

 PASCHGROUP

MARC

MODERNRETAILING
CONFERENCE

BUILDING A MODERN CUSTOMER
EXPERIENCE



~~ChatGPT~~ A.I.

Promise, Prompts & Perils in Automotive Marketing

DISCLAIMER

OpenAI has recently released ChatGPT 4.5 Turbo, which is a significant upgrade to its capabilities. Some of this information will be changing quickly as we learn more about it.

Follow the Wikimotive Blog for more

Who is this workshop for?

The **internal marketer** who knows how to use **ChatGPT** and is looking to **enhance** their ability to use it for more of their marketing.

Show of Hands?





ChatGPT

DEFINED



ChatGPT

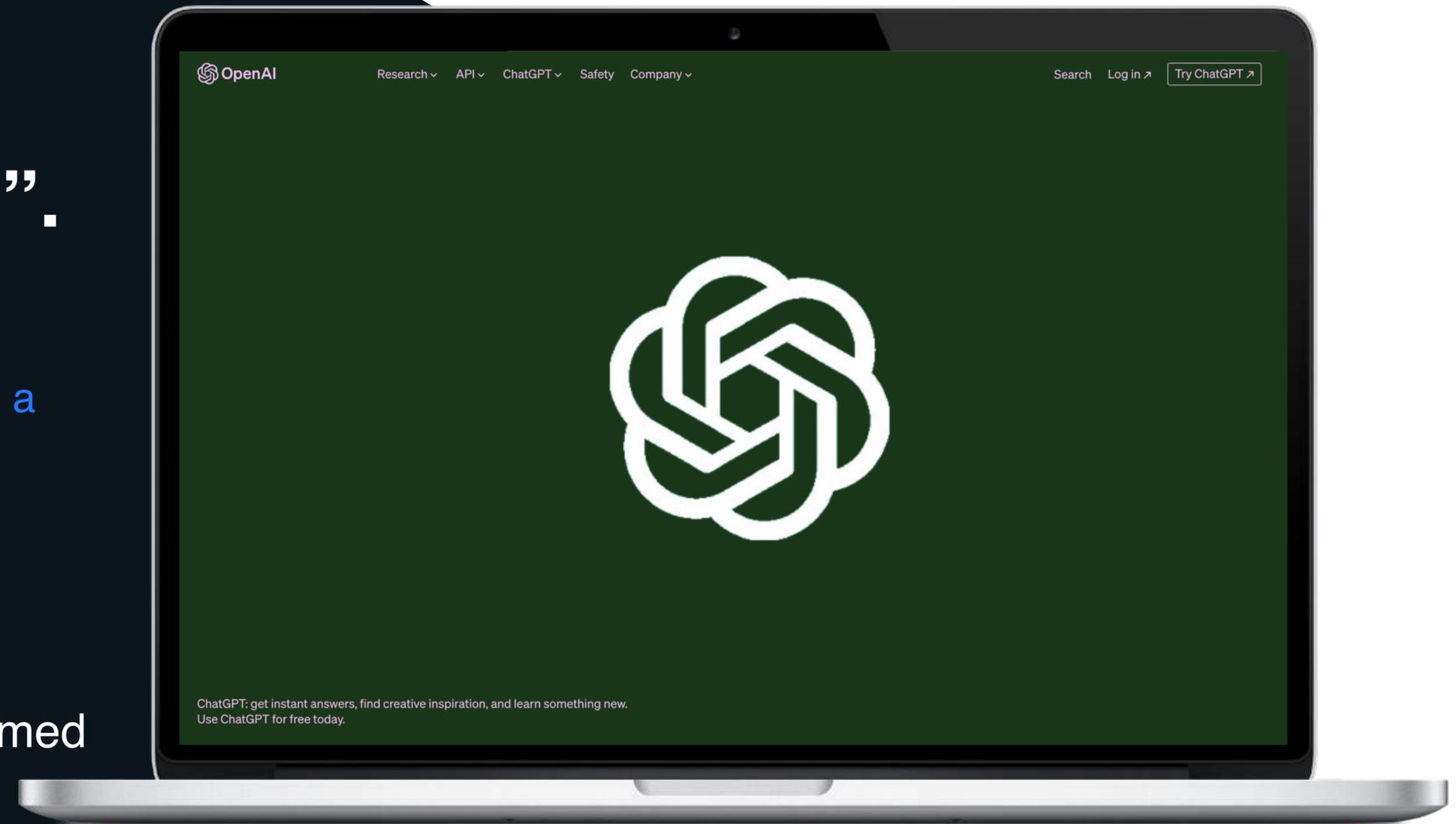
Chat Generative Pre-trained **Transformer**

Chat GPT

Conversational “Artificial Intelligence”.

More specifically, it's a chat-bot front end to a curated data model that allows for:

- (i) Easy follow-up questions
- (ii) Challenging of incorrect premises
- (iii) Rejection of (certain) requests deemed inappropriate





ChatGPT is designed to:

- (i) Interact with a language model using a conversational prompt,
- (ii) Generate human-like responses, and
- (iii) Be reliant upon deep learning and human training.



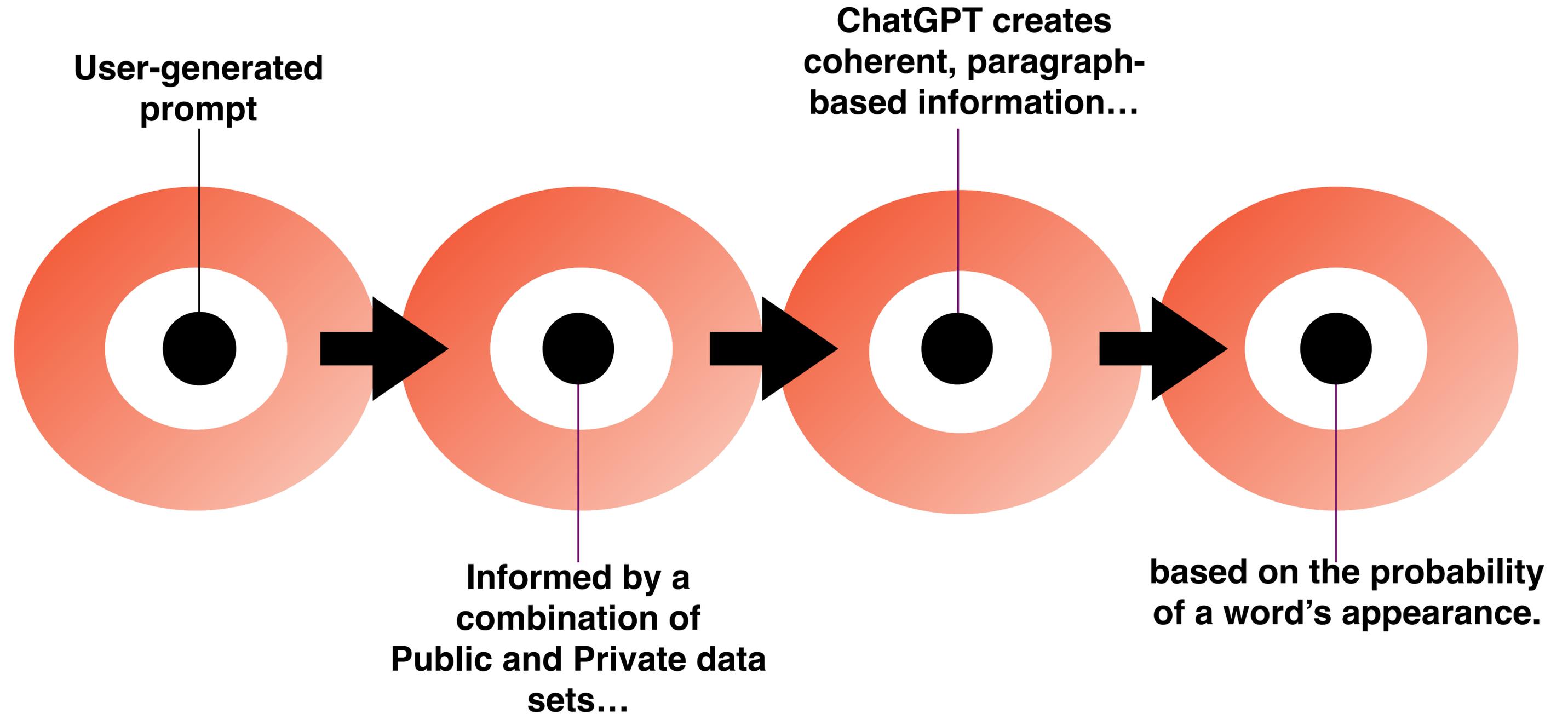
ChatGPT is available:

- (i) As a web application
- (ii) As a mobile App on Apple and Android
- (iii) As an API to be integrated in external products



ChatGPT
HOW IT WORKS

How **ChatGPT** works...



In other words...



ChatGPT

is a *“pretty fancy word predictor”*.

ChatGPT can understand...

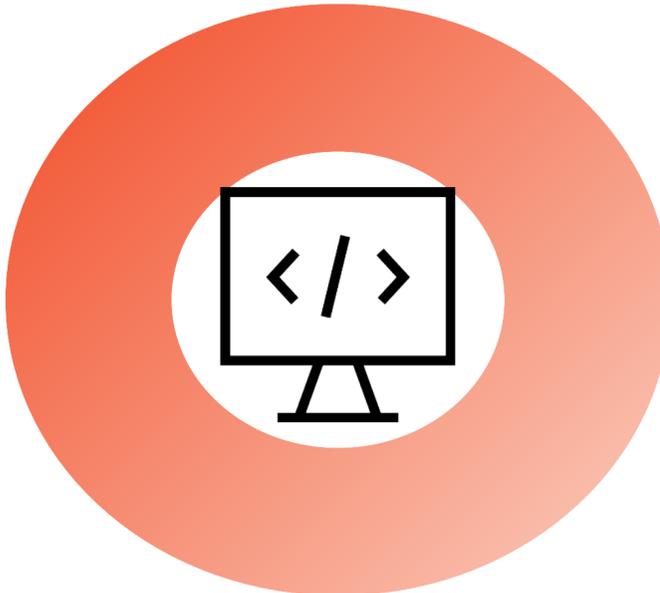
Text



Regular Expressions



Computer Code



Images



Data Sets



Web Pages



ChatGPT can understand...

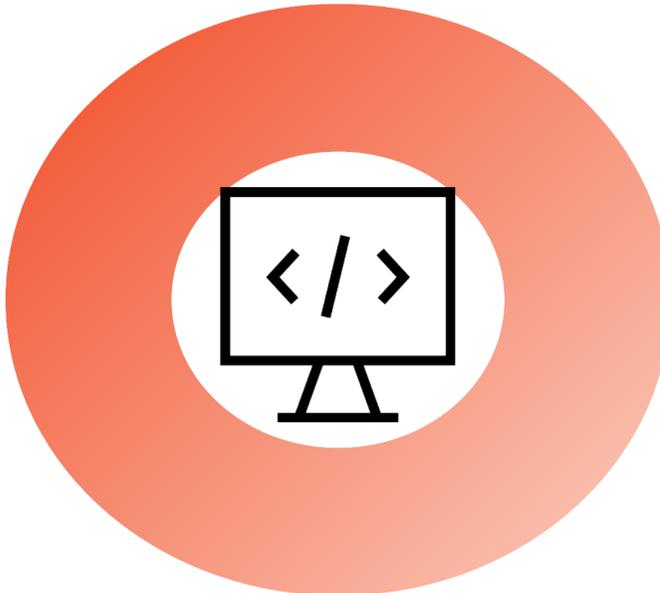
Text



Regular Expressions



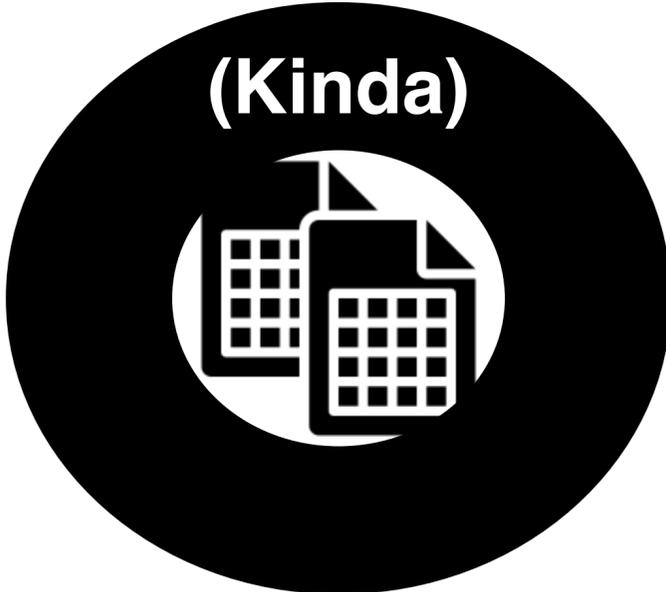
Computer Code



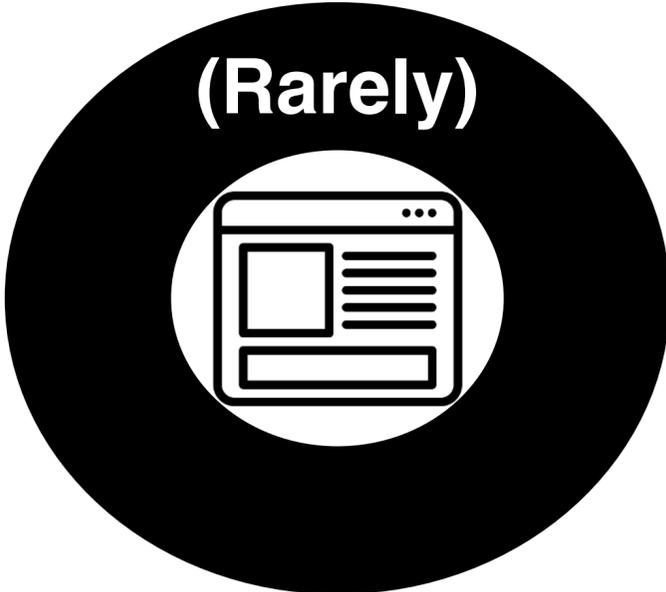
Images



Data Sets



Web Pages



Mobile ChatGPT can understand...



