



Which Business Problems in the Automotive Marketing are best solved by Artificial Intelligence?

Autonomous Vehicles

By far, the most profound impact in automotive will be in the management of autonomous fleets. Millions of vehicles managing themselves whizzing down the interstate at 80mph, inches apart from one another, will take an extraordinary amount of artificial intelligence to coordinate. Clearly, AI traffic management is the last tall hurdle to managed autonomy, and will reinvent the automotive industry as we know it. Careful for what you wish for.

Automotive Marketing

From a marketing standpoint, AI will fundamentally alter the current marketing landscape. The 2.5 exabytes of picture, location, and search data that are generated every day will finally deliver users the right message, at the right time, in the right place, helping nudge the consumer into a predictable purchase and retention path. This will be super helpful to reach those who can't, or don't want to, participate in the autonomous vehicle revolution.



Role of Marketers

While AI will vastly enhance marketing, AI will not replace marketers. From a messaging standpoint, AI has been hilariously bad at developing something as simple as a meme.

Remember when Microsoft's Twitter bot was sending racist tweets? Historically, humans seek change. Whether it's fashion or art, people seem to want to create something that lives in the moment. Until machines can market to themselves, a machine will still need a human to market to humans. In an age of Nano-targeting, machines will depend on humans just as much as humans depend on machines.

Authored Expertly by:

Bill Playford

Vice President

Partner

Dealerknows.com

Bill@dealerknows.com

[312-857-5083](tel:312-857-5083),

