J.D. POWER

AMR AUTOMOTIVE MARKETING ROUNDTABLE

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HOW AI SETS THE AUDIENCE HAYSTACK ON FIRE

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PART I: Types of AI will benefit programmatic advertising

PART II: Desired outcomes of machine learning (and risks)

PART III: Models used in automotive programmatic AI

PART IV: Example of AI vs human-deployed programmatic

PART V: Takeaways

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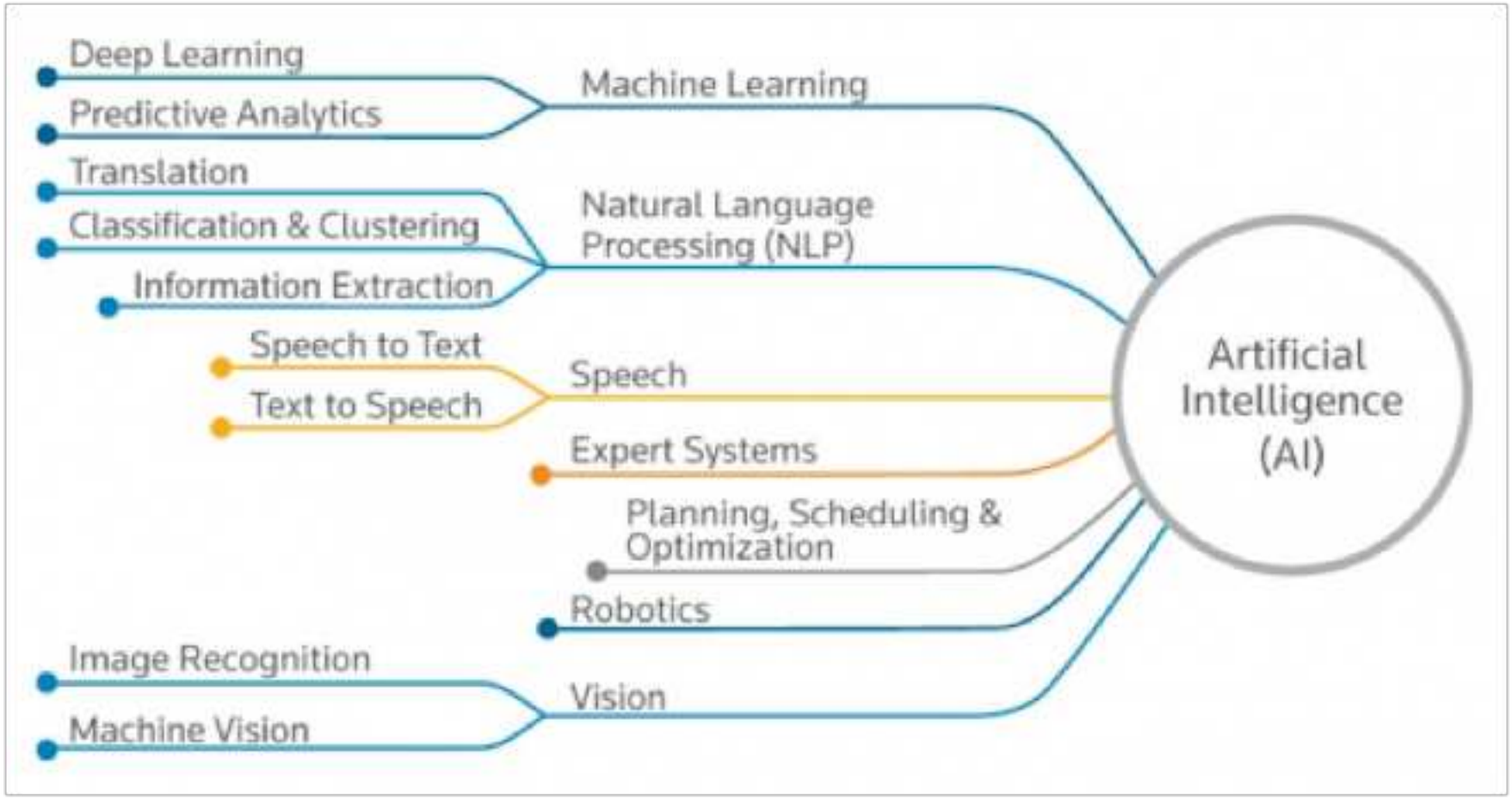
THE AI LANDSCAPE - WHICH WILL DRIVE PROGRAMMATIC ADVERTISING?



WHAT IS THE DESIRED OUTCOME OF ML POWERED PROGRAMMATIC ADVERTISING?

