

THE STATE OF
VOICE
ASSISTANTS
AS A MARKETING CHANNEL

2019



Voices.com

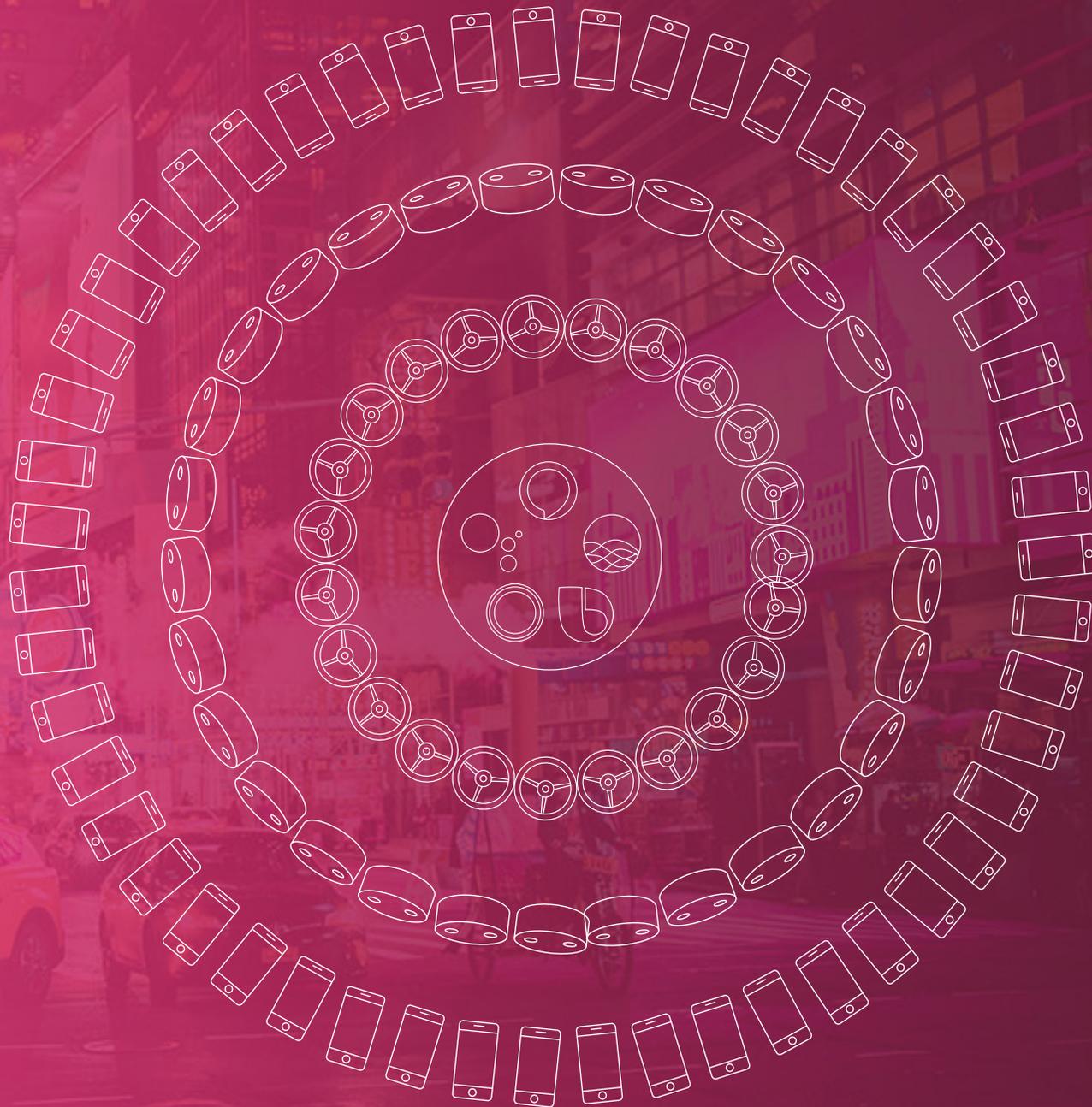


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About Voicebot

Voicebot produces the leading independent research, online publication, newsletter and podcast focused on the voice and AI industries. Thousands of entrepreneurs, developers, investors, analysts and other industry leaders look to Voicebot each week for the latest news, data, analysis and insights defining the trajectory of the next great computing platform. At Voicebot, we give voice to a revolution.

Methodology

The survey data was collected online during May and June of 2019 and included over 300 marketing professionals from across consumer and business brands as well as agencies. Survey participants were from the United States and Canada with about 24% holding a role as a senior executive, 20% director level, 29% managers, and the balance in another category. About 32% of participants were marketers within consumer brand companies, 16% from business brands, 17% held marketing roles in other organization categories and the balance worked for creative, digital, media, and other types of agencies.

About Voices

Voices.com is the largest global marketplace for audio and voice over services. With clients in 160 countries, and more than 200,000 voice actors speaking over 100 languages and dialects, Voices.com helps businesses solve their voice needs, at today's speed of production.

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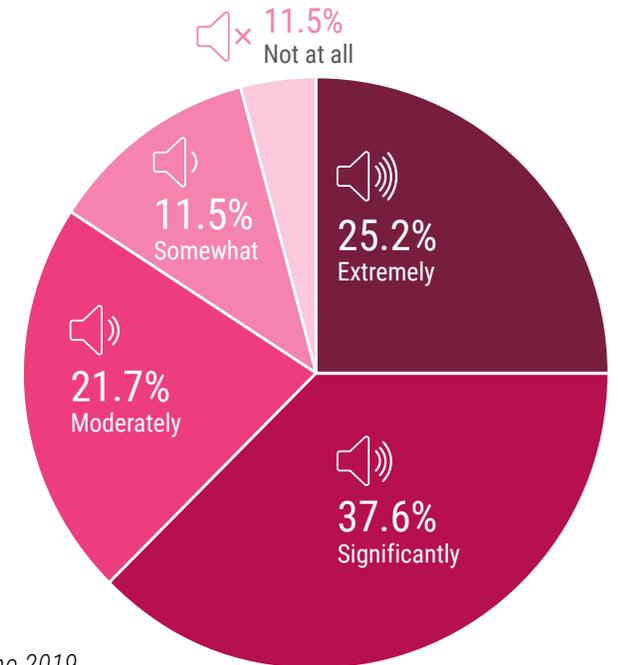
Voice Apps Have Crossed the Chasm for Marketers

One quarter of marketing professionals believe voice assistants will be an extremely important marketing channel over the next 3-5 years.