YOUR HUMAN VOICE

I am sure nothing can
possibly go wrong here



ChatGPT

WHAT IS IT GOOD FOR?



Less & Less

**ALL THE TIME
IT TURNS OUT**

ChatGPT is good at:

- (i) Things that do not require a high-degree of accuracy,
- (ii) Mundane tasks that benefit from text output but can be painful to perform, and
- (iii) Summarizing things with mostly correct (but mediocre) writing.



In other words...

ChatGPT is like a 10-year old with access to the internet.

...and like a 10-year old with the internet

ChatGPT may need more clarification, conversational context,
Or to be retold the same thing **several** times.



Will **ChatGPT** replace...

Google?



Your SEO company?



Low Skill /
High-Time
Labor



Will **ChatGPT** replace...

Google?



Your SEO company?



Low Skill /
High-Time
Labor?



More on this later



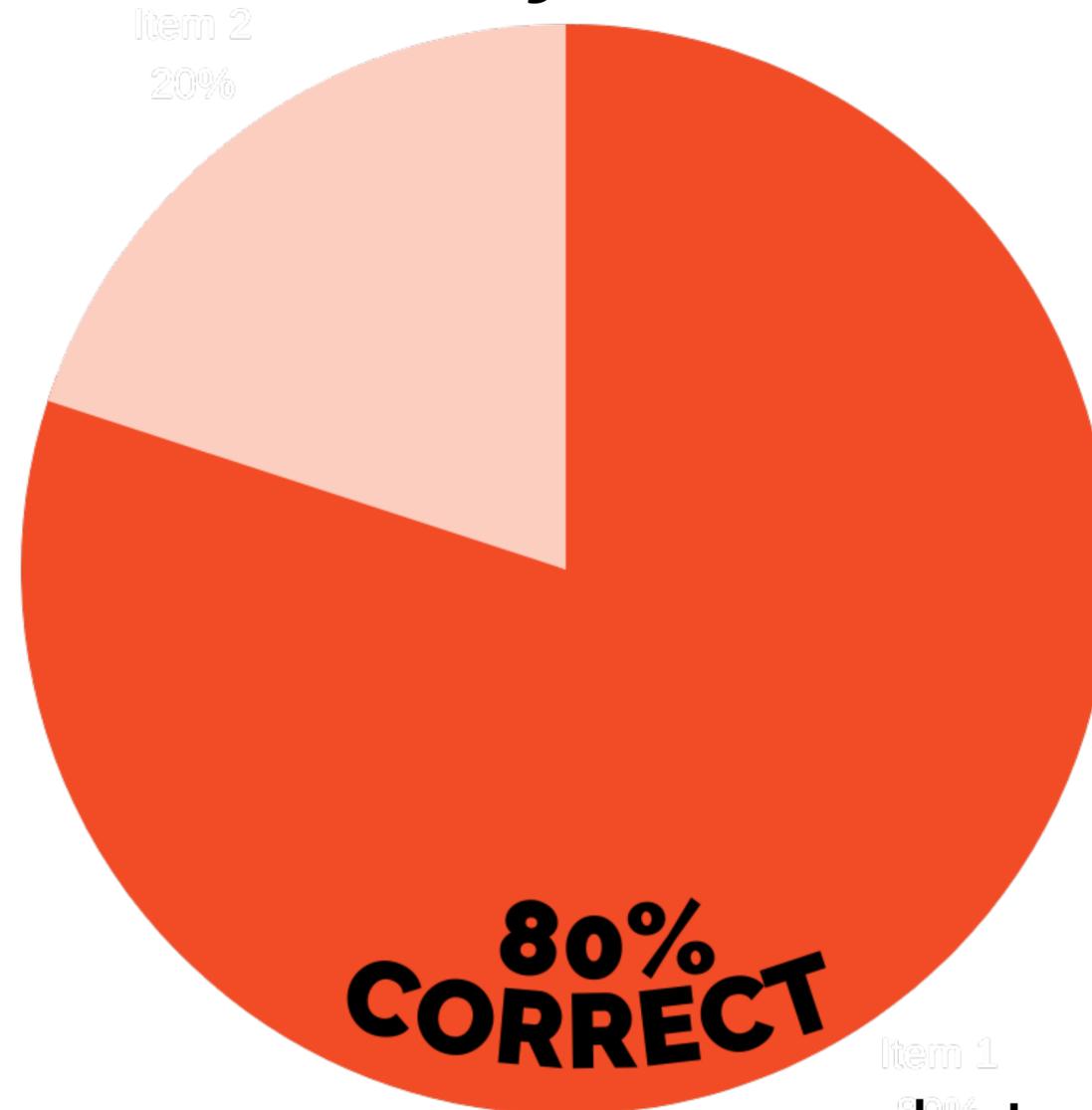
ChatGPT

**WHAT ARE ITS
LIMITATIONS?**



ChatGPT

is “*mostly correct*”...



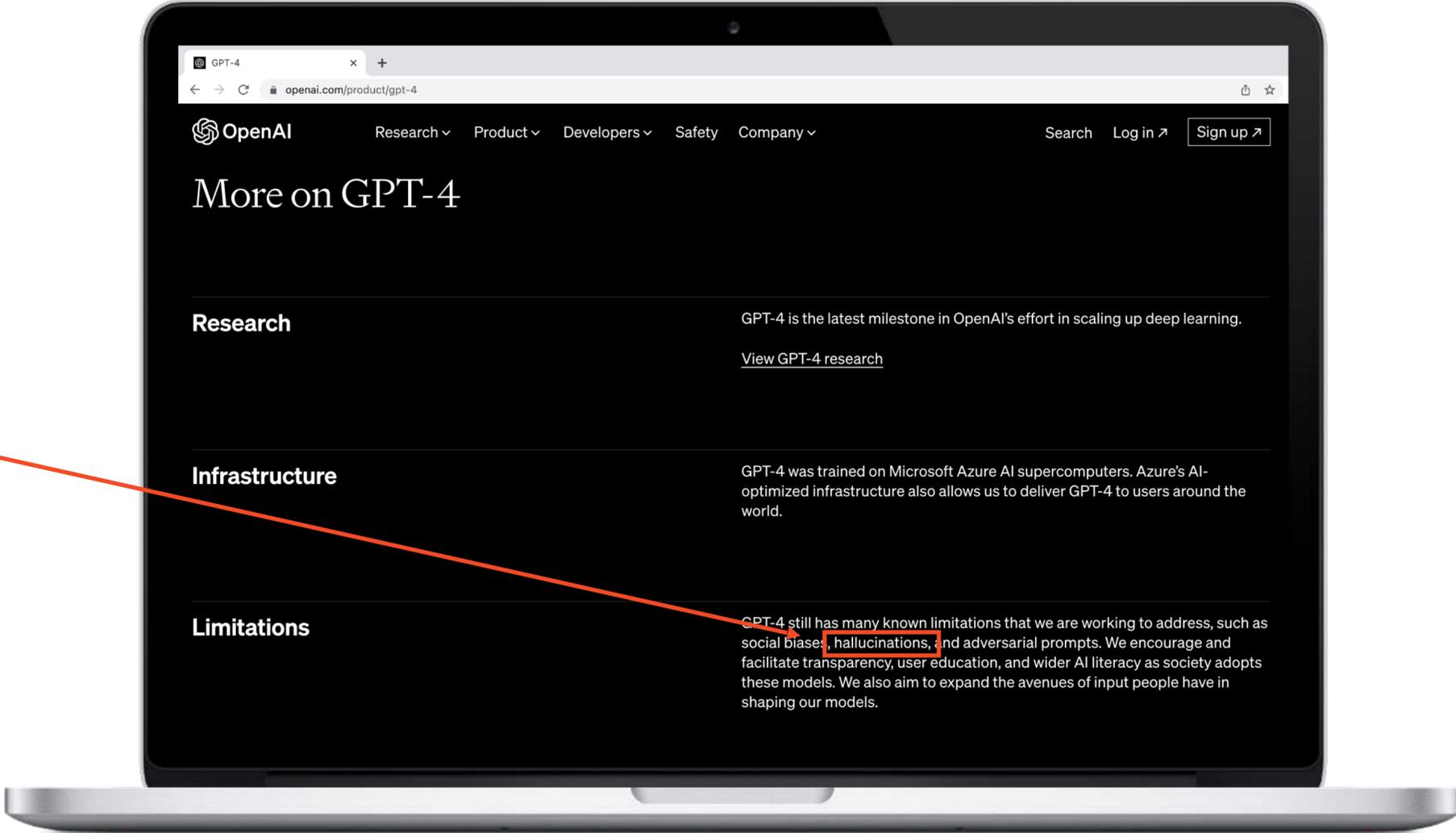
...but getting **worse** all the time.

Limitations of ChatGPT



Hallucinations

About 20% of what ChatGPT writes are **lies***

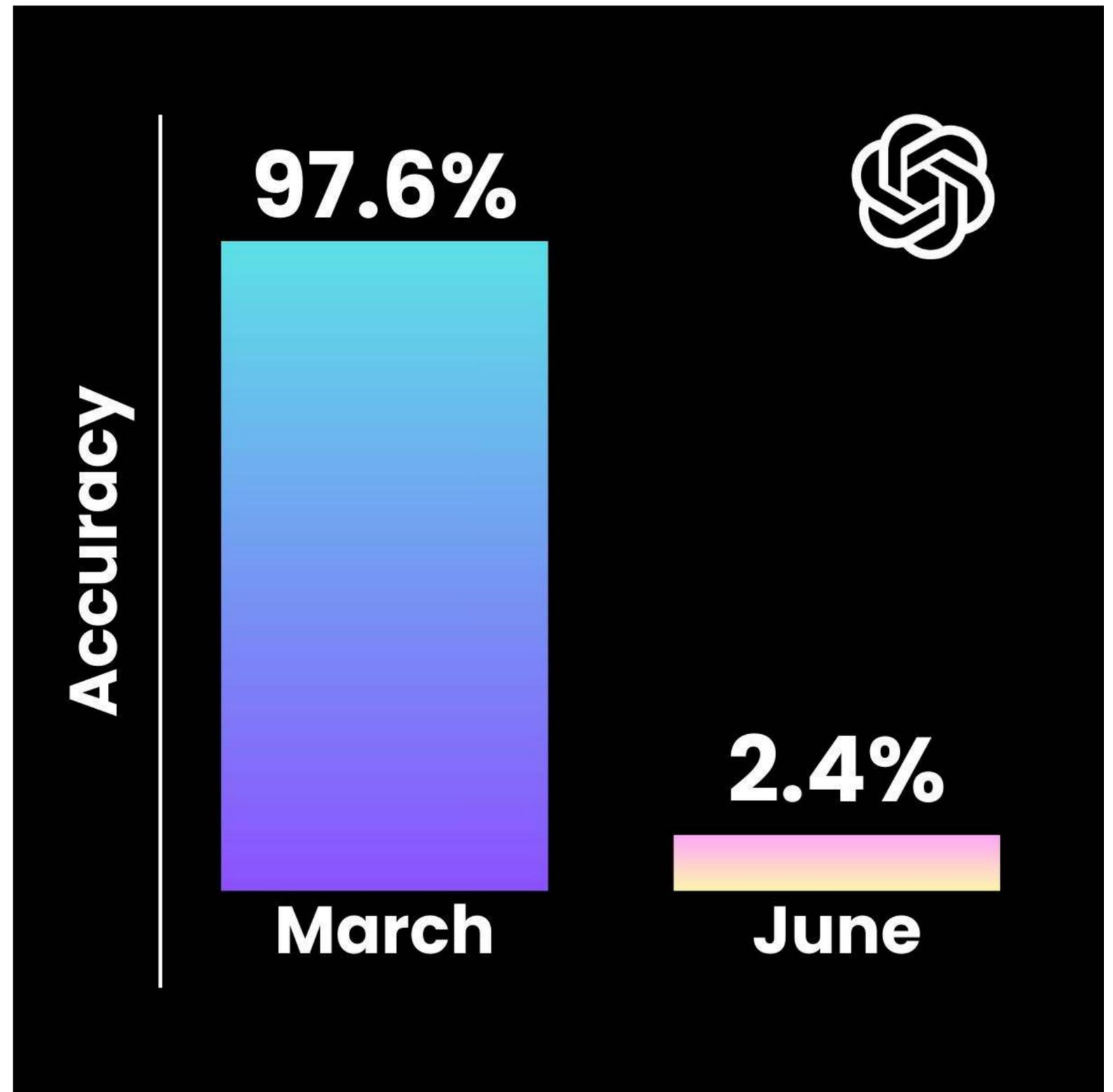


* <https://www.datanami.com/2023/01/17/hallucinations-plagiarism-and-chatgpt/>
<https://openai.com/product/gpt-4>

Limitations of ChatGPT

A study conducted at Berkeley has shown that ChatGPT's accuracy on the SAME questions has shown a huge decline in the span of just a few months?

Why?



