## The Evolution of Automotive Integrations



### Integrations in my career







#### O adgear

#### **brand**networks



### Integrations in my tech stack

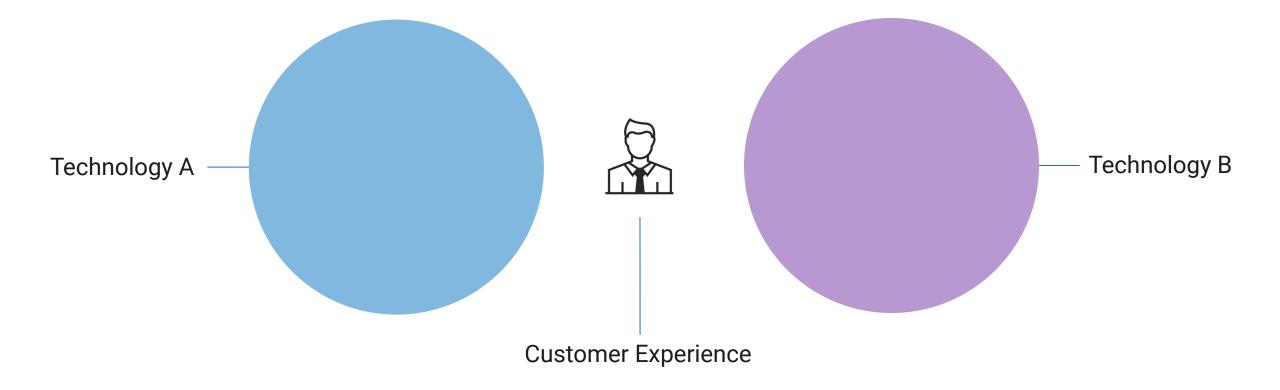






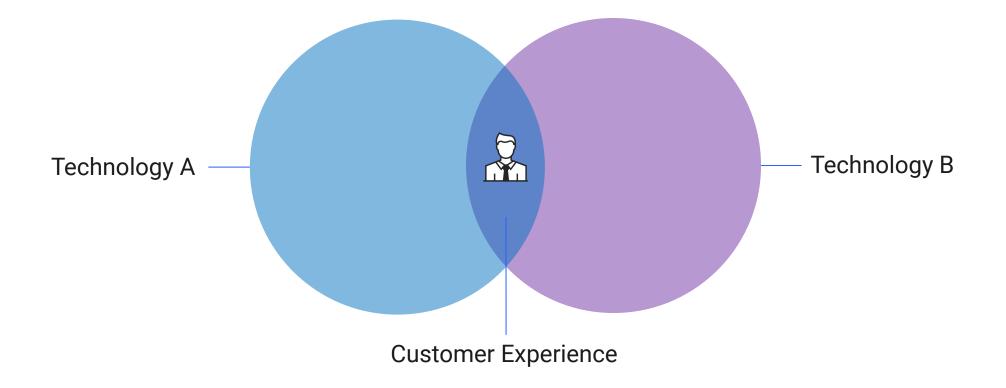
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### The customer is caught in the middle



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# Integrations can make or break customer experience



### Automotive is like all industries

Some experiences are smooth

Some experiences are not









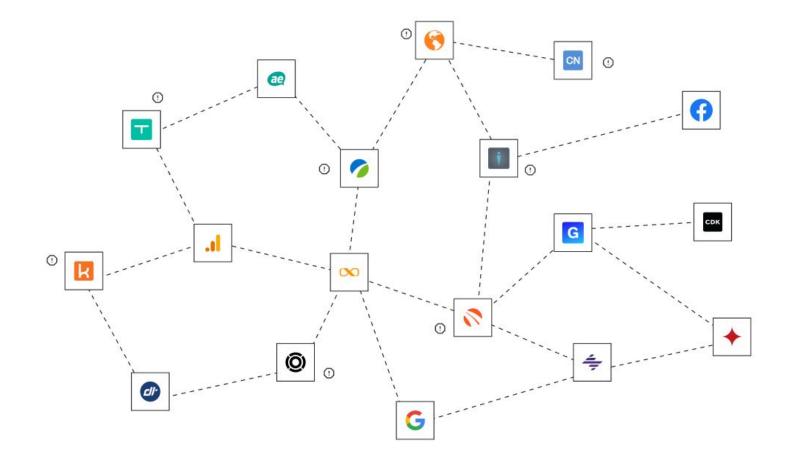
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### We all see the reality of integrations



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### Dealers have lots of systems

