

AI in Automotive Marketing



Artificial Intelligence to Alter the Current Automotive Marketing Infrastructure.

Are dealer & OEM computer systems using AI based technology? Who really knows who is using AI to sell & market cars? And Is it working? Or do dealers and providers think they are into AI but really are not. The Buzz is on, but is it just noise and therefore. as “artificial” as the term itself?

Two questions are foremost in assessing the current use and application of Artificial Intelligence in automotive dealerships and marketing organizations.

- 1) Are dealers, OEMs, agencies and marketing departments adopting AI and “learning” about machine learning and “deeply”?
- 2) Are there any industry systems providers who are actually giving dealer computer systems the ability to respond to a human? Or to talk to or learn from another computer. No one seems quite sure, yet.

An Assessment of AI in Dealer Systems

An informal survey among leading automotive dealer consultants, marketing experts, developers, and PR and Ad agencies revealed that automotive marketing has a long way to go before AI is effective, implemented properly and actually works as a marketing and sales tool.

A major dealer general manager recently said. “AI is not really in dealership systems yet -- and most dealers have only general idea of what it is about or how they should be using such technology to sell more cars and trucks.”

An acknowledged AI Expert from major dealer consulting and training company has remarked that soon dealers will be able to finally deliver the right message at the right time and right place. And that if not adopted prematurely, AI will eventually transform the fundamentals automotive marketing.

The Situation in Dealerships

The general consensus from asking around the market place is that “dealers have not yet really grasped what Algorithmic programming is all about. And AI, Machine Learning, and Behavioral Marketing is just beginning to catch on.



The Tip of the Iceberg

What are some of the management areas where Artificial Intelligence and Deep Learning could apply? Costs, Incentives, messaging, inventory management, profit maximization, predictive analytics, SEO, Social Media, Nano-targeting, and price optimization, just to get a list of disruptions going.

What do these advancements in AI mean to dealers?

AI will enhance marketing, not replace it-- the experts say. It will not replace humans but will provide new job functions while replacing other routines and practices in dealerships, agencies, and industry providers. It will impact all jobs in automotive marketing from CMO's to content writers and data scientists.

The biggest challenge, pitfall, or biggest obstacle seem to be dealers jumping in to new systems supposedly using AI without doing their homework or just bringing AI into the dealership without really understanding how it will impact the sales, marketing, operations, and personnel in the dealership.

As near as we can tell, there seems to be a handful of innovative companies who know that data aggregation, machine learning, and predictive analytics are core capabilities in adopting and utilizing AI in a dealership. These companies are expected to lead the adoption of AI and Machine Learning in dealer marketing.

From what media is being told, the only digitally based companies with this capability right now seem to be the 4 leaders, IBM (Watson), Amazon, Microsoft and Alphabet.

Warning: AI Could be bad for Your Systems Health:

Meantime, dealers are being urged to do extensive due diligence when being pitched on artificial intelligence by automotive industry systems providers including 4 leaders in the Internet of Things.