

# FordDirect Uncovers AI-Powered Insights 75% Faster, Driving Sales and Service

The digital marketing solution provider for Ford Dealers and Lincoln Retailers turned to the DataRobot AI Platform to shorten the time to understand customers and prospects, enabling highly personalized touchpoints. The highest-scored leads are 18X more likely to buy a vehicle.\*

## Challenge

In the competitive vehicle market, dealers who can anticipate when consumers are ready to buy have an edge. FordDirect must interpret thousands of customer signals from across Ford, dealers/retailers, and third parties with the goal of personalizing customer touchpoints.

## Solution

Linked with Microsoft Azure and Databricks, the DataRobot AI Platform provides AI-powered recommendations, optimizations, and direct signals that its dealers, retailers, product partners, and Ford's digital marketing teams rely on to create more personalized experiences for current and prospective customers.

## Results



**~\$3M**  
decreased  
technology debt



**75%**  
faster from start  
to implementation  
with AI automation



**18X**  
greater likelihood to buy for  
the highest-scored leads\*

\*Figures provided by FordDirect based on their own experience.

Want more information on how you can get these results?

[Learn More](#)

DataRobot is the leader in Value-Driven AI, a unique and collaborative approach to AI that combines an open platform, deep expertise and broad use-case experience to improve how organizations run, grow and optimize their business. The DataRobot AI Platform is the only complete AI lifecycle platform that interoperates with an organization's existing investments in data, applications and business processes, and can be deployed on prem or on any cloud environment. Global organizations rely on DataRobot to drive greater impact and value from AI. Learn more at [datarobot.com](https://datarobot.com).

## Contact Us

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# FORDDIRECT

## PRODUCT

DataRobot AI Platform

- AI Experimentation
- AI Production

## INDUSTRY

Automotive

## INFRASTRUCTURE

Microsoft Azure

Databricks

## COUNTRY

USA



*The combination of DataRobot and FordDirect has really given our dealers and retailers an advantage in the marketplace in terms of increased sales, service, higher ROI, and stronger customer loyalty."*

**Tom Thomas**

Vice President of Data & Analytics, FordDirect