Marketers at brands and agencies are optimistic about voice assistants as a marketing channel. A new survey of 329 marketers from agencies, consumer and business brands found that 88.5% believe voice assistants will be at least a somewhat significant marketing channel over the next 3-5 years. More notably, one quarter believes voice assistants will be an extremely important channel and another 37.6% say they will be significantly important.

The optimism is not limited to voice assistants as a means of promoting brands and products. Marketers also believe voice commerce will take off. Sixty-nine percent are either “very” or “moderately” optimistic about the prospects of voice shopping that includes product search activities while 62% report similar feelings about purchasing being conducted through the new voice-first channel.

Voice Assistant Importance as a Marketing Channel



June 2019

Alexa and Google Assistant Lead the Marketing Pack

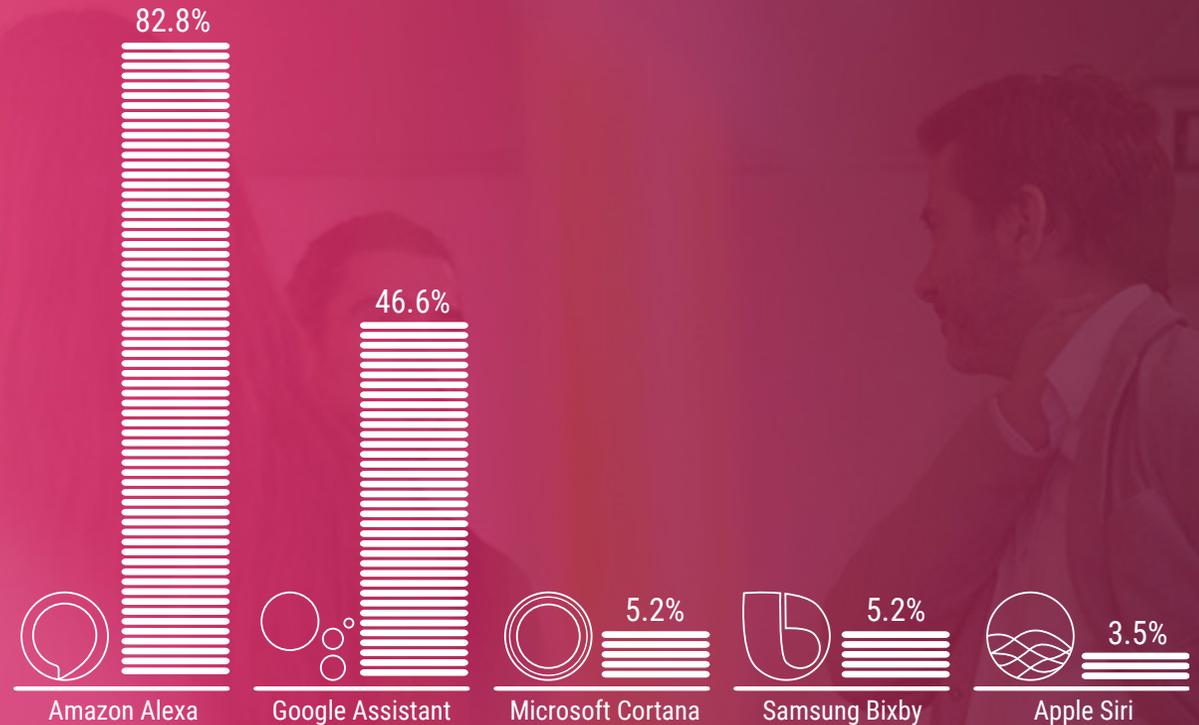
Almost twice as many marketers have launched an Amazon Alexa skill compared to a Google Action with Microsoft Cortana Skills and Samsung Bixby Capsules far behind. Some of this disparity is likely driven by Amazon's first-to-market status. When considering long-term sentiment about the importance of each voice assistant as a channel, the differences narrow but disparities remain.

Over the long-run, marketers believe Apple's Siri will begin to rival Google Assistant in importance while both will continue to trail Alexa. Cortana and Bixby lag today and have work ahead of them to convince marketers to spend resources on these platforms over the next year.

It's Not All About Smart Speakers

Marketers care about smart speakers but are slightly more focused on smartphones as a vehicle for voice app engagement with their customers. Smart speakers may be a strong focus of media attention around voice assistants and have led the way for the tooling behind voice app development. However, 87% of marketers say it will be either extremely or significantly important to have a voice app presence on smartphones compared to 72% on both smart speakers and in the car. All three are high figures, but it is clear that the intersection of smartphones and voice assistants is top of mind for marketers today even if smart speakers are the shiny object in the room.

