

APIs

Application Program Interfaces (APIs) increase your agency's interoperability and ultimately its ability to grow. Any software you choose must have the flexibility to adjust to your needs both today and well into the future.

A big part of that is ensuring the tech includes robust APIs that allow for the quick access and exchange of accurate data. It is a definite point of discussion with any possible technology partner.



Built Integrations



Third-party Integration



Custom Additions



Accomplish Workarounds



Technical Advisor

Does the Software Provider...

- Have a list of third-party vendors that have built integrations?
- Give you an understanding of what subscription level is required of those third-parties for the integration to work? (E.g. if the integration is with HubSpot or Salesforce, is an enterprise level account required with HubSpot or Salesforce?)
- Have other clients who have built custom additions through their own third-party developers?
- Allow you to accomplish workarounds with middleware? (E.g. can you integrate a Google sheet, which a software like Zapier can pull data from for greatest efficiency?)
- Provide you with a technical advisor? Many solutions do not have real APIs, which means that building your own integrations can be messy and tedious.