VOICE
A NEW ERA IN MARKETING
THE BASIS OF THIS (R)EVOLUTION: THE HUMAN VOICE!
FACTS
EVOLUTION OF COMMAND

Typing

Touching

Talking
USER GERMANY
SMART SPEAKER USERS IN GERMANY

Source: eMarketer, 2020

<table>
<thead>
<tr>
<th>Year</th>
<th>Smart speaker users</th>
<th>% of population</th>
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<tbody>
<tr>
<td>2017</td>
<td>4.3 million</td>
<td>5.2%</td>
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<tr>
<td>2018</td>
<td>8.6 million</td>
<td>10.5%</td>
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<tr>
<td>2019</td>
<td>11.7 million</td>
<td>14.2%</td>
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<tr>
<td>2020</td>
<td>20.75 million</td>
<td>25.0%</td>
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GOING MAINSTREAM

EARLY MARKET

- Early adopters 13.5%
- Innovators 2.5%
- Techies (Try it!)
- Visionaries (Get ahead!)

MAINSTREAM MARKET

- EARLY MAJORITY 34%
- Pragmatists (Stick with the herd!)

LATE MARKET

- LATE MAJORITY 34%
- Conservatives (Hold on!)

- Laggards 16%
- Skeptics (No way!)

The Chasm

25.00%
28.94%
VOICE RECOGNITION ACCURACY
GOOGLE MACHINE LEARNING
ACHIEVING HIGHER ACCURACY

World Accuracy Rate (%)

95% 95%

Threshold for Human Accuracy

Source: Google (5/17) | Accuracy refers to English language.
Note: Data as 5/17/17 refers to recognition accuracy for English language. Word error rate is evaluated using real world search data which is extremely diverse and more error prone than typical human dialogue.
ALEXA, WHERE CAN I GO SHOPPING CONTACTLESS WITH FRIENDS?
TRENDING NOW
Over 75 curated recipes to fit your taste.

We collaborated with award-winning mixologist Rob Poulter to create a database of cocktail recipes with custom content. Like a real bartender, the skill takes you through a set of questions to advise the perfect cocktail for you.
The voice as the new interface between human beings and machines

Is this the beginning of a new era of voice-based networks?
THE FUTURE IS NOW: SOCIAL & VOICE

Clubhouse: Audio-based social network lets users connect via voice chat.
“HEY, THIS IS SNOOP DOGG. ARE YOU HOME?”
WHAT SHOULD MARKETERS DO NOW?
1. Do not ignore, listen
2. Rethink product names

Learn to think like Alexa
3.

Give your brand a voice:

A new level of conversation is key
How to act?

Do not ignore
Listen
Reduction of brands?

Content
Product names
Rebranding

Conversation
Give your brand a voice

Short-term  Midterm  Long-term
LET´S BE PART OF THE (R)EVOLUTION AND ACT NOW