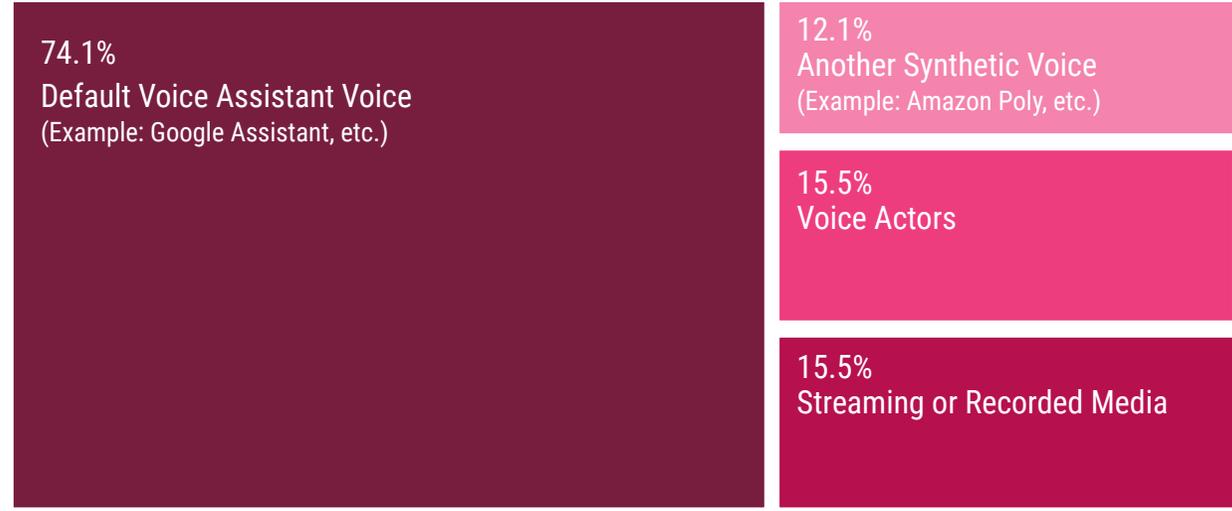
Voice Assistants Supported with a Marketer Voice App



Few Apps Are Focused on Audio Differentiation Today

Another interesting finding was that three-quarters of the voice apps launched by marketers utilized the stock voices provided by the platforms. Just over 15% employed a voice actor for at least some of the audio content and 12% used a synthetic voice other than the default from the platforms.

Voice App Voice Format - June 2019



This may be related to the fact that 16% of marketers that have launched a voice app also have a sonic branding strategy in place. It is not a one-to-one match of having a sonic branding strategy and adopting a voice actor, but it increased the incidence significantly. What might be more telling is that 57% of the marketers that have launched voice apps had an initial objective of “getting to know the technology.” That resulted in many of the early voice apps focused more on pushing something into the market as opposed to a clear focus on differentiation or user engagement.

Investment Not Quite Matching the Optimism...Yet

Despite the positive sentiment, investment today is not yet matching the optimism. There is definitely investment in voice apps with 24% of marketers having launched a voice app thus far and another 6% planning to launch one this year. Another 4% intend to launch a voice app next year while 49% have no current plans.

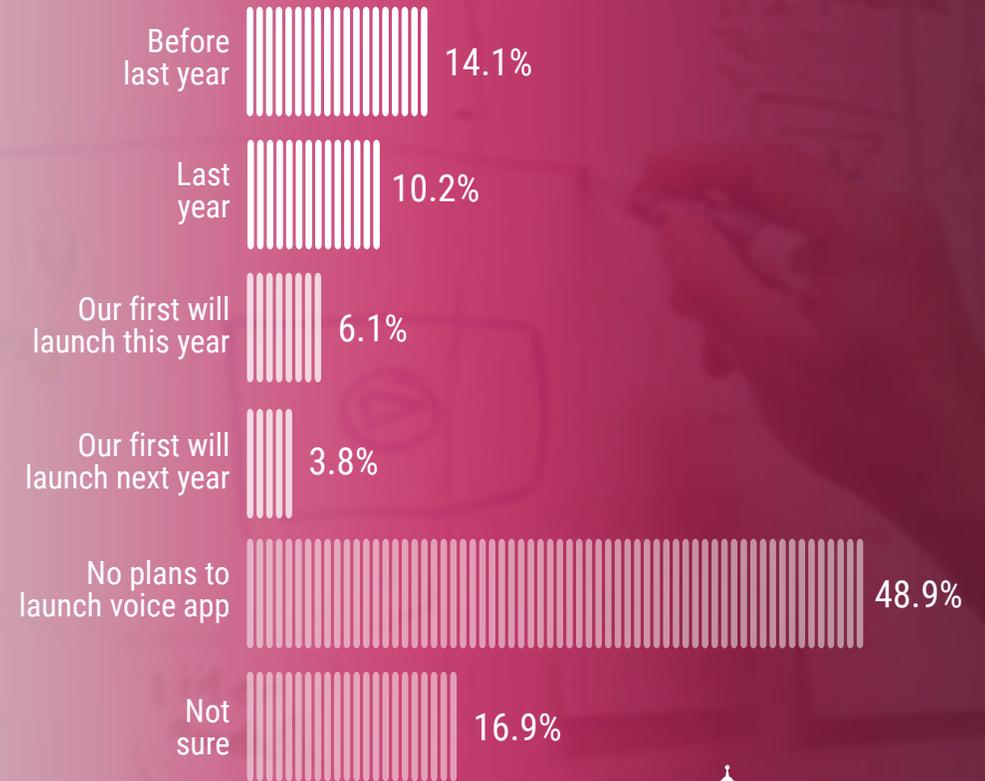
Even among the marketers that believe voice assistants will be an extremely important marketing channel over the next 3-5 years, only 35% have launched a voice app with another 10% expecting to do so this year. Of all companies that have launched a voice app, about half plan to increase their investment this year with the balance split between maintaining last year's budget or decreasing investment. Still, that 49% figure with "no plans" sticks out as notable despite the other positive trends.

Have Voice Assistants Crossed the Chasm for Marketers?

Depending on your outlook, you can view these figures positively or with skepticism. On the positive front, more than one-third of brands expect to have a voice app by the end of 2020. Considering that three years ago, the figure was zero, it is an impressive shift in activity and resources to a new digital channel. Or, you can look at the 49% figure saying that marketers are not rushing in to support voice assistants as a channel.