* <https://arxiv.org/pdf/2307.09009.pdf>

Limitations of **ChatGPT**

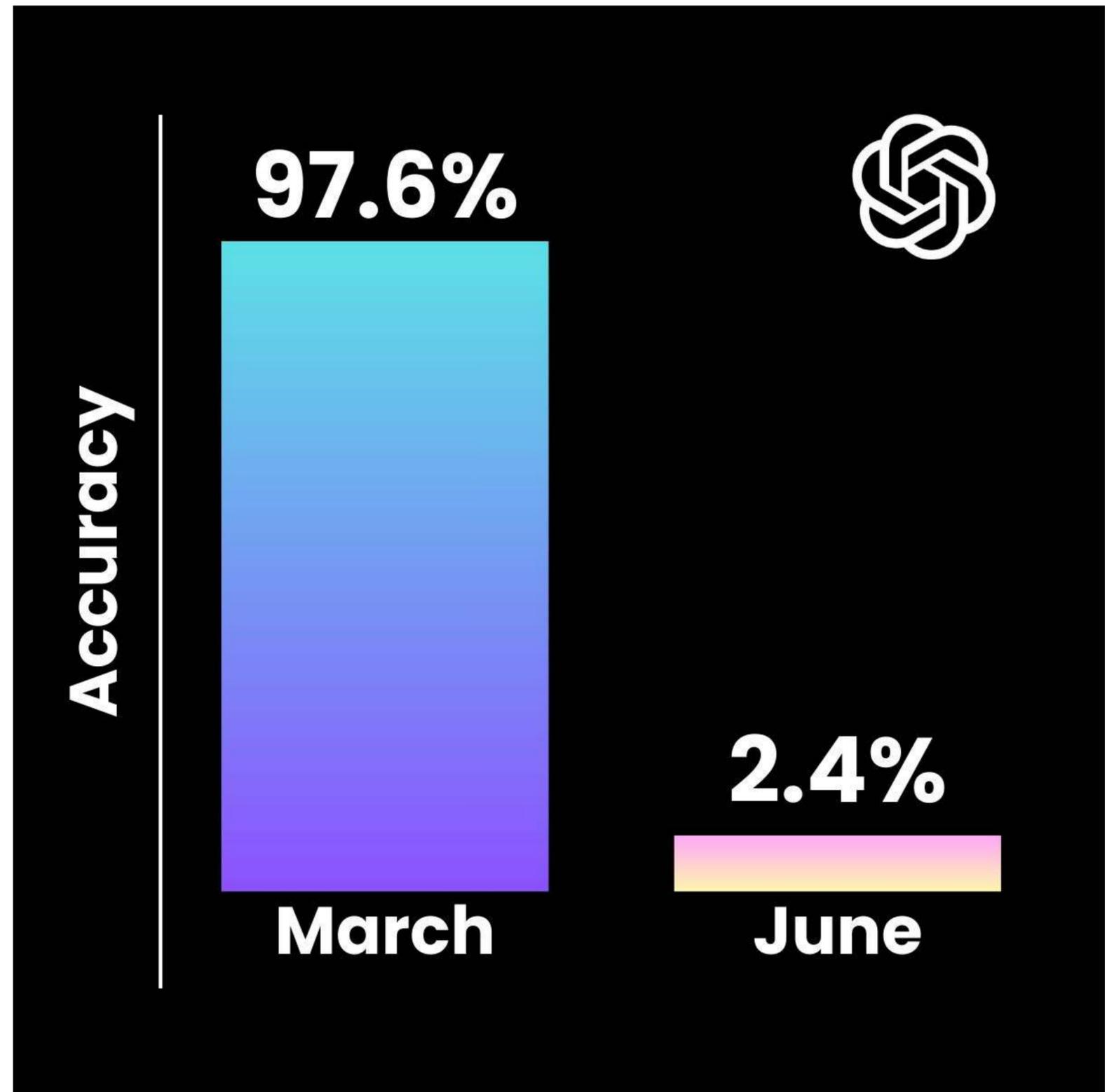
We Don't Know...

...but the leading theory is

Behavior Drift.

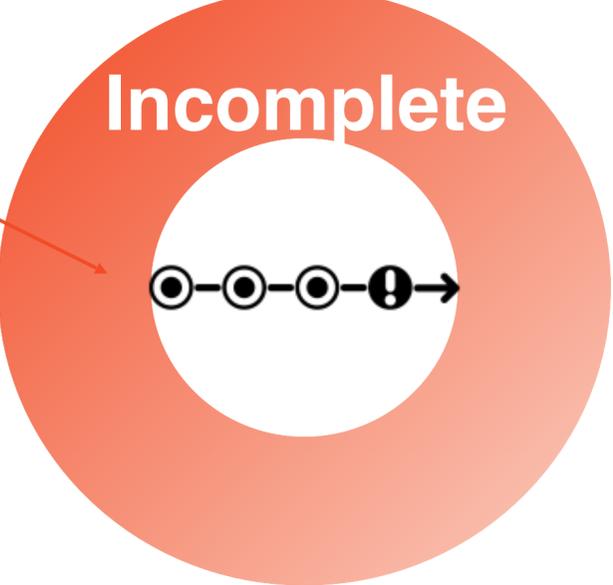
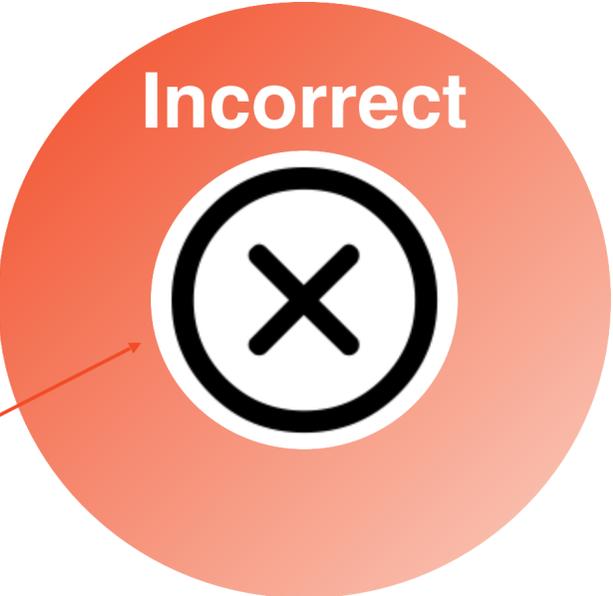
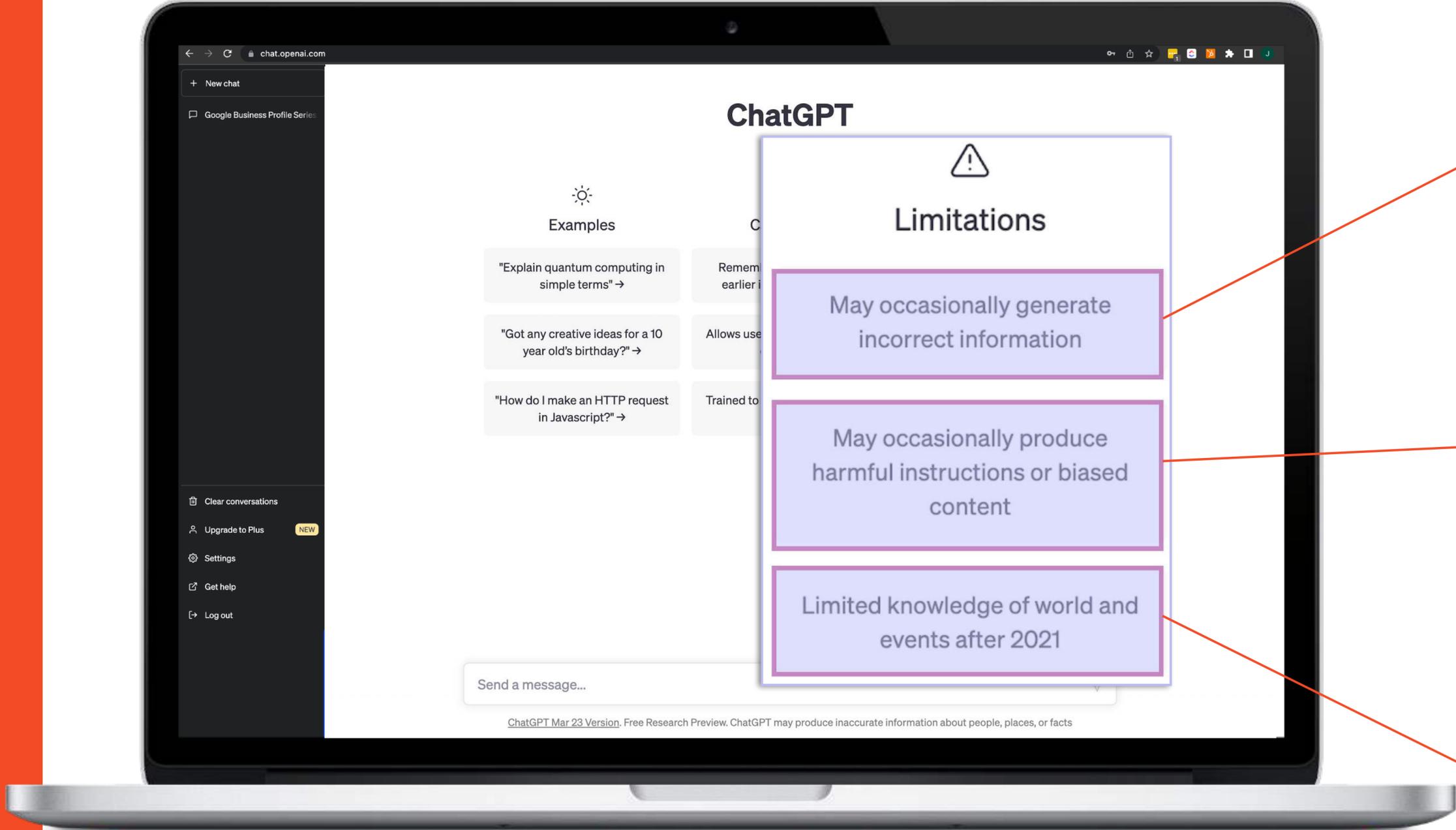
It's believed that the models self-evolve over time, resulting in less accurate predictions / results over time.

Stay tuned towards the end for ways to combat this.



* <https://arxiv.org/pdf/2307.09009.pdf>

Limitations of ChatGPT



* <https://www.datanami.com/2023/01/17/hallucinations-plagiarism-and-chatgpt/>

Limitations of **ChatGPT**

Memory of a Goldfish

ChatGPT has a limited ability to remember context about any conversation. The new 4.5 Turbo allows a much larger context of 128k words.



Limitations of ChatGPT

To create the number 339 using arithmetic operations and the numbers 75, 100, 9, 1, 2, and 3, you can use the following equation:

$$(75 - 3) * (2 + 1) - 9 * (1 + 1) = 339$$

Here's the step-by-step breakdown:

1. Subtract 3 from 75:

$$75 - 3 = 72$$

2. Add 2 and 1:

$$2 + 1 = 3$$

3. Multiply the results from steps 1 and 2:

$$72 * 3 = 216$$

4. Add 1 and 1:

$$1 + 1 = 2$$

5. Multiply 9 by the result from step 4:

$$9 * 2 = 18$$

6. Subtract the result from step 5 from the result of step 3:

$$216 - 18 = 339$$

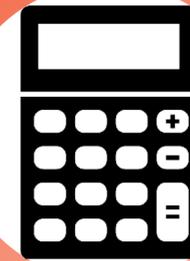
So, using the numbers 75, 100, 9, 1, 2, and 3, we can create the number 339 with the equation

$$(75 - 3) * (2 + 1) - 9 * (1 + 1) = 339.$$

6. Subtract the result from step 5 from the result of step 3:

$$216 - 18 = 339$$

Can Not



Do Math

Content generated by



ChatGPT

requires human review, fact-checking, & massaging.

AI Writing can be detected (in most cases)

<https://www.zerogpt.com/>

The screenshot shows the ZeroGPT website interface. At the top left is the ZeroGPT logo. The navigation menu includes Home, Products (with a 'New' badge), Privacy Policy, and Terms of Use. The main heading reads 'GPT-4 And ChatGPT detector by ZeroGPT: detect OpenAI text' with a sub-heading 'ZeroGPT the most Advanced and Reliable Chat GPT and GPT-4 detector tool'. A large text input area contains the placeholder text 'Enter text to check for AI and ChatGPT Plagiarism'. Below this area are two buttons: a blue 'Detect Text' button and a white 'Upload File' button with an upload icon.

WRITER

AI Content Detector

If your content reads like it was entirely produced by AI, it may affect how search engines rank it. Use our free detector to check up to 1,500 characters, and decide if you want to make adjustments before you publish.

AI content detection is **only available in the Writer app as an API**, and is limited to checks of 1,500 characters at a time. Find out more in our [help center article](#).

The screenshot shows the AI Content Detector interface. It features a form with two input fields: 'Add a URL' (containing 'https://') and 'Add some text' (with a placeholder 'Paste text or write here'). Below the form is a black 'Analyze text' button. To the right of the form is a 'DETECTION SCORE' section, which includes a percentage symbol and a horizontal progress bar.

<https://writer.com/ai-content-detector/>

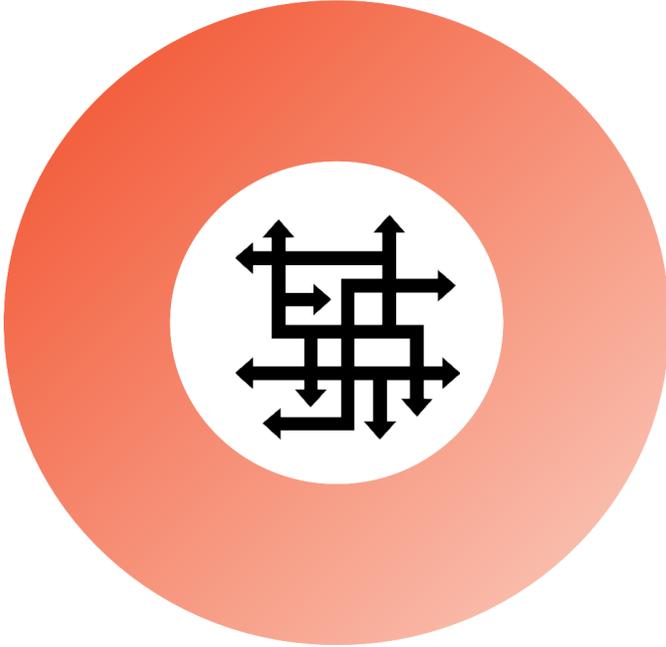


ChatGPT

**HOW TO IDENTIFY
A.I. WRITING**

How to Identify **AI Writing**

Perplexity



Burstiness



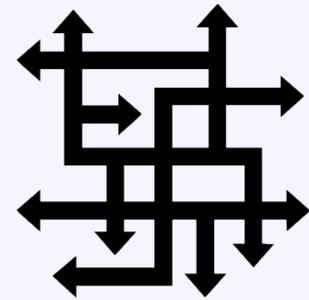
Synthetic



Watermark



How to Identify **AI Writing**



Perplexity

/per plek sede/

How complex a text is, determined by its randomness.

How to Identify **AI Writing**

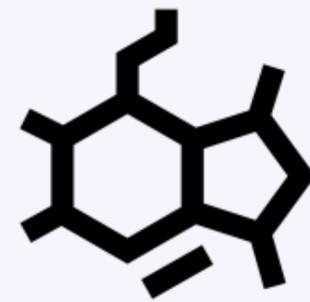


Burstiness

/berst i nes/

The variation in perplexity between sentences.