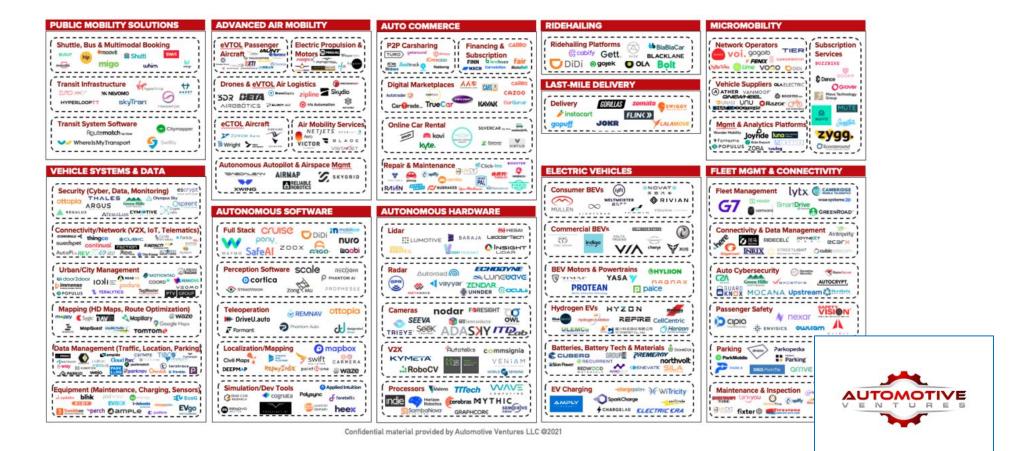


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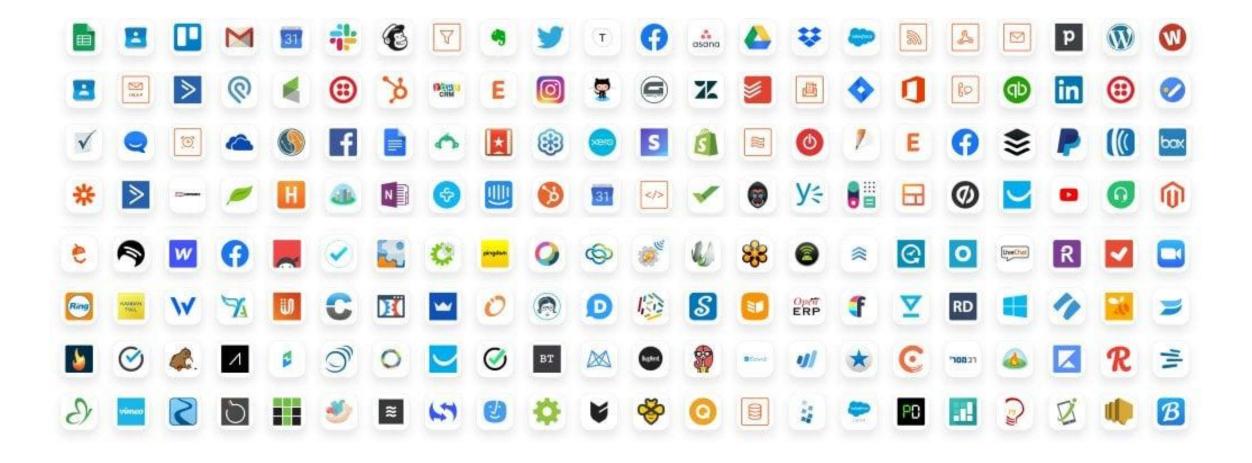
### Integration is the answer

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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