This is a place where the technology adoption life cycle is a useful framework. The technology adoption life cycle was developed at Iowa State University in the 1950s to describe the diffusion of technology in agriculture. It has been applied more commonly to digital technologies since the 1990s when a variant of the concept was popularized by author and consultant Geoffrey Moore. He took

When Marketers Launched Their Voice App



June 2019

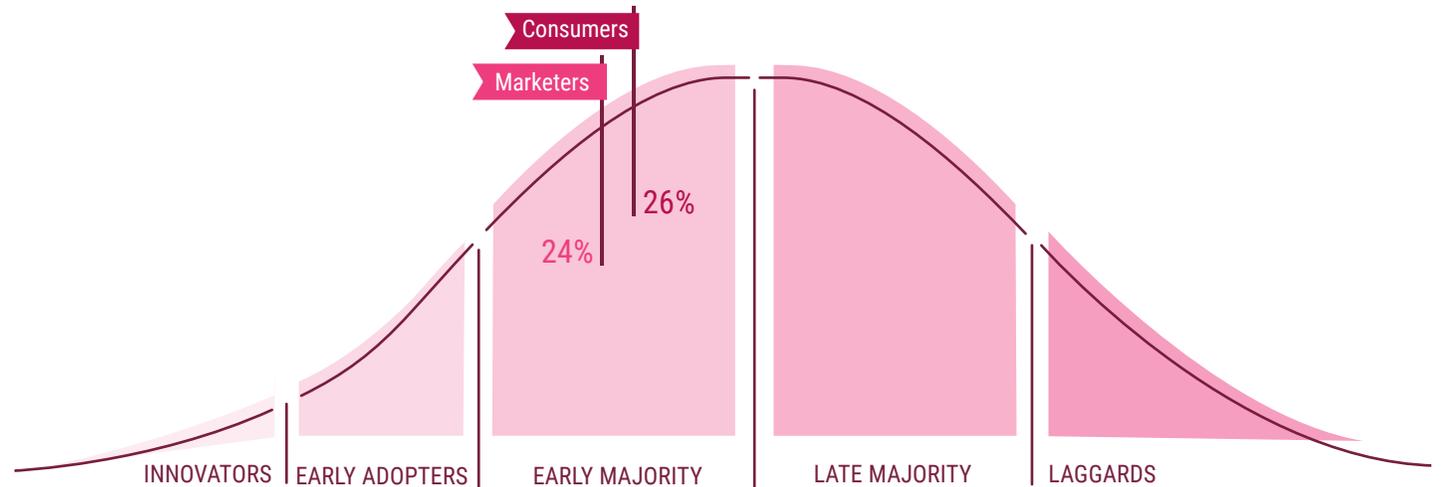


the original model where “innovators” and “early adopters” account for about 16% of the market and the “early majority” another 34% and suggested there is a chasm between those two groups. Since the priorities of the first two groups and the much larger “early majority” cohort are different, he contended technology adoption does not typically follow a smooth trajectory of inevitable success. Instead, many technologies get stuck in this chasm between the groups and never achieve mainstream adoption.

Smart speaker adoption and voice assistant use on smartphones have already crossed this chasm to mainstream usage by consumers (see Smart

Speaker Consumer Adoption Report 2019). Analysis by Voicebot and other researchers have shown that more than 26% of U.S. consumers adopted smart speakers and 35% used voice assistants on smartphones monthly through the end of 2018. Adoption in other countries is either near or just entering “early majority” use of smart speakers and well past the chasm for voice assistant use on smartphones. In the U.S., which is leading global voice assistant adoption, it appears that marketer adoption of voice apps as a channel is only slightly behind consumers.

Adoption of technologies such as voice assistants is two-sided. There are adoption patterns for



consumers as well as businesses. This is similar to consumer adoption of social media and mobile apps followed by businesses deciding whether or how to engage with these technologies as well. The data suggest that marketers are closely following consumer adoption of voice assistants and launching their own voice apps in order to take advantage of a new avenue for engagement.

About 42% of the marketer voice app adopters plan to increase their investment with another 26% saying they will maintain the funding from last year and 29% still unsure. And, 6% of all marketers planning to add a voice app this year reflects a 25% expansion over 2018. The data will inevitably lead to some people to say that voice app adoption among marketers is slow or that the majority have no plans to support the channel and that will be true to a degree. However, there is more than ample evidence of growth and continued commitment by marketers. Marketing spend invariably follows consumer activity.

As consumers increase their use of voice assistants, brand and marketing investment will follow. Of course, if usage falls, then the inverse will also be true. Today, both consumer and marketer trends provide ample evidence for optimism.

A Resource for Marketers

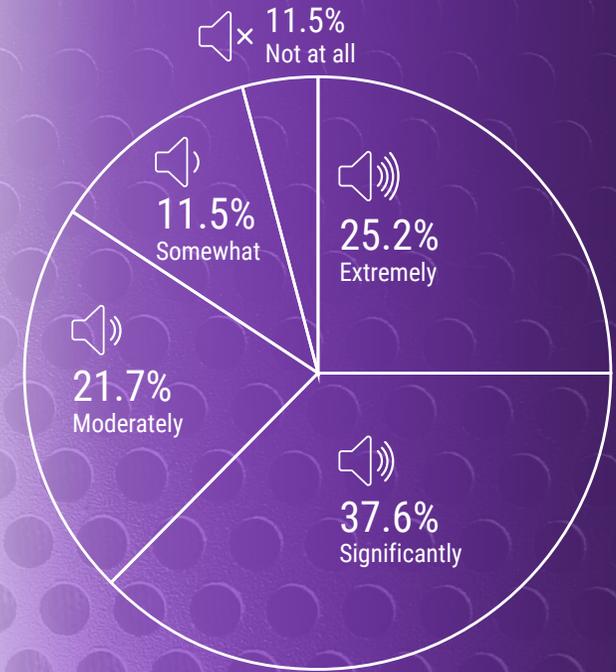
While we have discussed above the question of “whether” marketers are adopting voice apps and will continue to do so, there are also many questions about “how” they are adopting. This report goes into depth on both counts. It is segmented into five sections including:

- How Marketers View Voice Assistants Today
- How Marketers View the Leading Consumer Voice Assistant Channels
- What Approach Marketers are Taking for Voice App Investment
- What Voice UX Choices Marketers are Making Today
- Additional Resources

A special thank you is in order for Voices.com which helped fund this study and is a big part of the reason we can make this data available to you at no cost. We both hope this report will be a useful tool as you make your own decisions over the next year about whether and how to invest in voice assistants as a marketing channel.

