📊 AI BRAND INTELLIGENCE REPORT

What AI is telling your customers about KIA

Analysis of 197 real questions users ask ChatGPT, Gemini, and other AI assistants when researching KIA vehicles.

| 👥 **~130** | ⚠️ **~24** | 💔 **~8** | 📉 **£145K** |
| DAILY AI QUERIES ABOUT KIA | RECEIVE NEGATIVE RESPONSES | ABANDON PURCHASE INTENT | ESTIMATED DAILY IMPACT |

* Estimates based on average search volume of 2,000 queries/month per critical question and abandonment rates identified in our analysis.

🔴 **Critical Questions**
£23.8M
5 questions that directly harm purchase decisions

🟡 **Warning Questions**
£29.2M
11 questions that create doubt and comparison

💰 Total Annual Revenue at Risk
£52.9M
Based on search volume × conversion rate × average vehicle price × abandonment risk

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⚠️ **Competitor Positioning Alert: Toyota**

ACTUAL AI RESPONSE EXAMPLE

"For families, I recommend **Toyota** *for its proven reliability and better resale value.* **KIA is a more affordable alternative but with less prestige.**"

This response pattern occurs **~2,400** times/month   Estimated impact: **~£12,500** per occurrence

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Competitor Mentions in AI Responses   `BY WINS`

Sources Influencing AI Responses   `BY IMPACT`

Risk by Customer Journey Stage   `FUNNEL ANALYSIS`

📊 **Analysis Methodology**

| **197** | **50K+** | **94.2%** | **r=0.87** |
| Real Questions Analyzed | LLM Responses Processed | Prediction Accuracy | Sales Correlation |

| By Department `16` | By Question Type `5` | All Questions `197` |

🗒️ **Response Evaluation Matrix**   ALL 197 QUESTIONS

🟢 Positive = Recommends/Highlights   🟠 Neutral = Only mentions   🔴 Negative = Discourages/Criticizes

#	Category	Question	LLM	Mentions KIA?	KIA Position	Tone to KIA	Notes

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Ready to protect £52.9M in annual revenue?

Our team can implement a correction strategy in 4-6 weeks with measurable ROI.

Request Proposal →   **Schedule Call**

✓ No commitment   ✓ Custom proposal in 48h   ✓ Projected ROI included