

CarMax

Generative AI Advancing CarMax Content Programs

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Challenge

- Build trustworthy content for every make, model, and year - unique in the industry!
- Translate customer reviews into useful content for consumers

AI created the equivalent of 11 years' worth of writing PSG0

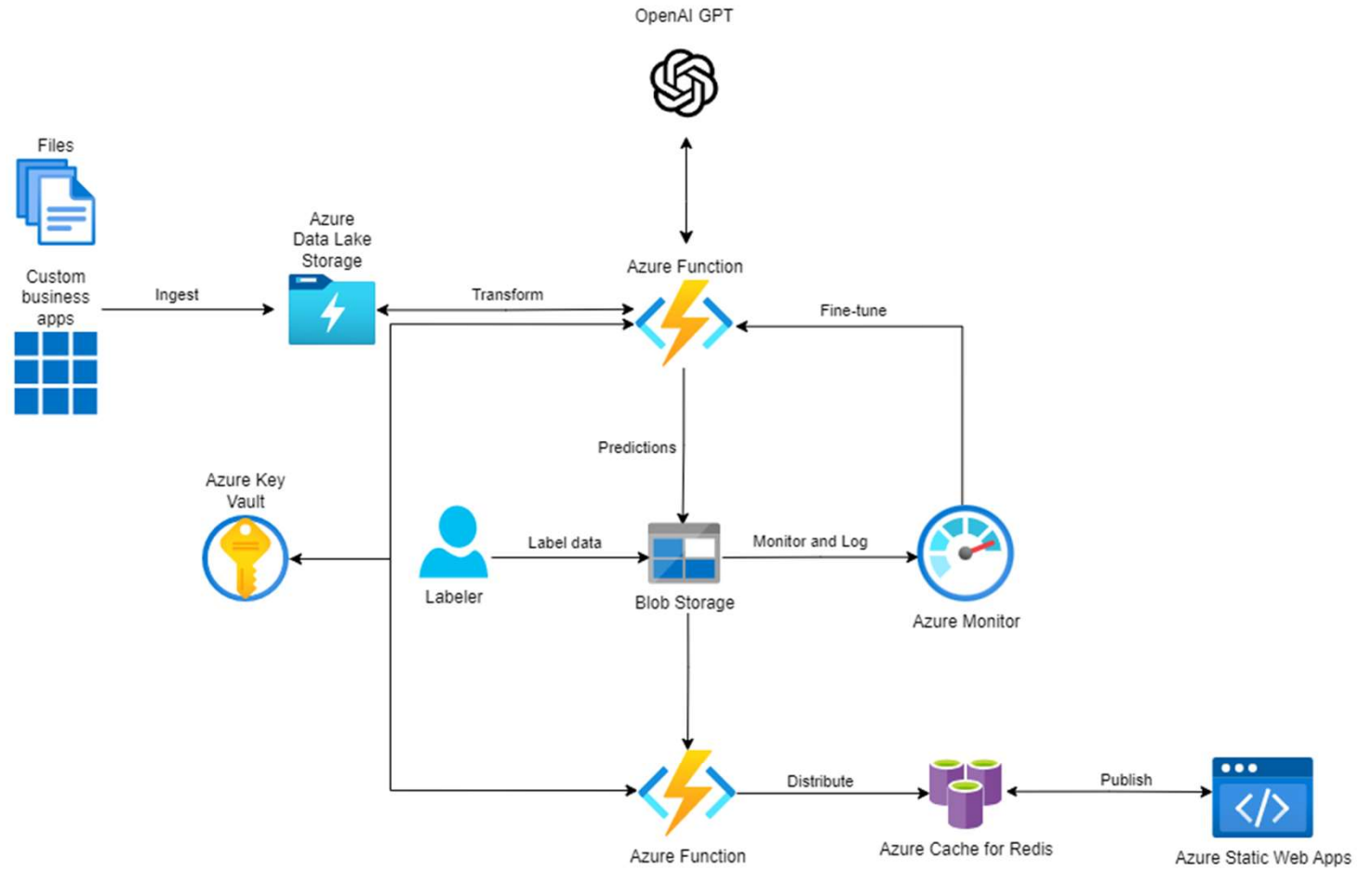
Slide 3

PSG0

In how long did AI generate the 11 years worth of content?

Permjit S Ghotra, 2023-08-04T17:08:30.746

Design



Shared with Microsoft

Summarize reviews CarMax customers left for a 2012 Jeep Liberty:

Review: I love my jeep
Review: I love my JEEP!my only dislike is this space in the back seat.
Review: GREAT VEHICLE
Review: Excellent vehicle fun to drive and holds all my stuff including my 90lb dog! Great sound system! Good gas mileage
Review: Wonderful cat and great price
Review: Dream Car
Review: It's perfect for all of my needs and it was affordable.
Review: great car, awesome mileage, very clean
Review: great ride, good looks, awesome price!!!
Review: Just what I wanted!!
Review: Short wheel base and easy to handle for a teenager. More stable than a Wrangler.
Review: Great car for the price
Review: Nice family vehicle , not too small and not too big
Review: Great vehicle!
Review: My Jeep Liberty has been reliable so far. No problems to date. I have driven the vehicle to California & Arizona from Nevada, along with in town driving. Passing another vehicle on the highway was never an issue. 4x4 also works great. Gas mileage is not great but you don't buy a Jeep for good gas mileage. This vehicle is a workhorse, on & off road!
Review: Just perfect for me!
Review: Love the style both inside and out. Perfect height to step in. Don't have to step up or bend knees to get in car. Just big enough of space for people/stuff and yet easy to park even in tight spots.
Review: Its a great car all around. very convenient
Review: Great car, great service
Review: I would not only recommend the car but also recommend the dealership I went to the you have a great service department and great employees.
Review: Living n New England Great for the Snow...
Review: Great utility car
Review: Great car for working at a barn! It has been reliable so far.
Review: Best Vehicle I have ever owned!!