HOW MARKETERS VIEW VOICE ASSISTANTS TODAY

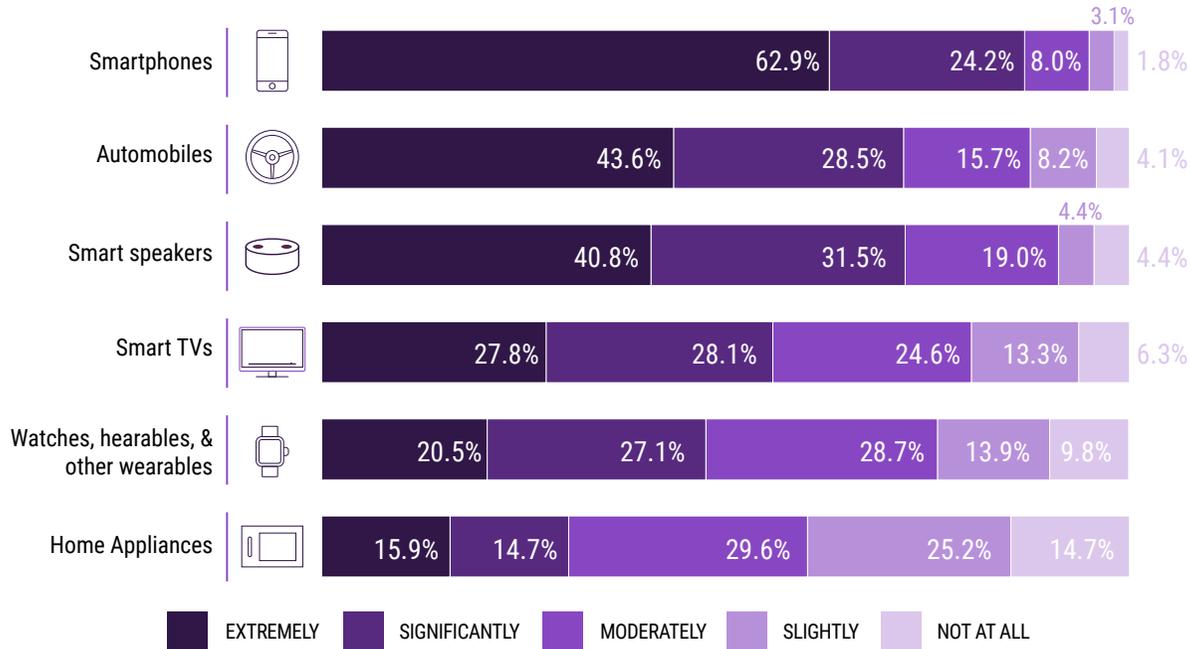
Brand marketers and agency professionals express strong optimism around voice apps as a marketing channel. As indicated in the introduction, 88.5% of marketers believe voice assistants will be at least somewhat important as a marketing channel while 37.6% say they will be “significantly” important and 25.2% “extremely important.” Marketers that work within consumer brands are even more optimistic about voice apps as a channel to reach consumers with 28.3% selecting “extremely important” as their position.



Voice Importance as a Marketing Channel

Marketers Think Beyond the Speaker

Importance to Brands of Having a Voice App

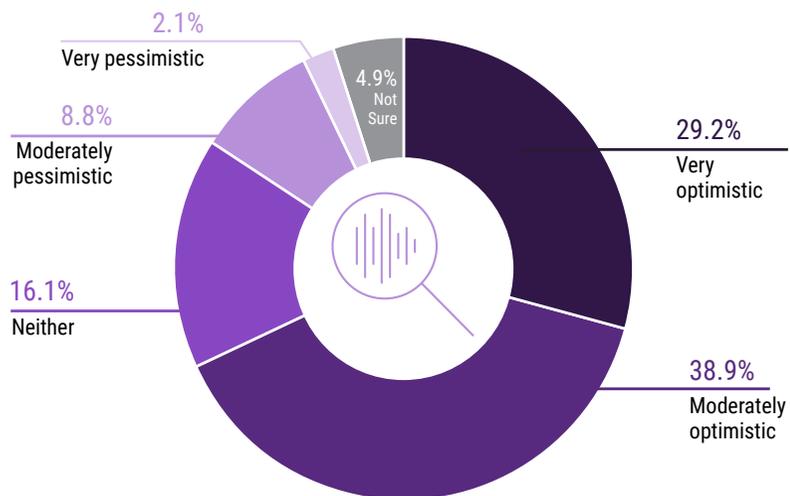


Smart speakers are an important factor in driving marketer interest. The devices were owned by more than 26% of U.S. adults at the end of 2018 and will approach one-third of the population this year. Influenced by this rapid device adoption, 72% of marketers say it is either significantly or extremely important for brands to have a voice app presence on smart speakers.

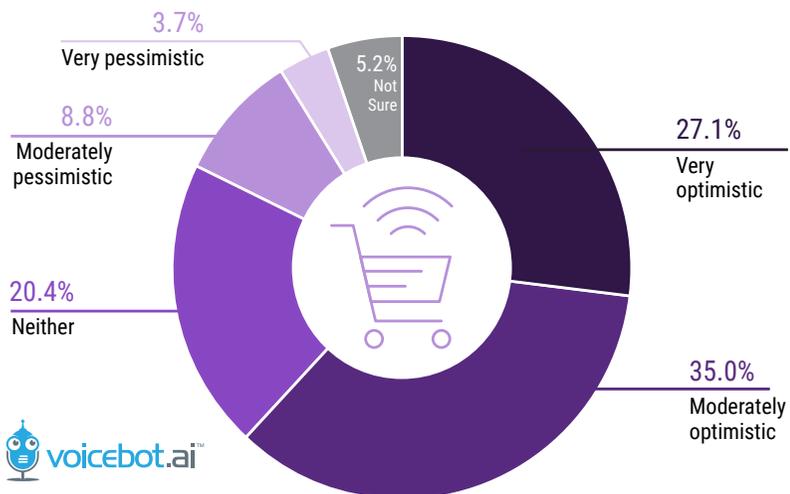
However, a comparable amount express similar feelings about voice app presence in the car. And, 87% say making voice apps accessible to smartphone users is important. There may be less media attention on voice assistant use today in cars and through smartphones but near-ubiquitous ownership of these “devices” makes them very attractive to marketers. This follows consumer use patterns where the smartphone, car, and smart speaker represent the most common access points for voice assistants.