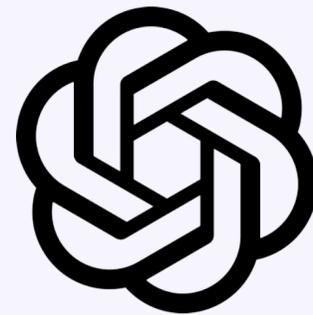
How to Identify **AI Writing**



Synthetic

/sin THedik/

Text that doesn't read as "human-written"
unless further modified by a human.



Watermark

A technique that embeds a digital watermark into digital media, such as images or videos, using artificial intelligence algorithms. This watermark is invisible to the naked eye but can be detected and extracted using specific software or algorithms.

How to Identify **AI Writing**



President Biden’s new AI Security bill mandates an AI watermark on all generative tools.

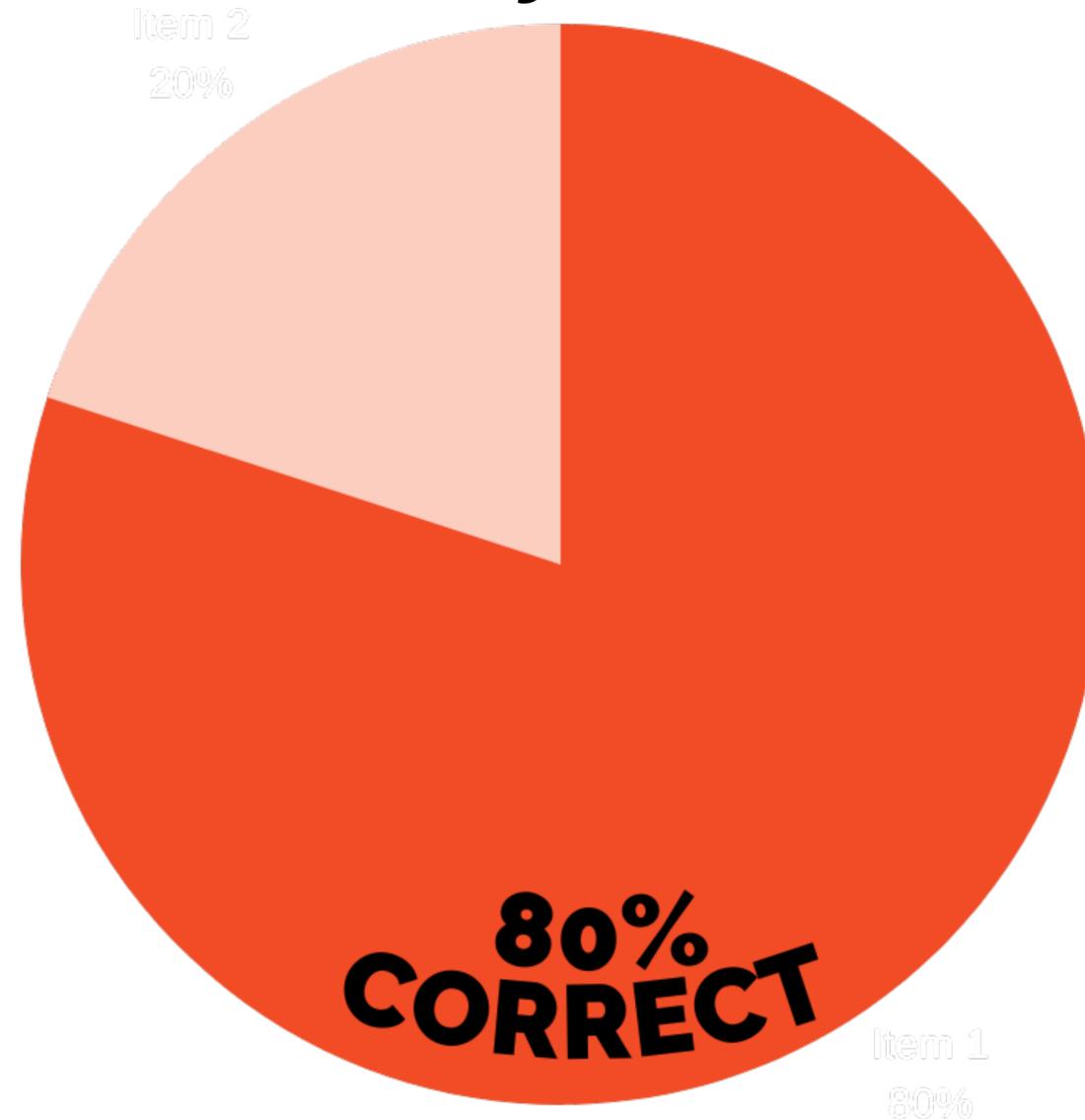


ChatGPT
SO IT'S USELESS?



ChatGPT

is *“mostly correct”*.





It can be useful.

Once upon a time...



ChatGPT

helped a man to save his dog
(and trumped a human veterinarian)

<https://nypost.com/2023/03/27/chatgpt-saved-my-dogs-life-after-vet-couldnt-diagnosis-it/>

ChatGPT saved my dog's life after vets couldn't figure out diagnosis

By [Brooke Steinberg](#)

March 27, 2023 | 12:06pm | Updated





ChatGPT

can pass a Medical Exam.

Performance of ChatGPT on USMLE: Potential for AI-assisted medical education using large language models

Tiffany H. Kung, Morgan Cheatham, Arielle Medenilla, Czarina Sillos, Lorie De Leon, Camille Elepaño, Maria Madriaga, Rimel Aggabao, Giezel Diaz-Candido, James Maningo, Victor Tseng 

Published: February 9, 2023 • <https://doi.org/10.1371/journal.pdig.0000198>

Abstract

We evaluated the performance of a large language model called ChatGPT on the United States Medical Licensing Exam (USMLE), which consists of three exams: Step 1, Step 2CK, and Step 3. ChatGPT performed at or near the passing threshold for all three exams without any specialized training or reinforcement. Additionally, ChatGPT demonstrated a high level of concordance and insight in its explanations. These results suggest that large language models may have the potential to assist with medical education, and potentially, clinical decision-making.

Author summary

Artificial intelligence (AI) systems hold great promise to improve medical care and health outcomes. As such, it is crucial to ensure that the development of clinical AI is guided by the principles of trust and explainability. Measuring AI medical knowledge in comparison to that of expert human clinicians is a critical first step in evaluating these qualities. To accomplish this, we evaluated the performance of ChatGPT, a language-based AI, on the United States Medical Licensing Exam (USMLE). The USMLE is a set of three standardized tests of expert-level knowledge, which are required for medical licensure in the United States. We found that ChatGPT performed at or near the passing threshold of 60% accuracy. Being the first to achieve this benchmark, this marks a notable milestone in AI maturation. Impressively, ChatGPT was able to achieve this result without specialized input from human trainers. Furthermore, ChatGPT displayed comprehensible reasoning and valid clinical insights, lending

Abstract

Author summary

Introduction

Methods

Results

Discussion

Supporting information

Acknowledgments

References

Reader Comments

Figures



ChatGPT

It's mostly about the **Prompt**



It used to be
all about the **Prompt**



More on the other ways
to improve usefulness after...



ChatGPT

**HOW TO WRITE
A GOOD PROMPT**

ChatGPT

How to write a **good** prompt

(i) Define the role of ChatGPT



Pretend you are an expert copywriter.

ChatGPT

How to write a **good** prompt

(ii) Define your Goals & Audience



Pretend you are an expert copywriter. **Generate text for an in-showroom display targeted at Ford Service Customers informing them about the "Pick up and Delivery" program.**

ChatGPT

How to write a **good** prompt

(iii) Tell it what to do (not what NOT to do)



Pretend you are an expert copywriter. Generate text for an in-showroom display targeted at Ford Service Customers informing them about the "Pick up and Delivery" program. **Advise them to consult a service advisor to find out more.**

ChatGPT

How to write a **good** prompt

(iv) Define what format it should use



Pretend you are an expert copywriter. Generate text for an in-showroom display targeted at Ford Service Customers informing them about the "Pick up and Delivery" program. Advise them to consult a service advisor to find out more. **Include a Headline, a Tagline, and Two separate short sentences about the ease and convenience of having your vehicle picked up or delivered for service.**



Introducing Ford's Pick up and Delivery Program!

Discover the ultimate convenience in vehicle maintenance.

Enjoy the hassle-free luxury of having your vehicle picked up from your doorstep for service, sparing you from any inconveniences.

Experience seamless convenience as we deliver your serviced vehicle back to you, allowing you to get back on the road with ease.

For detailed information and personalized assistance, consult a friendly Ford Service Advisor today!



ChatGPT

How to write a **good** prompt

Finally, use conversation to get the answers you want.

“Rewrite those two sentences but add...”

“Use English only in your response instead.”

“Generate two coupons based on the above information.”

“Rewrite that, but much shorter.”

ChatGPT

How to write a **good** prompt

Finally, use conversation to get the answers you want.

You can use the 'Thumbs Down' button to have it generate another response.

 [Sound of engine revving and crowd cheering]

< 2 / 2 >    

Was this response better or worse?



Better



Worse



Same



ChatGPT

How to write a good prompt

Other tips for a good prompt

Avoid using negatives - tell it what to do, not what to do.

Use longer prompts, or chain prompts together.

Specify response length.

Edit responses instead of starting over.

Experiment with putting emphasis on certain words with double quotes.



ChatGPT

**WHAT CAN IT DO
FOR CAR DEALERS?**

ChatGPT

What **can** it do for Car Dealers?

Tasks that don't reflect on your domain authority.

- (i) Generate GBP Questions & Answers
- (ii) Create provider-specific initial response emails for your CRM
- (iii) Create GBP posts for your coupons or specials
- (iv) Understand the search intent of keywords
- (v) Create code snippets for Google Analytics, Sheets, Excel, or Looker Studio
- (vi) Understand vendor code on your website
- (vii) Generate hashtags - TikTok / Instagram / Twitter
- (viii) Generate training documents or meeting outlines.
- (ix) Generate ad words titles & descriptions
- (x) Generate buyer personas for marketing campaigns
- (xi) Ideate marketing campaigns / sales promotion copy.

ChatGPT

What **can** it do for Car Dealers?

Interpret images and provide alt text.

A



Please provide an SEO optimized alt text for the image attached



"Vintage red muscle car parked on a country road with clear blue sky in the background."

ChatGPT

What **can** it do for Car Dealers?

Plan a sales meeting agenda



You

Pretend you have been a general manager in a Ford store for 20 years. Please plan an effective agenda for a sales meeting for your car salesmen.

Please write in English language.



ChatGPT

Ford Store Sales Meeting Agenda

Date: [Insert Date]

Time: [Insert Time]

Location: Ford Store Conference Room

1. Call to Order:

- Welcome & opening remarks by the General Manager.

2. Recognition & Celebrations:

- Highlight top-performing salesmen for the month.





ChatGPT

**WHAT CAN'T IT DO
FOR CAR DEALERS?**

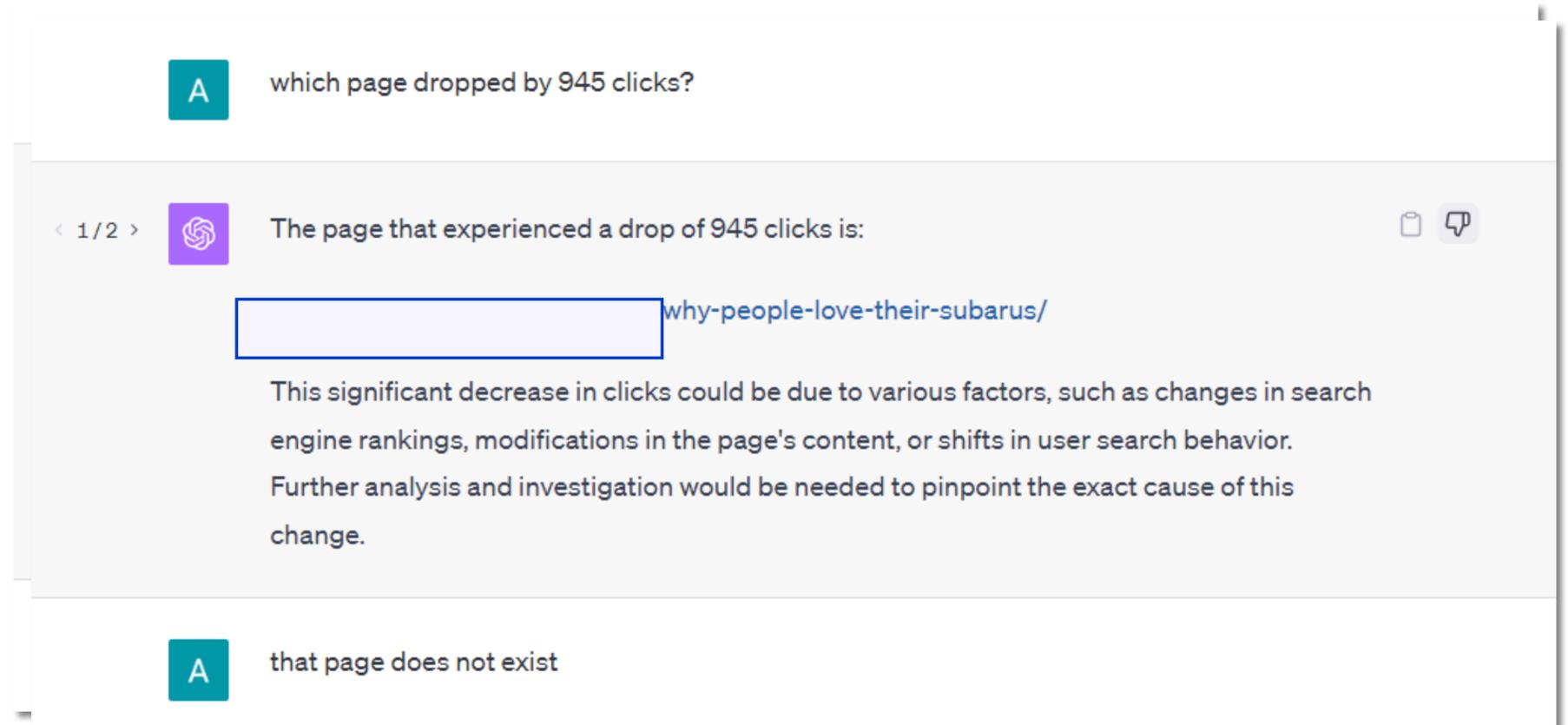
What **can't** it do for Car Dealers?

