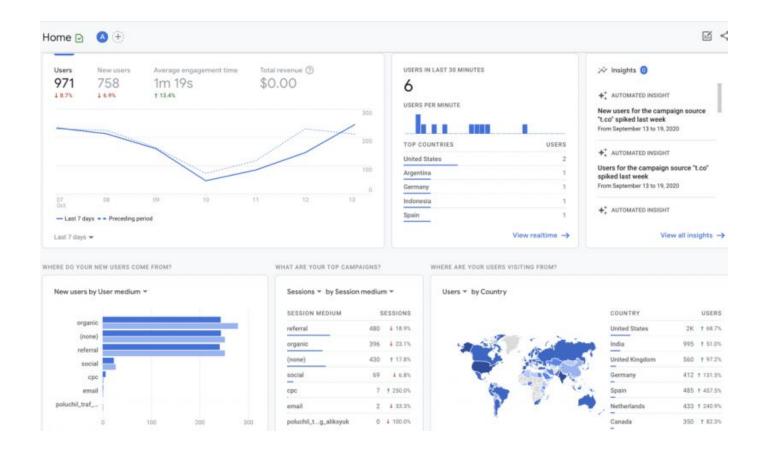


File Transfers

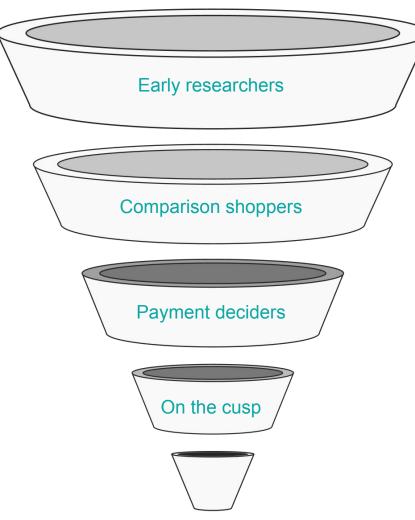
APIs and SDKs

Pub/Sub

Analytics



Analytics with Integrations



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Ready-to-buy

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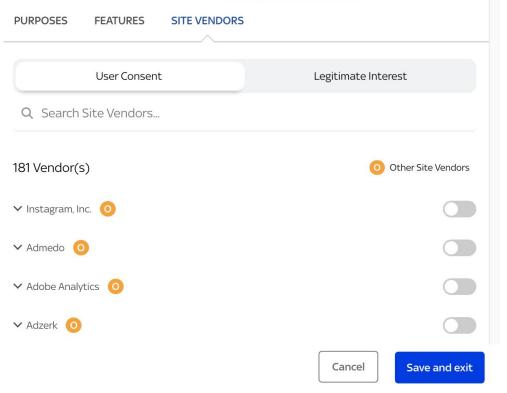
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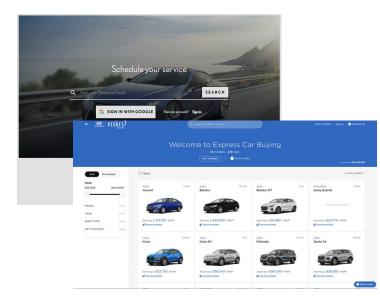
Compliance with Integrations

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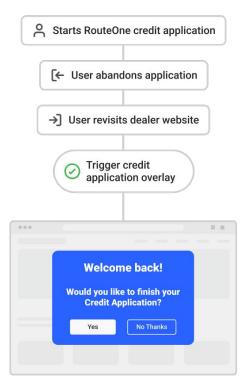
Abandonments

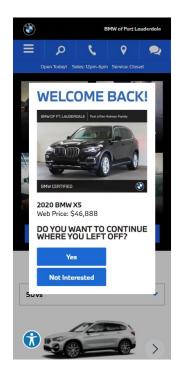


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	84.48%	81.63%	68.98 %	63.31%
	2,846	2,750	2,324	2,133

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Abandonments with Integrations





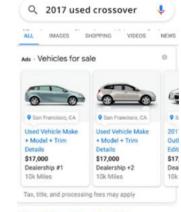
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Audiences



Google

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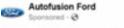


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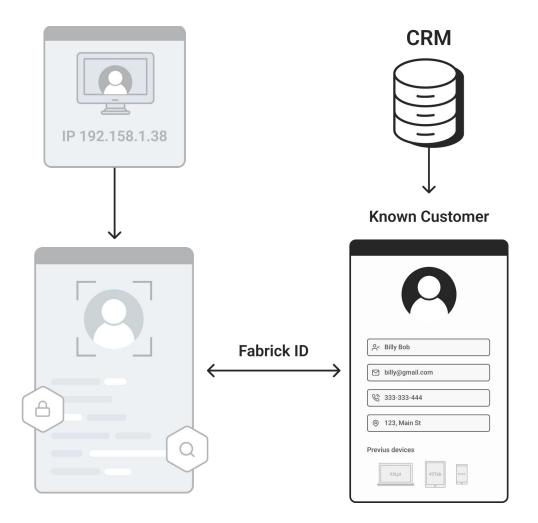


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Audiences



Dealers need to imagine the possibilities

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CRM

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