Marketer interest doesn't stop with the “big three” voice devices. It may be even more interesting that marketers believe voice apps will be important for brands to support on other surfaces less commonly associated with voice. When it comes to smart TVs, wearables, and home appliances, marketers say voice app presence will be extremely or significantly important at the rate of 56%, 48%, and 31% respectively. Marketers clearly believe that voice assistants will be important consumer touchpoints wherever they are present.

Marketer Optimism About Voice Product Search



Marketer Optimism About Voice Commerce



Source: Voicebot June 2019

Voice Shopping Optimism is Also High

There are many reasons why marketers are interested in voice apps as a channel and voice shopping is among them. Sixty-eight percent of marketers say they are optimistic about voice as a channel for the front-end of the consumer shopping journey, which includes product search, with 29% saying they are “very optimistic.” The pessimists account for only 10% of the responses.

When it comes to voice commerce and the actual purchase transaction being conducted by voice, some industry observers have spoken skeptically about how willing consumers will be to trust this new mode of interaction. However, few marketers share these reservations. Sixty-two percent express optimism about voice commerce as a new sales channel with 27% landing in the “very optimistic” category. Pessimism rises only to 12.5% of marketers for this higher-commitment activity.

It is clear that marketers view voice assistants as both a valuable channel for promotion and to drive shopping activity. Marketers, on the whole, are not seeing the distinction between the two aspects of voice shopping as creating a meaningful barrier to consumer adoption. On the contrary, they are confident both will succeed with consumers.

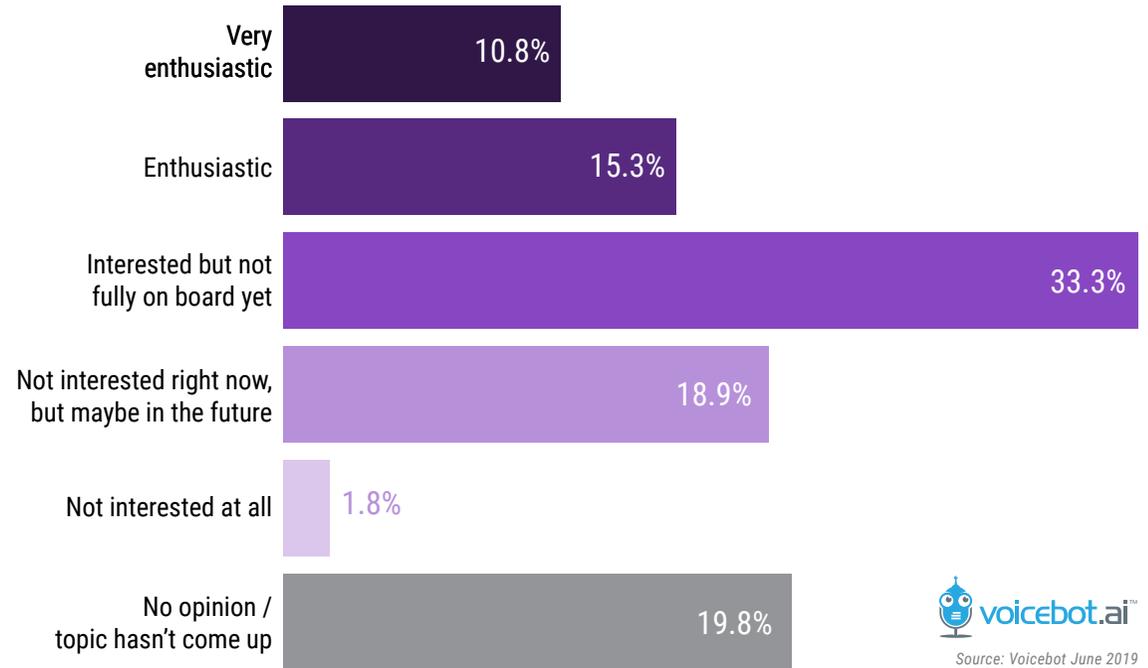
Activity Lags Optimism

However, despite the tremendous optimism, there is not an overwhelming amount of activity. About 24% of marketers say they have launched a voice app, far less than the optimism figures and even below the number of professionals that say voice assistants are “very important” as a channel. Agencies see some of this “lag” between optimism and activity first-hand.

About 26% of agencies said their clients were “enthusiastic” or “very enthusiastic” about voice app projects. That figure is very close to the voice apps launched figure of 24%. However, another 33% express interest but haven’t committed to moving forward and 19% say they are not interested today, though may be in the future. Another 20% say the topic hasn’t come up which is a good indicator that voice apps are not a priority for those companies while only about 2% express no interest.

When you combine the enthusiastic and those expressing interest, you get 59%. Guess what percentage of consumer and business brand marketers view voice assistants as an “important” or “very important” new channel; the answer is 60%.

Brand Marketer Sentiment Around Voice Assistants According to Agencies



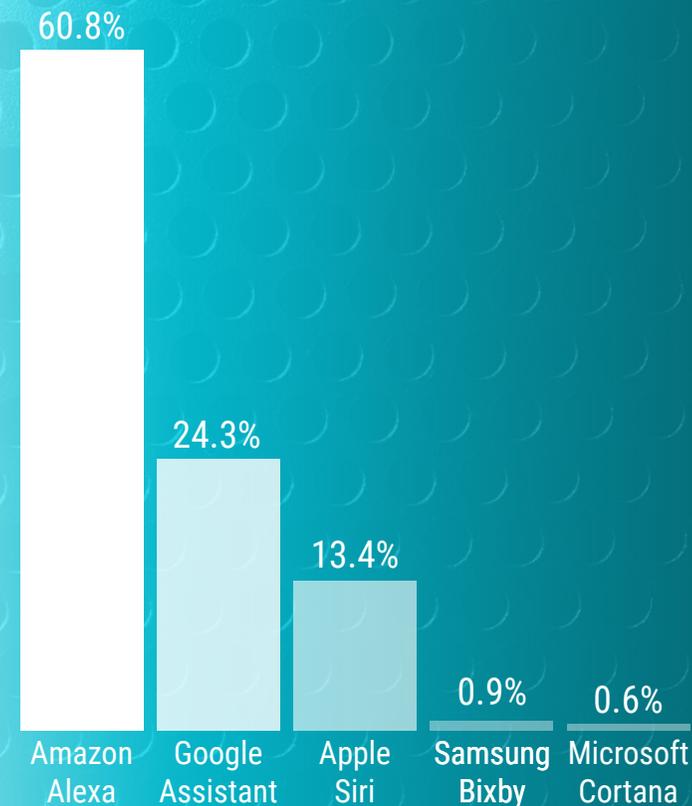
However, as long as consumers continue to adopt voice assistants and extend their use, this 33% of the market that has yet to join the party has RSVP'd even if they do plan to arrive a little late.