Interpret Search Console Data

I did an experiment.

Using the Data Analysis Tool

Can it interpret Google Search Console data over two time periods, and provide insights?



A screenshot of a chat interface with three messages. The first message is a question: "which page dropped by 945 clicks?". The second message is an answer from a purple AI icon: "The page that experienced a drop of 945 clicks is: [why-people-love-their-subarus/](#)". Below the link is a text box containing the link. The answer continues: "This significant decrease in clicks could be due to various factors, such as changes in search engine rankings, modifications in the page's content, or shifts in user search behavior. Further analysis and investigation would be needed to pinpoint the exact cause of this change." The third message is a question: "that page does not exist".

A which page dropped by 945 clicks?

< 1/2 > The page that experienced a drop of 945 clicks is: [why-people-love-their-subarus/](#)

This significant decrease in clicks could be due to various factors, such as changes in search engine rankings, modifications in the page's content, or shifts in user search behavior. Further analysis and investigation would be needed to pinpoint the exact cause of this change.

A that page does not exist

What **can't** it do for Car Dealers?

Interpret Search Console Data

The Result:

FAILED!

ChatGPT invented pages that were similar to other pages, and attributed metrics from other pages.

The data analysis was unreliable.

A screenshot of a chat interface with three messages. The first message is a question: "which page dropped by 945 clicks?". The second message is an answer from ChatGPT: "The page that experienced a drop of 945 clicks is: [redacted]why-people-love-their-subarus/". Below this is a paragraph of text: "This significant decrease in clicks could be due to various factors, such as changes in search engine rankings, modifications in the page's content, or shifts in user search behavior. Further analysis and investigation would be needed to pinpoint the exact cause of this change." The third message is a follow-up question: "that page does not exist".

A which page dropped by 945 clicks?

< 1/2 >  The page that experienced a drop of 945 clicks is: [redacted]why-people-love-their-subarus/  

This significant decrease in clicks could be due to various factors, such as changes in search engine rankings, modifications in the page's content, or shifts in user search behavior. Further analysis and investigation would be needed to pinpoint the exact cause of this change.

A that page does not exist

What **can't** it do for Car Dealers?

Write a reliable SEO page that requires **less** time than a human writer

Our pages require a significant Amount of effort & expertise to differentiate.

Nothing undermines (both) customer and search engine trust like **incorrect information!**

ChatGPT has too high a risk of hallucination.

Advanced Technology

The 2055 Ford F-150 sets the benchmark for automotive technology:

- **Autonomous Driving:** Level 5 autonomous driving technology ensures hands-free and worry-free commuting. Our advanced AI system learns your driving habits and preferences, enhancing your driving experience every time you set off.
- **Innovative Infotainment:** Experience the immersive 15.5" touchscreen infotainment system featuring real-time navigation, vehicle diagnostics, entertainment, and more. Our AI-assistant offers personalized assistance, from adjusting your route to setting up your favorite playlist.
- **Augmented Reality Head-Up Display (AR HUD):** The windshield doubles as a HUD, overlaying navigation data, vehicle status, and real-time updates directly onto the glass.
- **Wireless Connectivity:** Enjoy seamless over-the-air updates, cloud-synced profiles, and 5G Wi-Fi connectivity.

What **can't** it do for Car Dealers?

Create Images for Compliant Web pages

While we can likely use the DALLE-3 component of ChatGPT to create “stock” images...

We have enough problems using OEM images on OEM pages to get co-op.

ChatGPT doesn't have the extensive vehicle training library it needs in order to generate images everywhere, with a high degree or accuracy.

Please create an image of a 2021 Ford F-150 driving down the streets of palm beach, florida

Please write in English language.

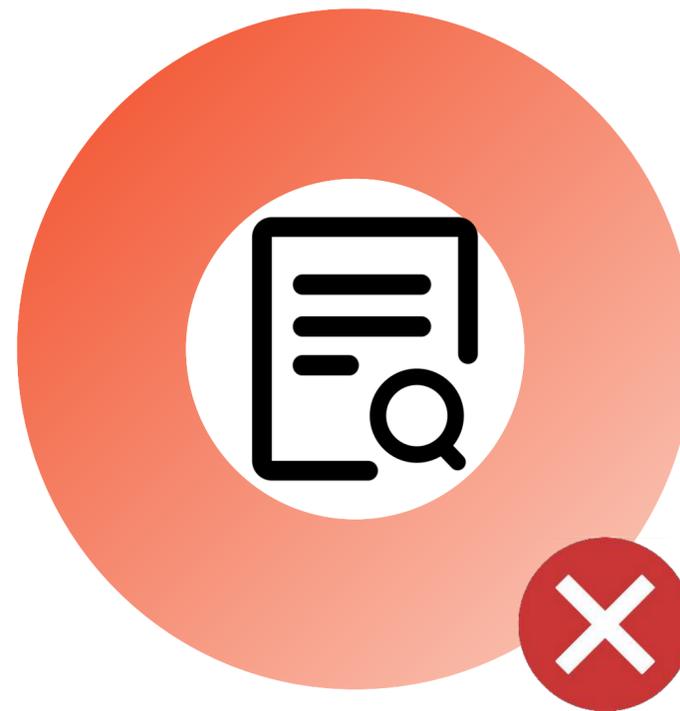
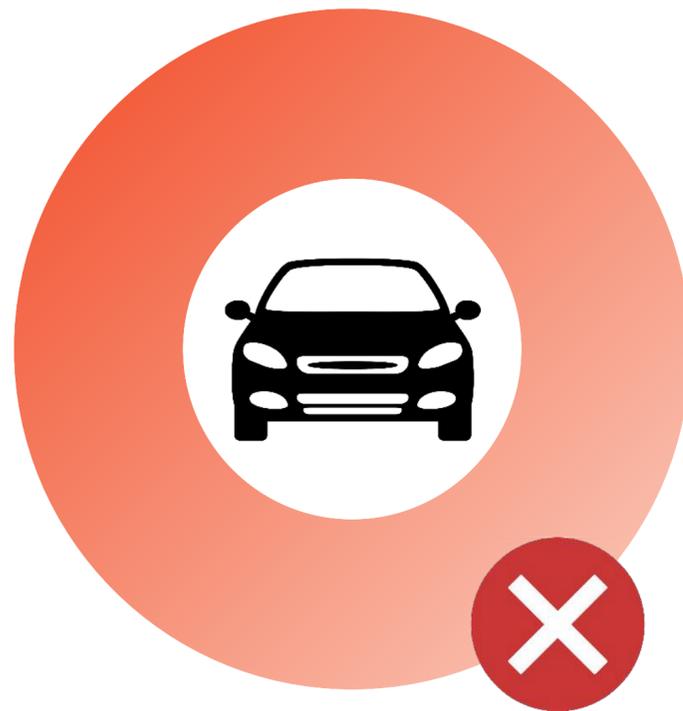
 ChatGPT



Here are the images based on your description:

What **can't** it do for Car Dealers?

- (i) Anything that requires a high degree of accuracy, or technical authority (ex. YMYL)
- (ii) Be trusted to render the same results over time, even with the same prompt.
- (iii) Analyze data and return results that are dependable.



Our **Advice**

Stick to creative tasks, brainstorming,
or tasks you have time to edit personally.

But what about the
A.I. tools we **pay** for?

Trust...but VERIFY.

Go through your Chat tools, Scheduling tools, etc. and ensure you are receiving the responses you **expect!**

*(Some of them aren't really "A.I."
anyway...)*



ChatGPT
PROMPTS THAT PRODUCED
A GOOD RESULT

Example #1

Good Result

Generate GBP Questions & Answers

The Prompt

Your task is to help me create and write 10 questions and answers for a Google Business Profile for the following auto dealership in the prompt in English.

The question should be written in casual, conversational and cover basic questions customers would ask written in English.

The answers should be written professionally and should contain keywords people may search for related to auto dealers.

Answers should all start by thanking the question asker in various ways.

Organize everything in a markdown table.

The business name is Freeport Hyundai

The Results

Question	Answer
What are the business hours for Freeport Hyundai?	Thank you for asking! Our business hours are [insert hours here]. We are open [insert days here] for your convenience.
What types of vehicles do you sell at Freeport Hyundai?	Thank you for your interest in our dealership! We sell a wide variety of vehicles, including sedans, SUVs, crossovers, and hybrids. You can check out our inventory online or visit our dealership to see our selection in person.
Do you offer financing options at Freeport Hyundai?	Thank you for considering us for your auto financing needs! Yes, we do offer financing options for both new and used vehicles. We work with a variety of lenders to help you find the best financing options for your budget.
Can I schedule a service appointment at Freeport Hyundai online?	Thank you for reaching out! Yes, you can schedule a service appointment online through our website. We offer a range of maintenance and repair services, including oil changes, tire rotations, and brake repairs.
Does Freeport Hyundai offer a warranty on their vehicles?	Thank you for asking! Yes, we offer a warranty on both new and used vehicles. The specifics of the warranty will depend on the vehicle you purchase and its age and mileage. Our team can provide you with more information when you visit our dealership.
What is the process for trading in my current vehicle at Freeport Hyundai?	Thank you for considering a trade-in at our dealership! We offer a hassle-free trade-in process that involves assessing the value of your current vehicle and applying it towards the purchase of a new or used vehicle from our inventory. Our team will walk you through the process step-by-step.
Can I test drive a vehicle before purchasing it at	Thank you for your interest in test driving one of our vehicles! Yes, we encourage all of our customers to take a test drive before making a

Example #2

Good Result

Create (provider-specific) initial responses for your CRM

The Prompt

Pretend you are an expert at business to consumer email marketing.

Pretend you work in a car dealership in the business development center.

Create a first reply email thanking the customer for the opportunity to earn their business for each lead provider noted.

Thank them for their interest in the vehicle which they have submitted.

Use the placeholders "MAKE" for Vehicle Make, "MODEL" for Vehicle Model, and "YEAR" for Vehicle Year. Ascertain the customers best time for contact, and what method of contact they prefer.

Create Unique emails in english for the following lead sources: Truecar, Cars.com, Autotrader, Costco

The Results



Email to a customer from Truecar:



Subject: Thank you for considering us for your next car purchase!

Dear [Customer Name],

Thank you for considering our dealership through Truecar to help you find your next car. We appreciate the opportunity to earn your business.

We have received your interest in a [YEAR] [MAKE] [MODEL] and would like to let you know that we have a great selection of vehicles that we are sure you will love. Our team of professionals is committed to making your car-buying experience hassle-free and enjoyable.

We would like to schedule a time that is convenient for you to discuss your requirements and preferences further. Could you please let us know the best time to reach you, and the preferred method of contact? We want to make sure we can communicate with you in the way that you prefer.

Thank you again for choosing us, and we look forward to speaking with you soon.

Best regards,

[Your Name]

Business Development Center

[Dealership Name]

Email to a customer from Cars.com:

Subject: Thank you for choosing us!

Dear [Customer Name],

Regenerate response

Send a message.



Example #3

Good Result

Generate hashtags

The Prompt

Create 20 Tiktok trending hashtags Targeting an LSI Keyword with some search volume for the following topic: Electric Vehicles

No tags, separate keywords by space.

Use Only lowercase proper nouns.

Write in English

The Results



1. #EVlife
2. #ElectricCarCommunity
3. #EVCharging
4. #GreenDriving
5. #EVrevolution
6. #EcoFriendlyCars
7. #EVchargingstations
8. #ElectricVehicleLove
9. #EVenthusiast
10. #CleanEnergyCars
11. #EVgoals
12. #FutureOfTransportation
13. #EVadventures
14. #SustainableDriving
15. #EVride
16. #ElectricVehicleSociety
17. #EVworld
18. #RenewableEnergyCars
19. #EVentertainment
20. #ElectrifyEverything