Automatically learn and improve from experience without explicit programming

- Incorporate more data for decisions
    - Weather
    - Consumer Confidence Indicators
- Ever increasing better results

CHALLENGES OF MACHINE LEARNING

Not being able to communicate the **WHY?**

Why did you buy those ads?
Because the machine told us to!

Algorithmic risk

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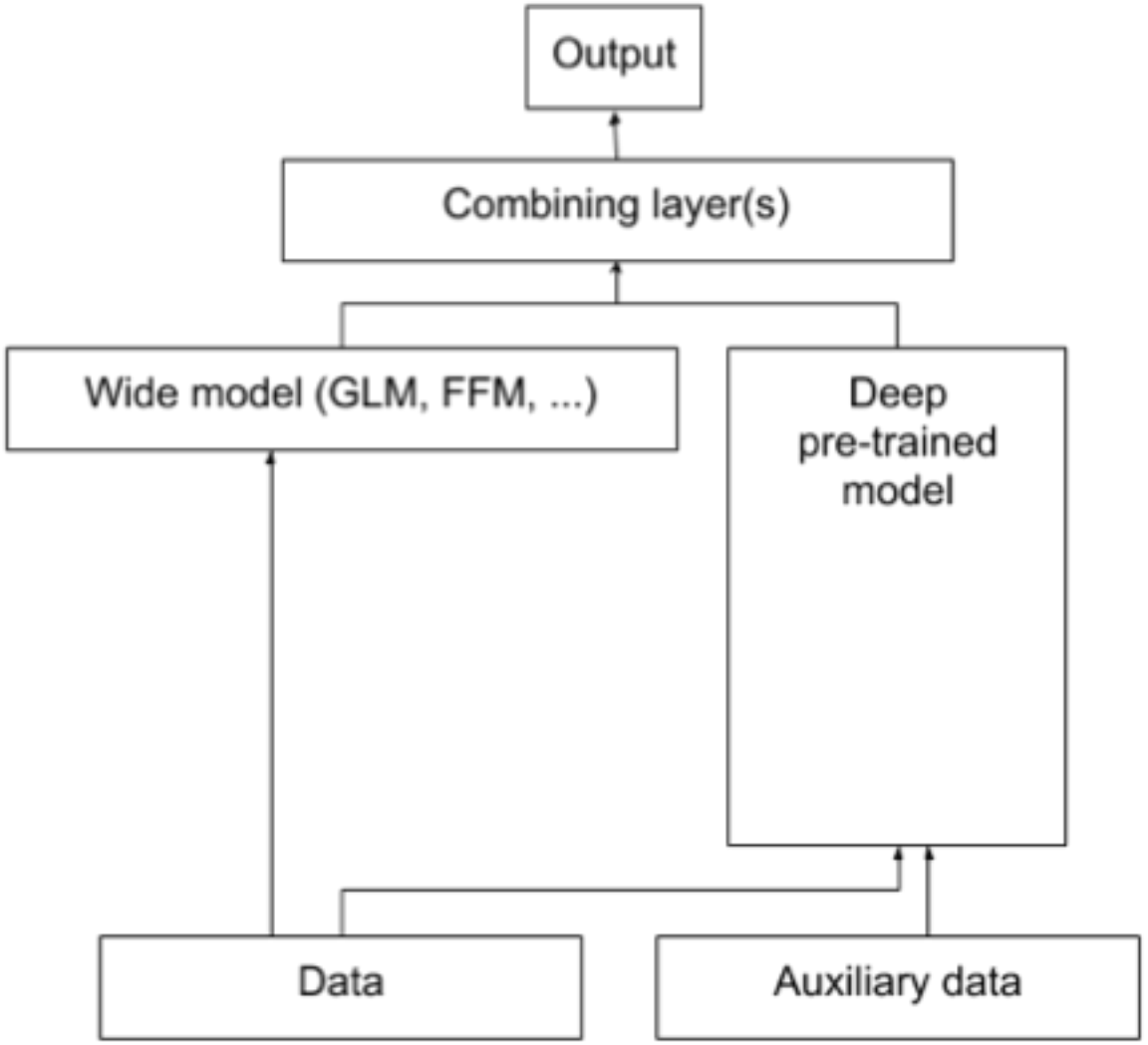
MODELS USED IN AUTOMOTIVE PROGRAMMATIC AI

Major learning - Take advantage of all the structure of automotive to combine wide models with deep learning



CASE STUDY RESULTS

- ML Objective
  - Keep volume same
  - Lower cost per goal
- Other metrics measured
- Time on site
- Pages per session

OUTCOMES

Costs lowered by **17%**

Goals increased by **28%**

Time on site increased by **9%**

Pages per session lowered by **16%**

TAKEAWAYS

We **should** embrace wide & deep hybrid models

We **should not** assume our customers understand AI and ML, and its limitations

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