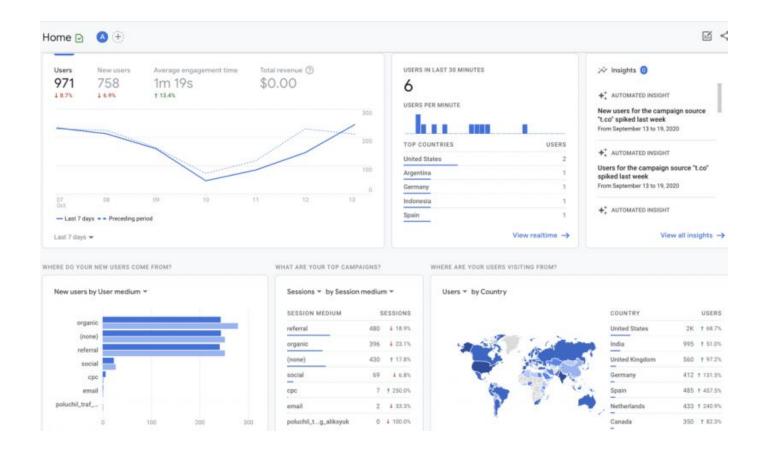


File Transfers

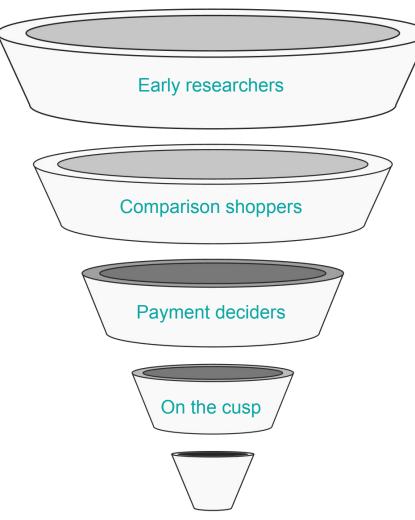
APIs and SDKs

Pub/Sub

### Analytics



### Analytics with Integrations



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Ready-to-buy

### Compliance

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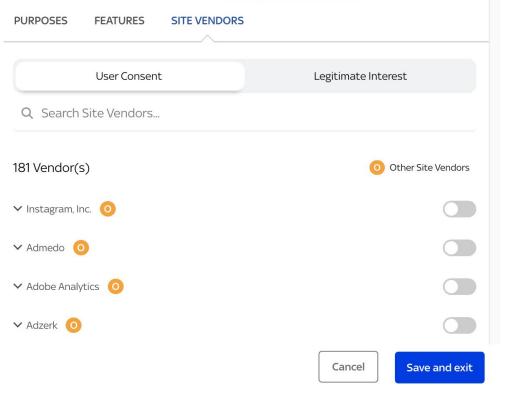
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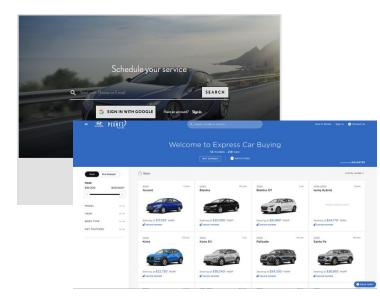
### **Compliance with Integrations**

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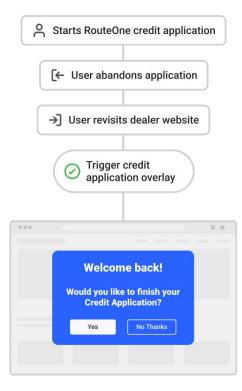
### Abandonments

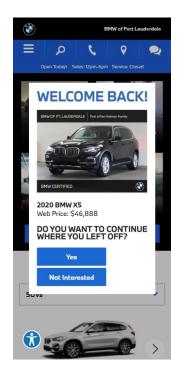


xTime Segments Funnel				
Step 1: Vehicle Selected	Step 2: Services Selected	Step 3: Transport Selected	Step 4: Appointment Selected	Lead: Appointment Confirmed
3,369				
Number of Visitors				
	84.48%	81.63%	68.98 %	63.31%
	2,846	2,750	2,324	2,133

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### Abandonments with Integrations





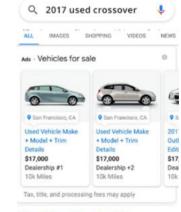
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### Audiences



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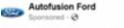


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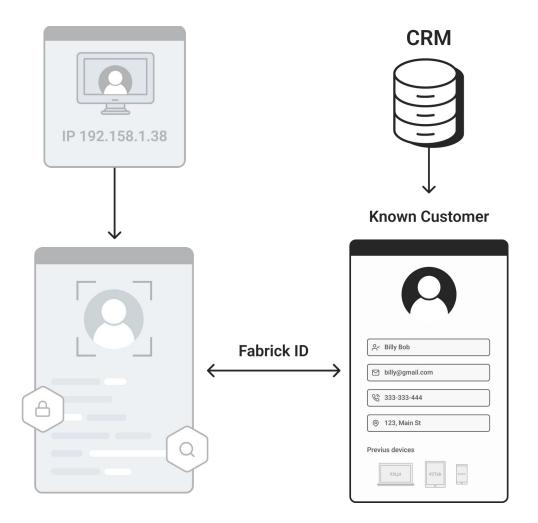


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### Audiences



### Dealers need to imagine the possibilities

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### CRM

### VinSolutions

#### **(Ô**)DealerSocket<sup>®</sup>







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### DMS

### 











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### **Inventory Feeds**



FIRSTLOOK









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### **Inventory Listing**

TrueCar











### Call Tracking

Car Wars









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### Messaging



### Gubagoo





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Spectrum REACH®



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### **Demand Side Platforms**











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Polk

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### Websites



**DEALER** INSPIRE

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# Thank you!

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