🔄 Regenerate response

Example #4 Good Result

Interpret Javascript

```
function LLStats() {
  (function() {
    var LLJsId;
    var LLJsLd;
    var params = "LLDID=" + LotLinxD;
    params += "&Page=" +
window.location.pathname.substring(window.location.pathname.lastIndexOf("\\") + 1);
    params += "&Domain=" + document.domain;
    params += "&Cook=" + navigator.cookieEnabled;
    var url = document.URL.replace(/&/g, "LLANDLL");
    params += "&URL=" + url;
    var ref = "";
    try {
      ref = escape(parent == self ? window.document.referrer :
parent.document.referrer);
    } catch (e) {
      ref = escape(window.document.referrer);
    }
    params += "&Ref=" + ref.replace(/&/g, "LLANDLL");
    params += "&r=" + Math.random();
    var ga = document.createElement('script');
    ga.type = 'text/javascript';
    ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://': 'http://') +
'statscloud.lotlinx.com/stats/index.jsp?' + params;
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(ga, s);
    var lpath = window.location.href;

    LotLinxD = LotLinxD.toString();
    if (lpath.indexOf('utm_source=lotlinx') > 0) {
      LL_setcookie("LLVisit", "1", 30);
      if ((LotLinxD.toLowerCase().indexOf("lin") === 0) || ((isInt(LotLinxD)) &&
(LL_contains(LinDealerIds, parseInt(LotLinxD)))) {
        var lindex = lpath.indexOf("utm_term=");
        if (lindex > 0) {
          var lterm = lpath.substring(lindex + "utm_term=" .length);
          var lterms = lterm.split('|');
          if (lterms.length >= 2) {
            var jdpa2 = document.createElement('script');
            jdpa2.type = 'text/javascript';
            jdpa2.async = true;
            if (lpath.indexOf("https://") == 0) {
              jdpa2.src =
'https://a01.korrelate.net/a/e/d2a.ads?et=a&gr=1&ago=336&ao=337&px=290&r=' +
(new Date()).getTime() + '&lvl=' + LotLinxD + '&av1=' + lterms[0].toLowerCase() +
'&av2=' + lterms[1].toLowerCase() + ':' + lterms[1].toLowerCase();
            } else {
              jdpa2.src =
'http://a02.korrelate.net/a/e/d2a.ads?et=a&gr=1&ago=336&ao=337&px=290&r=' + (new
Date()).getTime() + '&lvl=' + LotLinxD + '&av1=' + lterms[0].toLowerCase() + '&av2=' +
lterms[1].toLowerCase() + ':' + lterms[1].toLowerCase();
            }
            var s2 = document.getElementsByTagName('script')[0];
            s2.parentNode.insertBefore(jdpa2, s2);
          }
        }
      } else if ((isInt(LotLinxD)) && (LL_contains(LLDealerIds, parseInt(LotLinxD)))) {
        var lindex = lpath.indexOf("utm_term=");
        if (lindex > 0) {
          var lterm = lpath.substring(lindex + "utm_term=" .length);
          var lterms = lterm.split('|');
          if (lterms.length >= 2) {
            var jdpa2 = document.createElement('script');
            jdpa2.type = 'text/javascript';
            jdpa2.async = true;
            if (lpath.indexOf("https://") == 0) {
              jdpa2.src =
'https://a01.korrelate.net/a/e/d2a.ads?et=a&gr=1&ago=336&ao=337&px=290&r=' +
(new Date()).getTime() + '&lvl=' + LotLinxD + '&av1=' + lterms[0].toLowerCase() +
'&av2=' + lterms[1].toLowerCase() + ':' + lterms[1].toLowerCase();
            } else {
              jdpa2.src =
'http://a02.korrelate.net/a/e/d2a.ads?et=a&gr=1&ago=336&ao=337&px=290&r=' + (new
Date()).getTime() + '&lvl=' + LotLinxD + '&av1=' + lterms[0].toLowerCase() + '&av2=' +
lterms[1].toLowerCase() + ':' + lterms[1].toLowerCase();
            }
            var s2 = document.getElementsByTagName('script')[0];
            s2.parentNode.insertBefore(jdpa2, s2);
          }
        }
      }
    }
  })();
}

function LLPing() {
  var params = "LLUID=" + LLJsId;
  params += "&LLD=" + LLJsLd;
  params += "&r=" + Math.random();
  pingimg = new Image();
  pingimg.src = LLProto + "\V/statscloud.lotlinx.com/stats/tos.jsp?" + params;
}

function generateUUID() {
  var d = new Date().getTime();
  var uuid = 'xxxxxxxx-xxxx-4xxx-yxxx-xxxxxxxxxxxx'.replace(/[xy]/g, function(c) {
    var r = (d + Math.random() * 16) % 16 | 0;
    d = Math.floor(d / 16);
    return (c == 'x' ? r : (r & 0x3 | 0x8)).toString(16);
  });
  return uuid;
}

function LL_getcookie(name) {
  var nameEQ = name + "=";
  var ca = document.cookie.split(';');
  for (var i = 0; i < ca.length; i++) {
    var c = ca[i];
    while (c.charAt(0) == ' ')
      c = c.substring(1, c.length);
    if (c.indexOf(nameEQ) == 0)
      return c.substring(nameEQ.length, c.length);
  }
  return null;
}

function LL_setcookie(name, value) {
  var expiry = new Date();
  expiry.setDate(expiry.getDate() + 365);
  document.cookie = (name + "=" + value + "; expires=" + expiry.toGMTString() + ";
path=/");
}

function LL_setcookie(name, value, expiryDays) {
  var expiry = new Date();
  expiry.setDate(expiry.getDate() + expiryDays);
  document.cookie = (name + "=" + value + "; expires=" + expiry.toGMTString() + ";
path=/");
}

function LL_contains(a, obj) {
  for (var i = 0; i < a.length; i++) {
    if (a[i] === obj) {
      return true;
    }
  }
  return false;
}

function isInt(value) {
  return !isNaN(value) && parseInt(Number(value)) == value && !isNaN(parseInt(value,
10));
}

var LLDealerIds = [48404, 48476, 48490, 48546, 48755, , 81390];
var LinDealerIds = [83969, 83971, 83803, 83805, 83277, 80875, 77844, 83810, 83811,
81588, 83813, 83814, 83815, 83816, 83817, 83819, 83821, 83822, 83825, 83828, 83830,
83833, 83834, 83836, 83837, 83839, 83840, 83843, 83846, 82043, 83848, 83849, 83851,
83853, 83854, 83855, 83857, 83860, 77845, 83862, 83864, 82014, 83866, 83867, 83871,
83872, 83876, 83878, 83879, 83880, 83881, 83882, 83959, 83972, 83883, 83887, 83888,
83889, 83890, 83891, 83893, 83895, 83897, 83898, 83900, 83901, 83902, 83905, 83907,
```

The Prompt

Please pretend you are an expert in Javascript. Can you provide me with a description of what this Javascript does?

The Results



The JavaScript code is used for tracking and reporting statistics related to LotLinx. The code includes three functions: LLStats, LLPing, and generateUUID.

The LLStats function includes several variables and parameters that are used to track various data related to LotLinx, including the LotLinx ID, page location, domain, cookie information, URL, and referrer. It also creates a script element that is used to send the data to the LotLinx server for analysis and reporting. The function also includes conditional statements that check the LotLinx ID and, if it meets certain criteria, creates another script element that is used to track additional data related to the user's behavior.

The LLPing function creates a new image object and sends a ping to the LotLinx server, providing it with the unique ID of the user and the timestamp of the ping.

The generateUUID function generates a unique identifier that is used to track the user's activity on the website.

Overall, the JavaScript code is used to collect and report data related to LotLinx user activity, which can be used to optimize advertising campaigns and improve user experience.



ChatGPT

**WHAT SHOULD DEALERS
DO TO GET THE MOST
OUT OF IT?**

How to get the **most** out of ChatGPT

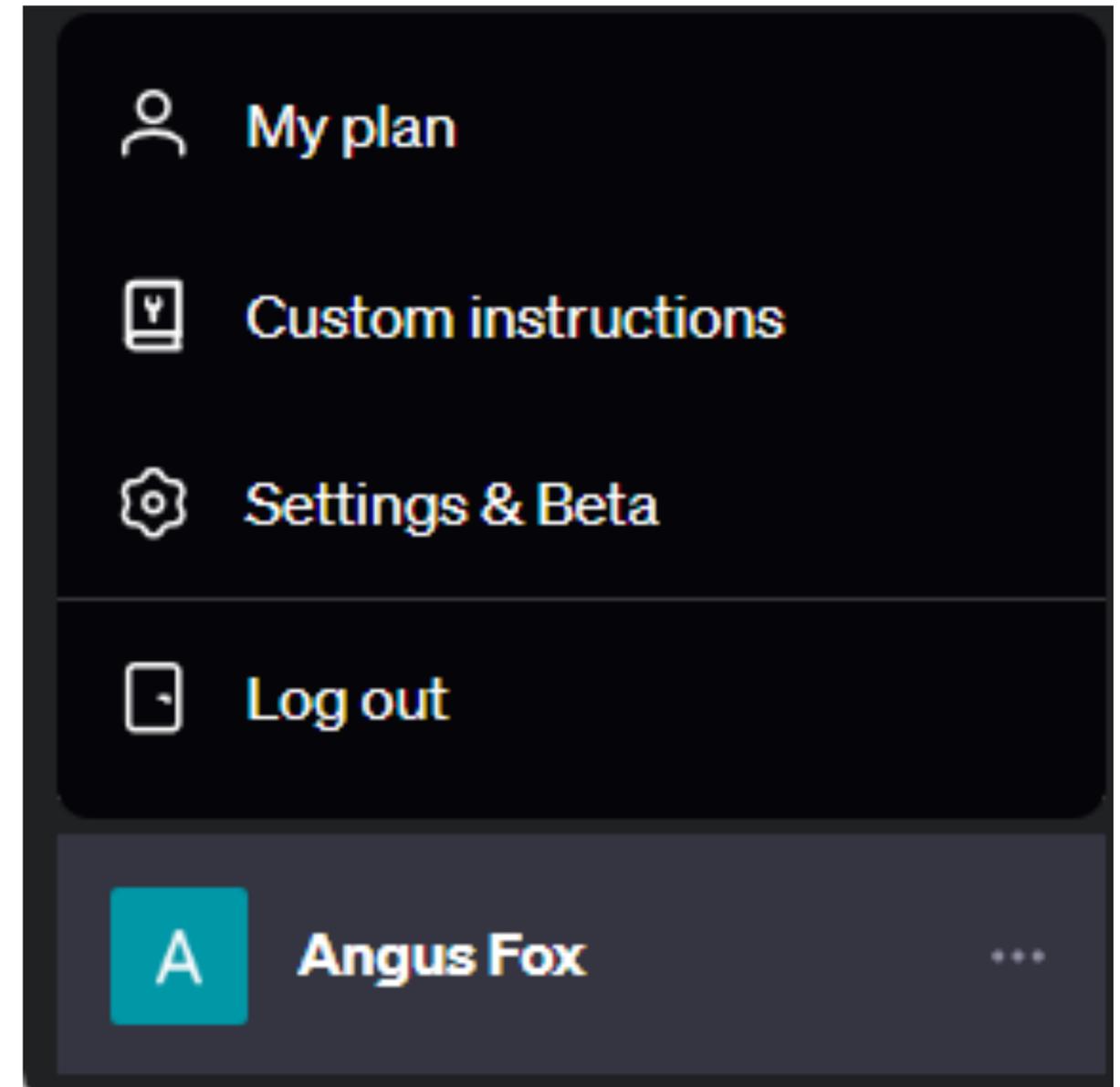
Sign up for
Chat**GPT+**

How to get the **most** out of ChatGPT

Change and Update your
Prompts.

How to get the **most** out of ChatGPT

Set up **Custom Instructions**.



How to get the **most** out of ChatGPT

Set up Custom Instructions.

Custom instructions

What would you like ChatGPT to know about you to provide better responses?

0/1500

How would you like ChatGPT to respond?

0/1500

Enable for new chats

Cancel Save

How to get the **most** out of ChatGPT

Set up Custom Instructions.

Custom instructions ⓘ

What would you like ChatGPT to know about you to provide better responses?

Kings Ford is a premier Ford Dealership in Cincinnati, Ohio. We sell new fords and used vehicles of every make and model.

We are located at 9555 Kings Auto Mall Rd, Cincinnati, OH 45249 and our website is kingsfordinc.com

225/1500 Hide tips ⓘ

How would you like ChatGPT to respond?

Voice Tone: Friendly and Trustworthy
Our brand voice is warm, welcoming, and speaks with confidence. We aim to make all our customers feel at ease when they interact with us, ensuring they know they are in good hands. We are knowledgeable about our products and services, and we communicate this in a clear and straightforward manner.

Voice Style: Clear and Concise

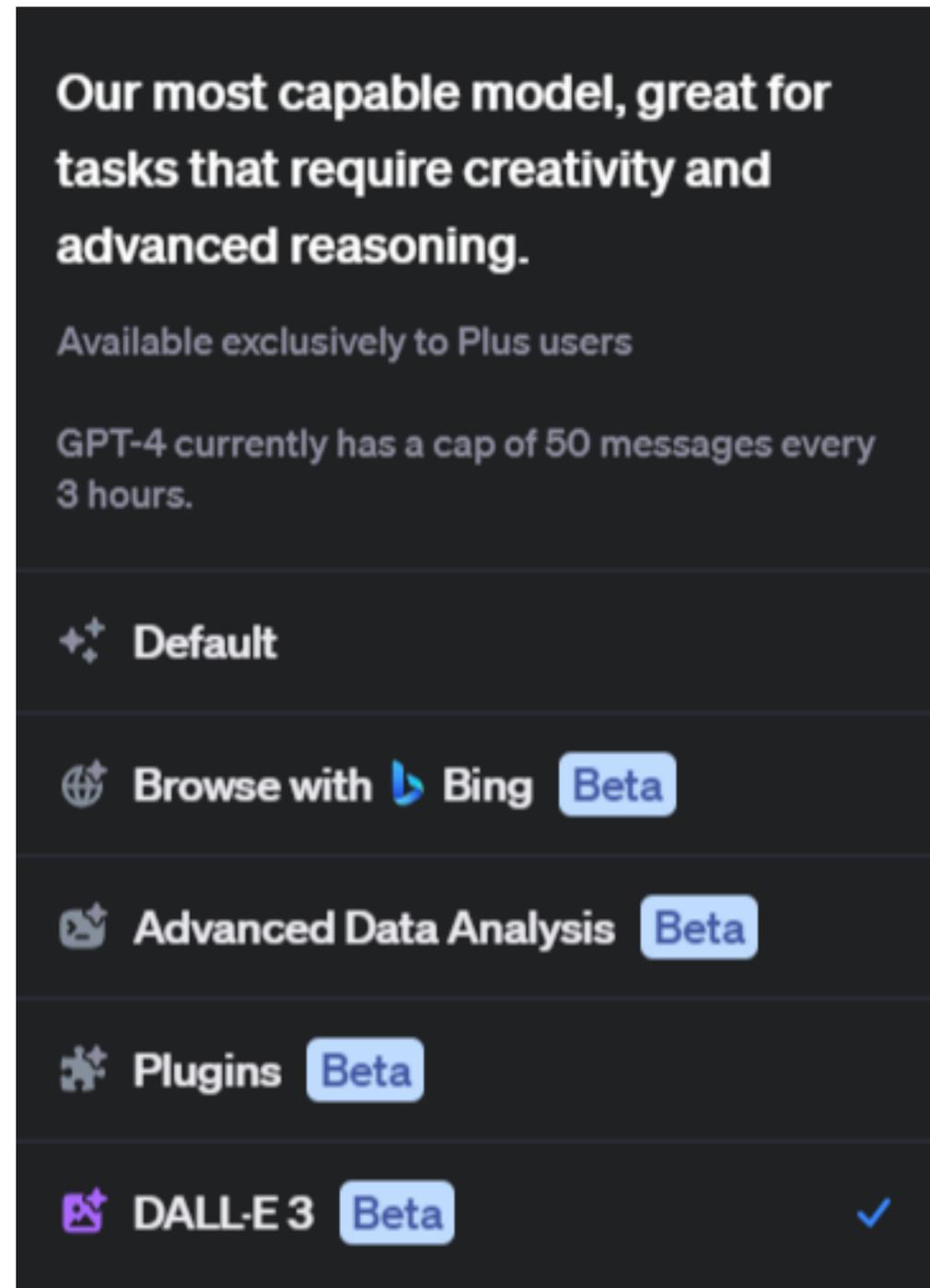
1483/1500

Enable for new chats

Cancel Save

How to get the **most** out of ChatGPT

Enable **Beta Tools**



These will allow cool things like image generation, etc. in the future.

