



# WILL AI REPLACE ME?

## Traffic Manager

*Media and Digital*

The role of a Traffic Manager is primarily focused on data analysis to optimize traffic and advertising campaigns. AI, with its advanced analytical capabilities, can greatly facilitate the collection, interpretation, and optimization of this data.

While AI can assist in automating some of the analytical tasks, the creation of campaigns and the strategic interpretation of data requires human expertise. Therefore, while leveraging AI to enhance efficiency, the human role remains crucial for strategic decision-making and the implementation of advertising campaigns.

Automation degree: 33.33%

Moderate but identified automation impact of AI for this Job



33.33%

## Main tasks

This section reviews the 3 main tasks associated with the job studied and assesses the potential level of automation induced by AI (« **AI Automation Impact** »). The modeling uses 8 criteria detailed on the « **Methodology** » page.

Tasks	AI Automation Impact
Analyze and optimize the traffic of a website or application	Significant
Set up and oversee online advertising campaigns	Moderate
Analyze data to identify the best sources of traffic and engagement	Significant

## Impact on skills

### At-risk Skills ↓

Traditional advertising campaigns management	As the world of digital marketing evolves towards automation, programming, and real-time purchasing, skills centered on manual management of advertising campaigns may become obsolete. Automated tools are taking over these tasks.
Limited analysis to web traffic only	Focusing solely on web traffic without considering the entire customer journey can become a limiting skill. With the multiplication of touchpoints, it is essential to have a 360° view of the customer journey.

### Future-proof Skills ↑

Multidimensional understanding of customers	The ability to understand the needs, behaviors, and habits of customers is essential. In a world where the customer experience is paramount, a Traffic Manager needs to place themselves from the customer's point of view to attract and retain their attention.
Cross-channel optimization	With the diversification of sales and engagement channels (web, mobile, physical stores), the skill to orchestrate a smooth and homogeneous experience across all these channels is crucial. This includes the « web to store » and « drive to store » that you mentioned.

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