



For Immediate Release

Orbee Integrates S&P Global Mobility Data and Insights to Bring Dealerships Retention and Conquest Audience Solutions

This integrated empowers dealerships to seamlessly enrich their customer records and reach new prospects through seamless integration

IRVINE, CA (February 2, 2024) - Orbee Inc., a leader in [customer experience middleware](#) for the automotive industry, has integrated S&P Global Mobility to unlock the power of Polk Automotive Solutions' unparalleled automotive data and insights. These capabilities will enable dealerships to enhance the way they engage with customers throughout their journey. This data has been leveraged throughout the automotive marketing ecosystem and now dealerships and dealership groups can integrate directly with Polk Audiences, Polk Signals Measurement Solutions, and Polk Data Services.

For reaching new prospects, dealerships can tap into the Polk Audience Retail taxonomy, where they can select from over 900 segments for activating across multiple channels including social media advertising and display and video advertising. When combined with Orbee analytics, dealerships can ensure that the inbound traffic engages the customers with the right message. As dealerships explore additional channels for advertising that drive brand awareness, Orbee using Polk Signals Measurement can identify optimization opportunities based on rich analytics and attribution.

For engaging with existing customers, dealerships can utilize Polk Data Services to identify the right way to re-engage their customer. Using Orbee's CDP capabilities, this data is stored in the customer profile which can then be used for audience segmentation, messaging personalization, and offer management. As an example, customers who still have the car recorded in the system can be engaged with service offers, while those who do not can be offered new sales offers. This integration can be leveraged for a variety of customer acquisition and engagement use cases.

Orbee's middleware makes this integration seamless and expandable and for those partners who already utilize any of the Polk Automotive Solutions products, can leverage their own accounts to enhance their use of Orbee's platform. "Polk Automotive Solutions provides tremendous opportunities for dealerships to tap data to improve engagement and outreach and with Orbee's technology stack and integration ecosystem, the data can be activated in amazing ways that were not always easy to do by dealerships themselves," stated Atul Patel, Co-Founder and CEO of Orbee.

"With more dealerships investing heavily in their first-party data processes and technologies, it's more important than ever for them to utilize better data enrichment and audience solutions," said Joe Kyriakoza, Vice President and General Manager, Polk Automotive Solutions, at S&P Global Mobility. "By integrating with Orbee, we are making

our solutions seamlessly available to a growing network of dealerships who are looking to drive innovation around the customer experience of car purchasing and ownership.”

To learn more about this new addition to Orbee's Data Marketplace, [schedule a demo](#) with Orbee at NADA 2024.

About Orbee, Inc.

Orbee provides analytics, data, and automation middleware solutions to the automotive industry. Franchise and independent dealers and large dealership groups utilize Orbee’s platform to measure marketing investments with campaign analytics, understand shopper behaviors with its customer journeys, manage and control their first and third-party data with tag management, reach buyers everywhere with omnichannel marketing, leverage 1:1 engagement with personalized messaging, comply with safeguard data laws with regulatory compliance and enable their tech teams with powerful APIs and SDKs. The company partners with dealer-centric media agencies, service providers, and OEM programs to expand the reach of its powerful technologies. To learn more about Orbee’s powerful marketing technology, please visit orbee.com and follow [Orbee on LinkedIn](#). Connect with Orbee in person by visiting us at [upcoming events](#).

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