This is instructive for the industry whether you are a voice assistant platform, agency, or brand. The “enthusiastic” have already taken steps to participate in the rise of voice assistants as a means of reaching consumers. Some of the “interested” have taken steps, but the near-term prognosis looks like brand marketer participation may double in the coming years to 60% with 40% of taking a wait-and-see approach.

This looks a lot like a standard technology adoption life cycle with the early majority adopters driving activity that is taking place today. Granted, the adoption rate may be slower than some would prefer and there even could be a pullback at some point given the myriad of factors that influence marketing spend. However, as long as consumers continue to adopt voice assistants and extend their use, this 33% of the market that has yet to join the party has RSVP'd even if they do plan to arrive a little late.

HOW MARKETERS VIEW THE LEADING CONSUMER VOICE ASSISTANTS

Marketers express favorable sentiment about voice assistants in general, but another obvious question is how they feel about consumer voice assistants in particular. The answer depends on your time frame and whether you ask for a single answer versus a forced ranking. For the simple question about which voice assistant has the most potential today, marketers choose Amazon Alexa at a rate of more than 2:1 over its nearest rival. About 61% selected Alexa compared tot 24% for Google Assistant and 13% for Apple Siri.



Marketer View of Which Voice Assistant
Has the Most Potential Today



Siri's ranking is interesting in particular because of the limitations around what you can do today in terms of voice apps. You can only employ Siri as a marketer by using it as a navigation tool within an iOS app and that is limited to 11 domains such as ride booking, fitness, video chat, and messaging. Siri does have a large and active user base on iOS devices and many marketers have iOS apps today. These factors may be influencing the responses despite the fact that the voice assistant has few tools to offer marketers in their efforts to engage consumers.

Samsung Bixby and Microsoft Cortana did not receive a material number of selections and that is understandable given where both assistants stand in the market today. Samsung has just begun to roll out its programs for developer support and a marketplace to distribute Bixby capsules. As a result, awareness is surely very low and it is still unclear what the Bixby adoption rate will be among Samsung device users. Satya Nadella, Microsoft's CEO, said earlier this year that Cortana would largely be deployed for business use cases moving forward so the value to marketers in reaching consumers will be limited.

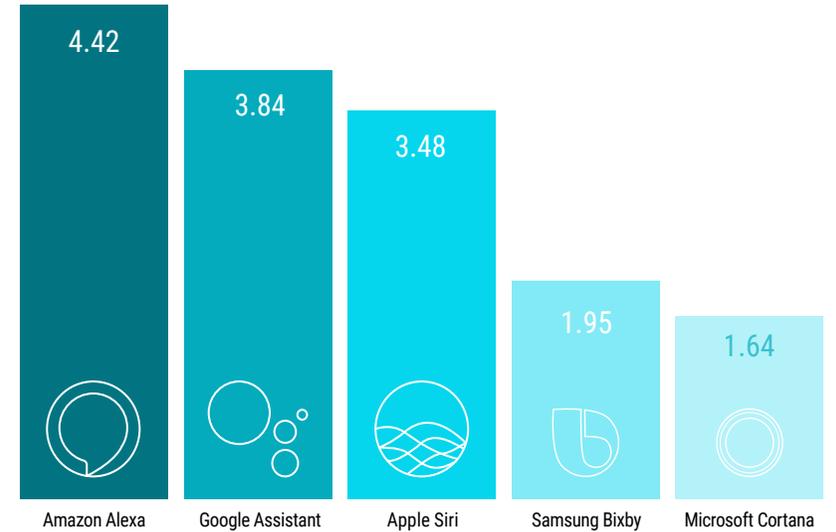
Long-term Potential Highlights a “Lead Three”

To assess long-term potential, we asked marketers to force rank each of the voice assistants. This type of question by structure will compress the differences because every platform gets some form of rating. Even if the marketer has no interest in supporting the third choice, it will still get a ranking number. This does, however, offer us a sense of the informal hierarchy that marketers are assigning to the voice assistants today.

Amazon Alexa again outpaces its peers followed by Google Assistant and Apple Siri. Alexa does have a significant mindshare lead among marketers beating out Google Assistant by 13% and Siri by 21% whereas the latter two only differ by about 10%. The big disparity again falls on Bixby and Cortana. They were 56% and 63% lower than Alexa respectively and also well below third-place Siri.