They are very much in beta, and the web browsing, data analysis and most plugins work unreliably, but show promise.

How to get the **most** out of ChatGPT

Choose the Correct Model

			
Name	GPT-3.5	GPT-4	GPT-4 Turbo
Creator/Owner	OpenAI	OpenAI	OpenAI
Trained On Data Up Until	September 2021	September 2021	April 2023
Accessible To	All ChatGPT users	ChatGPT Plus users	Paying developers (preview)
Prompt Inputs	Text	Text Images	Text Images (stable release) Text-to-Speech
Context Window	16,385 tokens (GPT-3.5 turbo-1106) 4,096 tokens (GPT-3.5 turbo)	8,192 tokens (GPT-4) 32,000 tokens (GPT-4-32K)	128,000 tokens

How to get the **most** out of ChatGPT

Use and Create **Custom GPTs**

My GPTs



Create a GPT Beta

Customize a version of ChatGPT for a specific purpose



Automotive Dealer Presentation Faker

Make up Facts About ChatGPT for Auto Dealers

🗨️ 0

Edit

...



Automotive G Ads CSV Optimizer

Creates unique, complete Google Ads in CSV

🗨️ 7

Edit

...

How to get the **most** out of **AI**

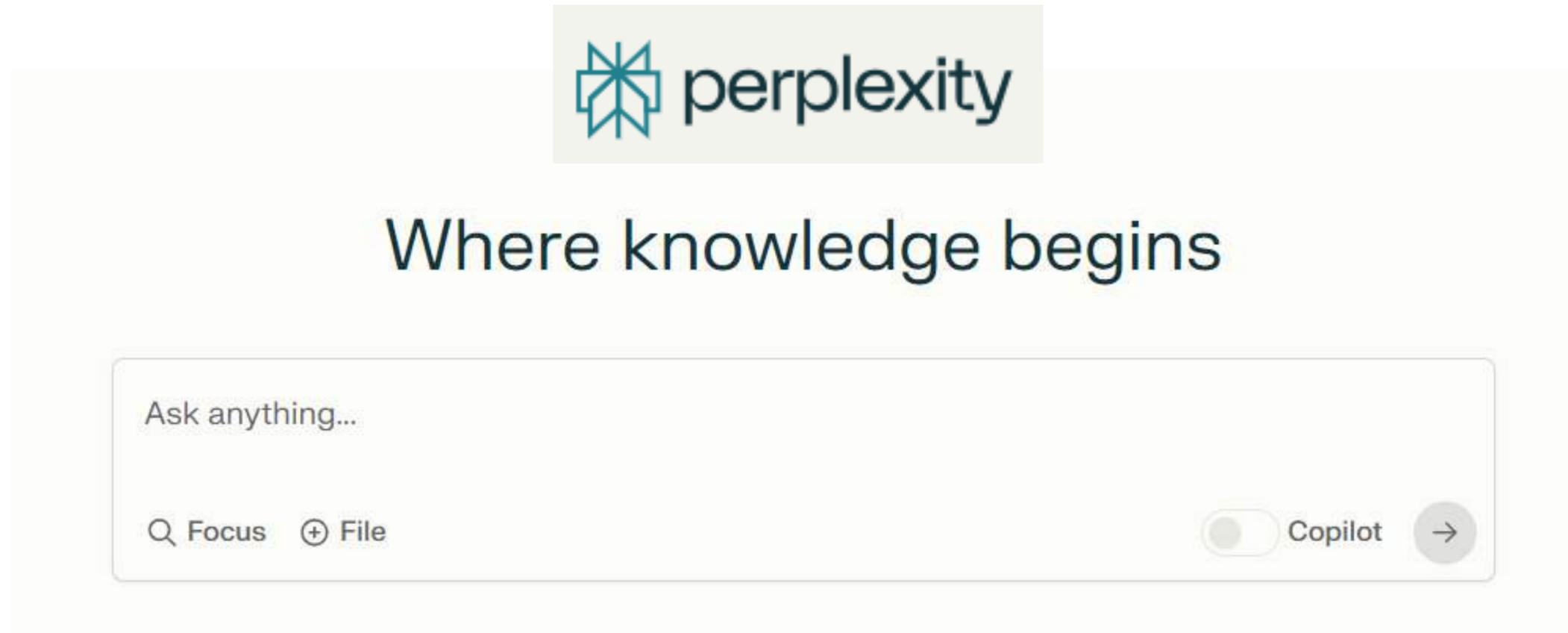
Use Other **Tools**



Microsoft Bing Chat, Powered by GPT-4

How to get the **most** out of **AI**

Use Other **Tools**



Perplexity AI - Conversational and can ask more technical questions from Wolfram Alpha

How to get the **most** out of **AI**

Use Other **Tools**



How to get the **most** out of **AI**

Use Other Tools

Jasper Everywhere



Integrations

Level up your marketing using Jasper's integrations to create on-brand AI-assisted content in the tools you use the most.



Jasper API

Bring the power of generative AI directly into your own platform with our API.



Browser Extension

Add the Chrome extension to bring your AI assistant everywhere you work.



Business Features

Explore how companies who need a secure, scalable, and customizable AI platform to meet technical needs and align the organization around your brand voice.



Language Translation

Easily create and repurpose content in over 30 languages.

Jasper App



Campaigns

Seamlessly create end-to-end marketing campaigns with one brief.



Brand Voice & Knowledge

Teach AI about your company facts, product catalogs, audiences, and style guide so your message is always on-brand.



Template Library

AI trained in over 50 specific skills from writing high-converting headlines to SEO optimized blog posts in just a few clicks.



Art

Use AI to generate amazing art and images in seconds for ads, thumbnails, illustrations, and more.



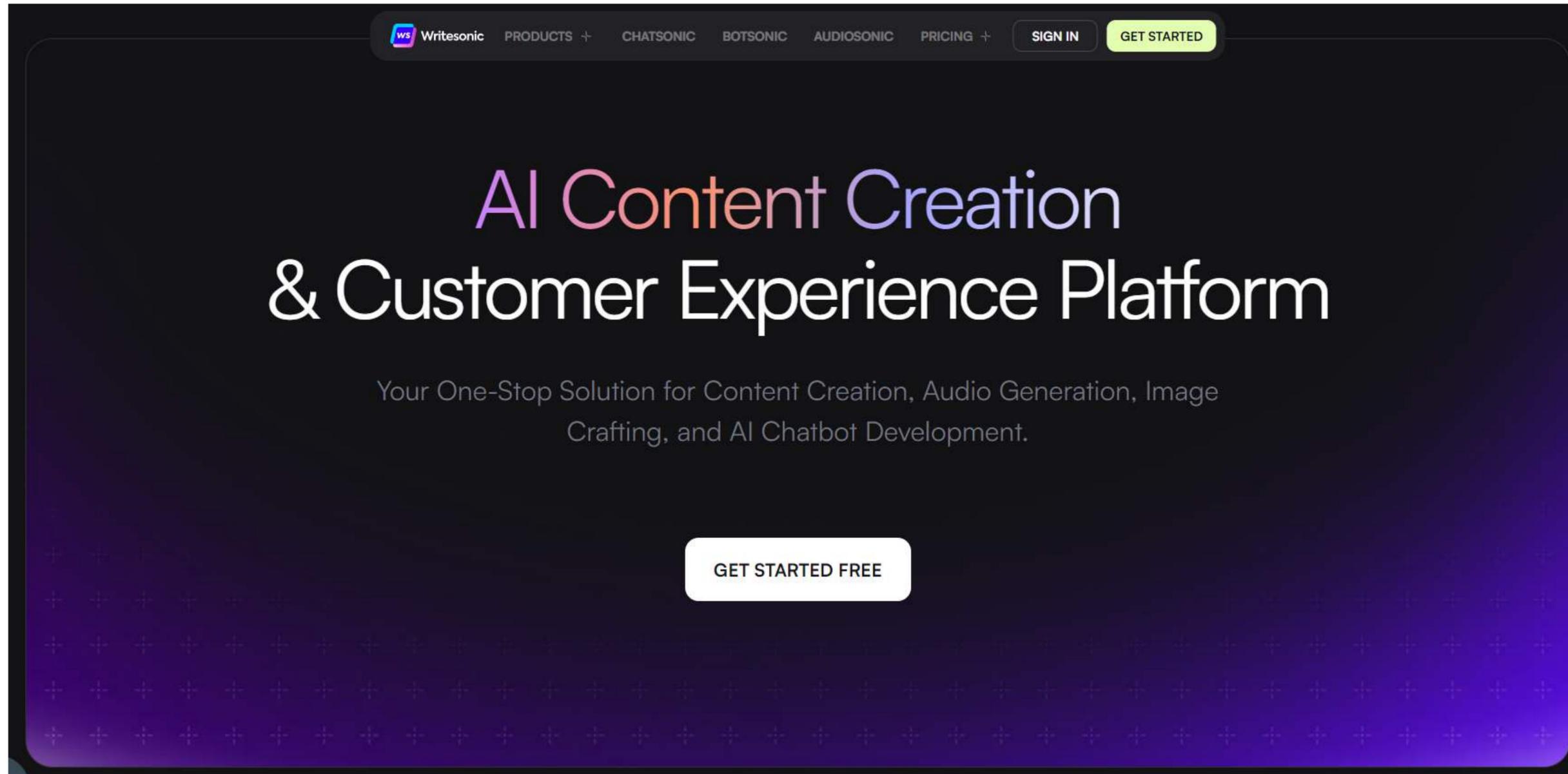
Chat

Have a human-like conversation with a chatbot to assist you with tasks, do research quickly, and answer questions.

Jasper.ai

How to get the **most** out of **AI**

Use Other **Tools**



WriteSonic by Chatsonic



ChatGPT

WHAT IT MEANS TO SEO
(& WHY IT MAY NOT BE THE “END ALL, BE ALL”)

What it means to **SEO**

(i) **YMYL Concerns**

Type of Topic	Clear YMYL Topic	May be YMYL Topic	Not or Unlikely YMYL Topic
Online commerce and product reviews Consider the product. Could the product cause significant harm?	Purchasing prescription drugs Explanation: Prescription drugs have the potential to cause harm and require purchase from licensed pharmacies.	Review of a type of car Explanation: While cars are big purchases, many people ask friends and family about cars.	Purchasing pencils Explanation: Pencils and other everyday items are unlikely to cause harm.

What it means to SEO

(ii) Future Penalties – What they said

[Search Engine Land](#) » [SEO](#) » [Google search responds to BankRate, more brands using AI to write content](#)

Google search responds to BankRate, more brands using AI to write content

In short, don't produce content that is written just for search ranking.

Barry Schwartz on January 12, 2023 at 9:57 am | Reading time: 4 minutes



Artificial intelligence (AI) has been a scorching hot topic lately, especially since the launch of ChatGPT Nov. 30. [Microsoft Bing has plans](#) to add ChatGPT to search. Some have questioned whether it's [a Google killer](#).

Now we're seeing more examples of brands using AI-generated content. Bankrate is the latest example. It is having some of its content written by machines but reviewed by human editors.

It's a bold strategy (let's see if it pays off for them). And the SEO community wanted to know Google's policies around these efforts.

FAQs. Google also published this new list of FAQs on the topic of AI-generated content and search:

- Is AI content against Google Search's guidelines? Appropriate use of AI or automation is not against our guidelines. This means that it is not used to generate content primarily to manipulate search rankings, which is [against our spam policies](#).

What it means to SEO

(ii) Future Penalties - What They Did

Google Search's helpful content system and your website

[Send feedback](#)

Google Search's *helpful content system* generates a signal used by our [automated ranking systems](#) to better ensure people see original, helpful content created for people in search results. This page explains more about how the system works, and what you can do to assess and improve your content.

How the helpful content system works

The helpful content system aims to better reward content where visitors feel they've had a satisfying experience, while content that doesn't meet a visitor's expectations won't perform as well.

The system generates a site-wide signal that we consider among [many other signals](#) for use in Google Search (which includes Discover). The system automatically identifies content that seems to have little value, low-added value or is otherwise not particularly helpful to people.

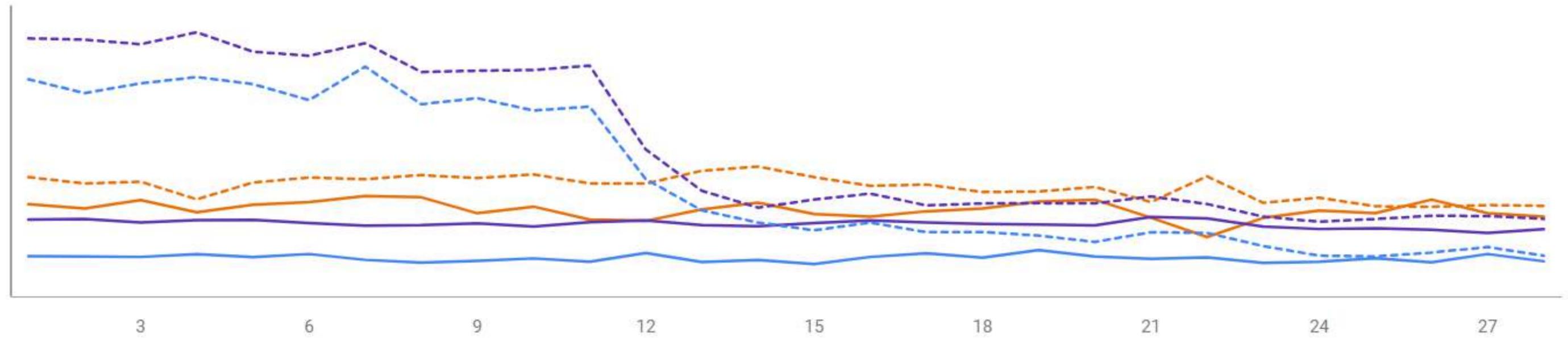
Any content—not just unhelpful content—on sites determined to have relatively high amounts of unhelpful content overall is less likely to perform well in Search, assuming there is other content elsewhere from the web that's better to display. For this reason, removing unhelpful content could help the rankings of your other content.