Summary:

The 2012 Jeep Liberty is a car that has been well-received by customers. Customers like the car's design, the car's handling, and the car's performance. Customers also like the storage capacity and fuel efficiency

ContentType: CustomerReviewSummary

Destination: /research/jeep/liberty/2012

Reviewed by: Kevin Hopwood

```
{
  Summary :
  "The 2012 Jeep Liberty is a car that has been well-received by
  customers. Customers like the car's design, the car's handling,
  and the car's performance. Customers also like the car's
  storage and the car's fuel efficiency."
  Id : "d02def69-43fb-49a0-a005-401efae447b"
}
```

 REJECT

 APPROVE

Example

<https://www.carmax.com/research/jeep/liberty/2012>

Ratings & reliability

Customer ratings

★★★★☆ 4.3 out of 5 [54 customer reviews](#)

The 2012 Jeep Liberty is a car that has been well-received by customers. Customers like the car's design, the car's handling, and the car's performance. Customers also like the storage capacity and fuel efficiency.



Research and expertise / [Jeep](#) / [Liberty](#) / 2012

2012 Jeep Liberty

Research, photos, specs, and expertise

Jeep Liberty highlights

Customer rating

★★★★☆ 4.3 out of 5

RepairPal reliability rating ⓘ

⚙️⚙️⚙️⚙️⚙️ 3.5 out of 5

Mileage (EPA estimate)

16 city, 22 highway, 18 combined

Pricing for current inventory

From \$14,599*

On this page

[Available years](#)

[New for 2012](#)

[Features & specs](#)

[Ratings & reliability](#)

[Articles](#)

All Jeep Liberty years

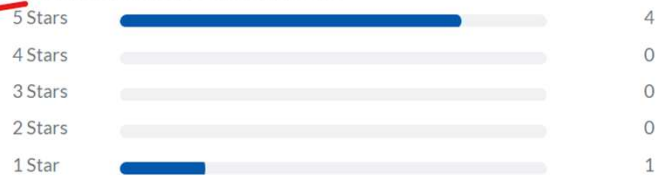
More Recently

Ratings & reliability

Customer ratings

★★★★☆ 4.2 out of 5 [5 customer reviews](#)

The 2020 Chevrolet Tahoe is a great car with plenty of room and good gas mileage. Customers like the ride, the interior, and all the features. The car is also affordable compared to other large SUVs.



New for 2020

- The Tahoe is available in a new trim called the Base.
- Tahoe trims have been upgraded with Quad Seats as standard equipment this year.
- Head Up Display and Vinyl Seats features are now available as options on select trims.
- The LS trim now comes with Power Hatch/Deck Lid as standard equipment.

Spacious, versatile, and stylish

When it comes to vehicles, sometimes bigger really is better. The 2020 Chevrolet Tahoe offers space and versatility to meet your needs, whether you're towing a camper for a romantic night away, loading up the kids for a family road trip, or hauling equipment for your next big gig. The Chevrolet Tahoe comes standard with a strong V8 engine and lots of tech and driver-assistance features that make day-to-day driving easy. With models that seat seven, eight, or nine people, you can find the Tahoe that's right for your lifestyle.

2020 Chevrolet Tahoe trims

LS:

- Includes 355-hp 5.3L V8 engine, Apple CarPlay and Android Auto connectivity, standard seating for eight and available seating for nine, five USB ports, remote keyless entry, remote start, and more.
- [View all Chevrolet Tahoe LSs in stock](#)

LT:

- Adds intelligent headlights, leather seats, power and programmable liftgate, lane departure warning, available second-row captain's chairs, available sunroof, and more.
- [View all Chevrolet Tahoe LTs in stock](#)

Premier:

- Unlocks available 6.2L V8 engine, standard second-row captain's chairs, heated seats in first and second rows, blind spot monitoring, rear cross-traffic alert, and more.
- [View all Chevrolet Tahoe Premiers in stock](#)

PSG0

Slide 7

PSG0

I forget the talk track for this slide. Do we need something to tie in the message of this slide?

Permjit S Ghotra, 2023-08-04T17:12:14.086

SG0 0

The talk track is we have multiple types of content created based on data and the orchestration of data into the AI system... practicing today I change the order. so it goes challenges - how - example - other examples - SEO wins - learnings

Sean Goetz, 2023-08-04T19:40:36.454

SG0 1

I like the flow better based on suggested changes yesterday

Sean Goetz, 2023-08-04T19:41:00.674

Google Noticed, Liked & Rewarded it!

Monthly SEO visits to /research are up >2X in the past 18 months
...driven by pages with more “in-depth” content



Growth in SEO visits

Editorial & GPT	+ 350%
GPT-only	+ 110%
Control	+ 50%

Learnings

- Humans + AI are the key
- Give teams space and tools to learn
- Do not over-engineer

CarMax Teams