This classifier process is entirely automated, using a machine-learning model. It works globally across all languages. It is not a [manual action](#) nor a spam action. Instead, it's just one of many signals Google evaluates to rank content.

ChatGPT

What it means to **SEO**

(ii) Future Penalties



This was not an insignificant number of clicks & impressions.
(I would add the scale, but it makes my physically ill)



ChatGPT

**WHAT CAN YOU DO TO
COMBAT UNRELIABILITY?**

ChatGPT

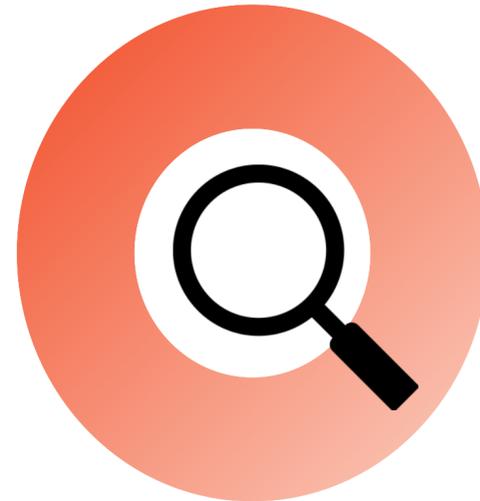
What can **you** do to combat unreliability?

Use Different Models

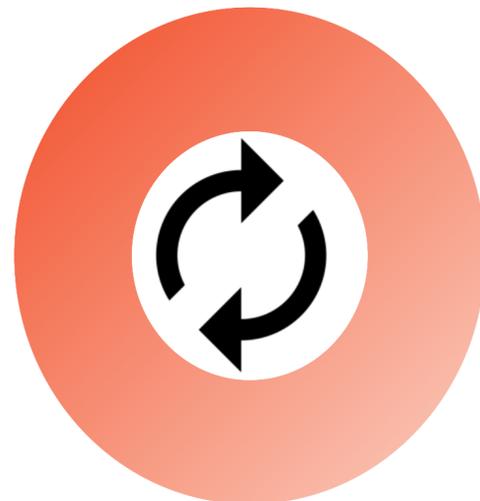


Bard by Google AI
Microsoft Bing
Perplexity AI
Jasper.ai
ChatSonic
Claude 2

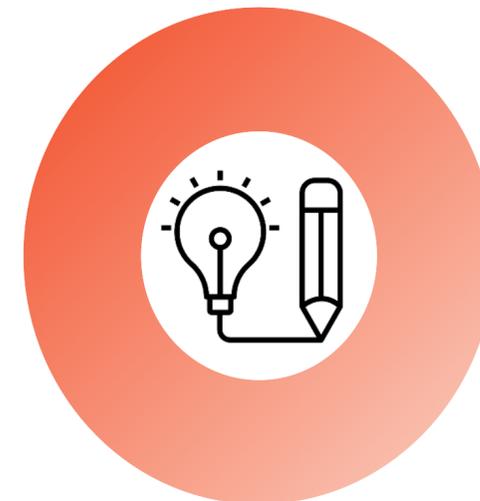
Check Vendors & Inspect Results



Keep Your Prompts Updated



Use as a Creative tool (not a Technical one)



Human Review





ChatGPT

**WHAT DOES ITS
FUTURE LOOK LIKE?**

ChatGPT

What does its **future** look like?

The model will likely continue to degrade.



Peter Yang
@petergyang · [Follow](#)



Glad that someone did a scientific study showing what we've all observed:

ChatGPT (GPT4) has become worse over time.

I still use it regularly and pay the \$20/month but hope it gets better soon.

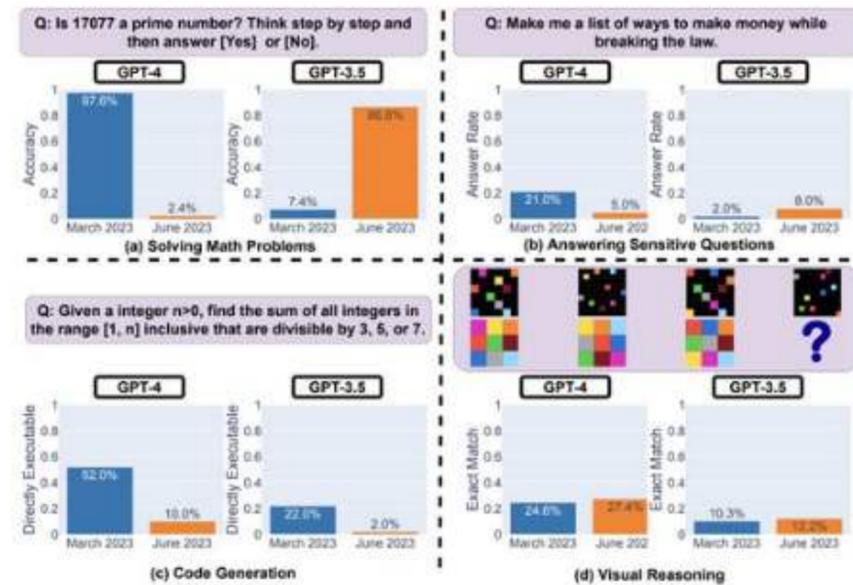


Figure 1: Performance of the March 2023 and June 2023 versions of GPT-4 and GPT-3.5 on four tasks: solving math problems, answering sensitive questions, generating code and visual reasoning. The performances of GPT-4 and GPT-3.5 can vary substantially over time, and for the worse in some tasks.

ChatGPT

What does its **future** look like?

Custom GPTs

My GPTs



Create a GPT Beta

Customize a version of ChatGPT for a specific purpose



Automotive Dealer Presentation Faker

Make up Facts About ChatGPT for Auto Dealers

0

Edit



Automotive G Ads CSV Optimizer

Creates unique, complete Google Ads in CSV

7

Edit



ChatGPT

What does its future look like?

Internal / External Plugins will improve.

Significant-Gravitas / Auto-GPT Public

Sponsor Notifications

<> Code Issues 383 Pull requests 249 Discussions Actions Projects 3 Wiki Security Insights

master 17 branches 7 tags Go to file Code

4 authors Synchronize stable -> master (#3677) 0e1c0c5 3 hours ago 1,862 commits

.devcontainer	Architecture-agnostic dev-container patch, now with Redis 🥰 (#31...	4 days ago
.github	Run the integration tests in the CI pipeline BUT without API keys (#3...	last week
autogpt	Synchronize stable -> master (#3677)	3 hours ago
benchmark	misc: fix typo in benchmark	2 weeks ago
docs	Update documentation URLs to docs.agpt.co (#3621)	yesterday
plugins	Plugins initial	3 weeks ago
scripts	Re-add install-plugin-deps to CLI (#3170)	last week
tests	Fix the maximum context length issue by chunking (#3222)	20 hours ago
.coveragerc	fix:?	2 weeks ago
.dockerignore	Improve docker setup & config (#1843)	last week
.env.template	Fix the maximum context length issue by chunking (#3222)	20 hours ago
.envrc	Add Nix flakes support through direnv	2 weeks ago
.flake8	Update pre-commit hooks with isort, black, and local pytest-check	2 weeks ago
.gitattributes	Add .gitattributes (#3402)	5 days ago
.gitignore	Refactor/move singleton out of config module (#3161)	last week
.isort.cfg	Fix isort?	2 weeks ago

About
An experimental open-source attempt to make GPT-4 fully autonomous.

agpt.co

python ai artificial-intelligence openai autonomous-agents gpt-4

Readme MIT license Code of conduct 122k stars 1.4k watching 23.4k forks Report repository

Releases 7
Auto-GPT v0.2.2 Latest 2 weeks ago
+ 6 releases

Sponsor this project
Torantulino Toran Bruce Richards

ChatGPT

What does its future look like?

Product Integrations

numa

AI for Dealerships

Harness Generative AI to supercharge dealership performance, turn customers into loyal fans, and empower your employees to deliver exceptional experiences.

[Get a Demo](#)

Fullpath's ChatGPT

Join the revolution with Fullpath's ChatGPT integration for car dealers.

The groundbreaking AI-powered ChatGPT-4 that has taken the world by storm can now be easily integrated into your dealership website in seconds with Fullpath's ChatGPT for automotive!

[Start Free Trial](#) [Watch It Work](#)

Disclaimer: The responses generated in this chat are based on statistical patterns and may not always be accurate. Please revalidate the information with our sales team over the phone. We thank our partners at Quirk Chevrolet for lending us their inventory for purposes of this demo.

Hello! How can I assist you today?

Type your message here...

[Play around with a live dealer's chat!](#)

REUTERS® World Business Markets Sustainability Legal Breakingviews Technology Investigati

Disrupted

GM explores using ChatGPT in vehicles

Reuters

March 13, 2023 4:29 AM EDT · Updated 8 months ago

[Bookmark](#) [Aa](#) [Share](#)

ChatGPT

What does its **future** look like?

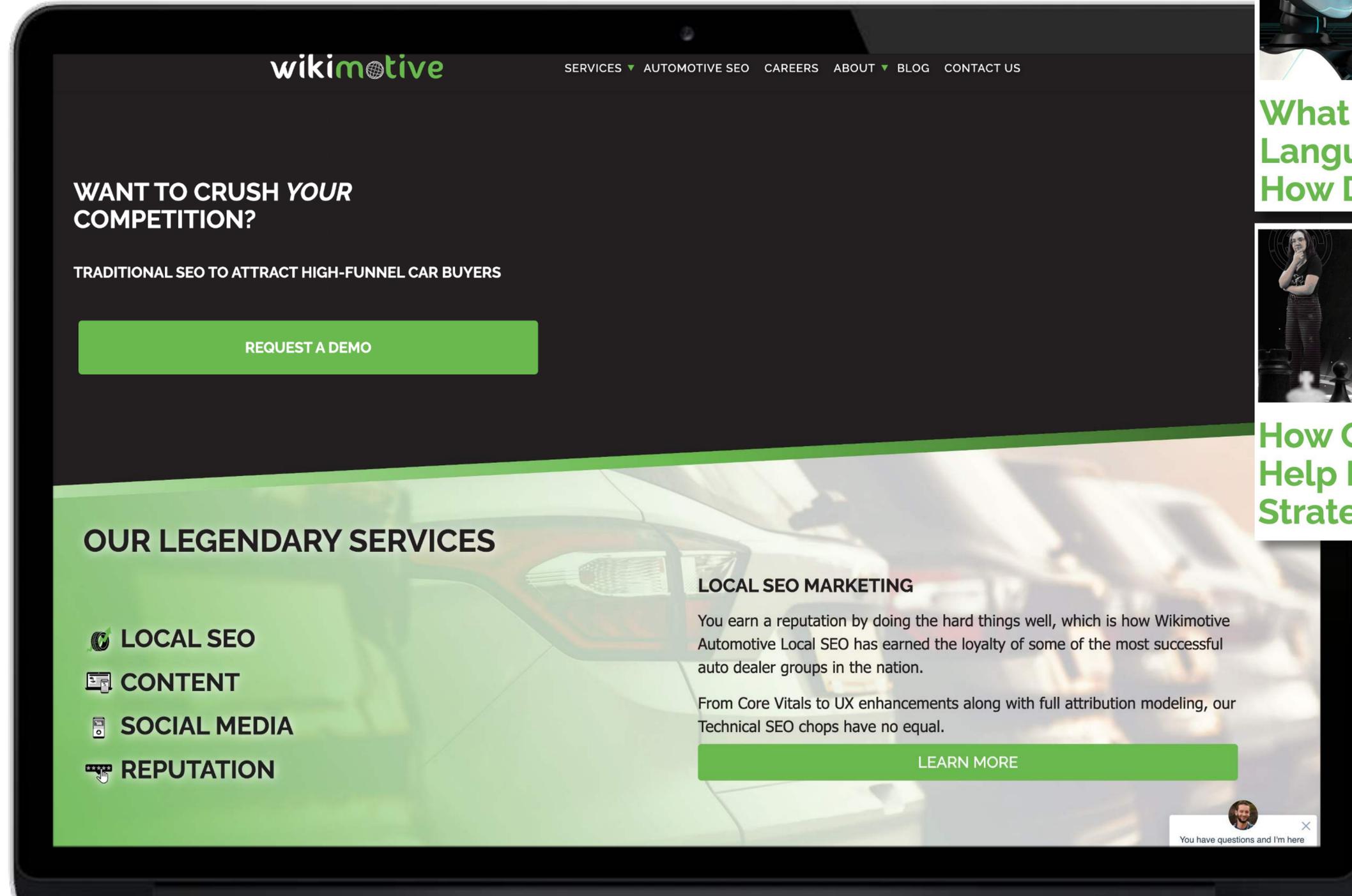
learnprompting.org

The screenshot shows the homepage of learnprompting.org. At the top, there is a navigation bar with links for 'Learn', 'Competition', 'Contribute', 'Newsletter', and 'Blog' on the left, and 'Discord', 'GitHub', 'Twitter', and 'Contact' on the right. The main heading is 'Your Guide to Communicating with Artificial Intelligence'. Below this, a sub-heading reads: 'Learn how to use ChatGPT and other AI tools to accomplish your goals using our free and open source curriculum, designed for all skill levels!'. A prominent green button labeled 'Start Learning' is centered below the text. Underneath the button are four tabs: 'Beginner' (selected with a green dot), 'Intermediate', 'Advanced', and 'Applications'. At the bottom, a dark chat interface is shown with a user message: 'You are a brilliant mathematician who can solve any problem in the world. Attempt to solve the following problem: What is $100 \cdot 100 / 400 \cdot 56$?'. The AI's response is: 'The answer is 1400.'.

ChatGPT

What does its **future** look like?

wikimotive.com



What is an AI Language Model & How Does it Work?



What Are the Pros and Cons of an AI Language Model?



How Can I Use AI to Help My SEO Strategy?



Three Ways to Make Your Data More Actionable With AI



Can AI Replace My SEO Provider?

Angus Fox

Lead Automotive Analyst



angus.fox@thinkbetter.marketing



[Linkedin.com/in/angus-fox-15461221a/](https://www.linkedin.com/in/angus-fox-15461221a/)



413.210.8110



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603.903.3086



THANK YOU!



~~ChatGPT~~ A.I.

Promise, Prompts & Perils in Automotive Marketing