This analysis suggests there is a “top three” and Bixby is angling to become the “fourth horseman” while Cortana now plans to operate in a different sphere altogether. The data suggest that Samsung has some work ahead of it to convince marketers to commit to Bixby. It is also noteworthy that despite Apple’s clear

Marketer View of Which Voice Assistant Has the Most Long-Term Potential

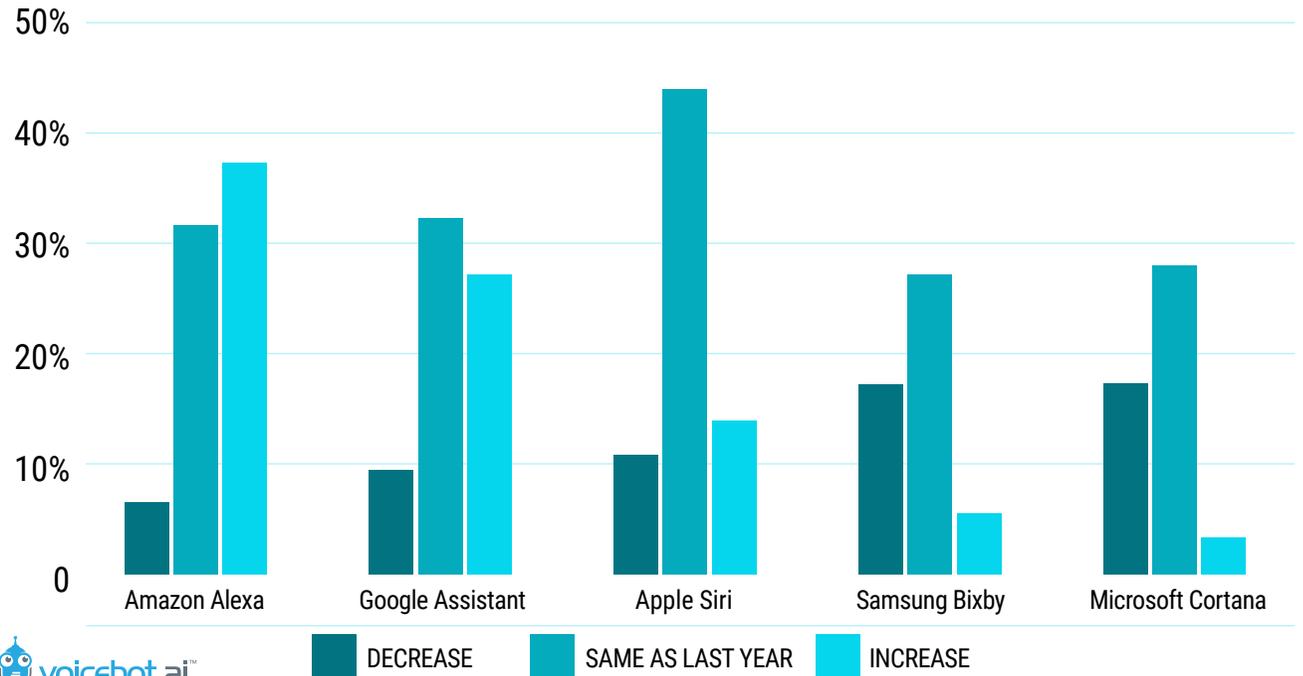


missteps in the voice assistant segment, marketers continue to have confidence that Siri will have a relatively important role to play in the future.

The disparities between voice assistants are even more easily viewed in marketer plans for the next year. We asked whether the marketers planned to increase or decrease their investment in the platforms and by what degree. Those committed to increasing investment strongly skewed toward Alexa with Google a full 10 points behind.

Much further back was Siri followed by Bixby and Cortana. These last two also recorded the highest number of marketers expecting to reduce their efforts on the platforms. A significant portion of marketers expect to maintain their efforts from last year across all platforms.

Voice App Platform Investment Over the Next Year

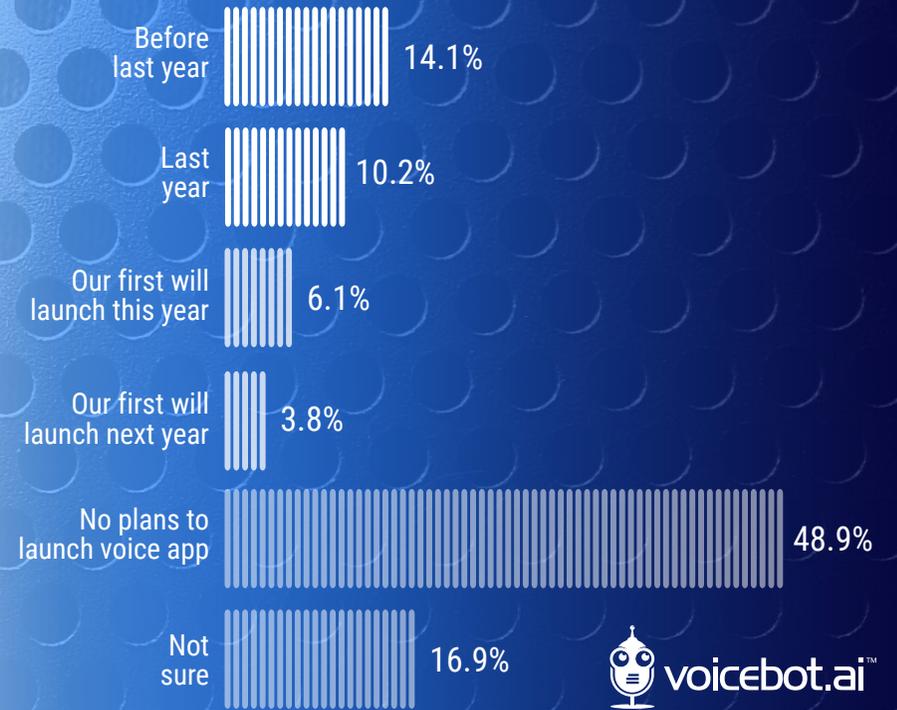


Source: Voicebot June 2019

WHAT APPROACH MARKETERS ARE TAKING FOR VOICE APP INVESTMENT

About 24% of marketers in our survey said they have already launched a voice app with another 6% expecting to publish their first this year. An additional 4% plan to publish a voice app next year which should bring the marketer adoption rate to 34% by the end of 2020.

When Marketers Launched Their Voice App



Source: Voicebot June 2019

As we discussed in the introduction, the voice app adoption rate among marketers can be viewed positively given that voice apps will have grown from zero to over one-third of marketers in just about four years. However, it is hard to miss that 49% bar showing marketers with “no plans to launch a voice app.” This doesn’t mean these marketers are opposed to voice apps or have given them much thought. It simply means they don’t yet have plans. These marketers do not see voice apps as a priority. That is where Amazon and Google will need to go for growth in brand marketer support.

By contrast, Apple and Samsung can start with the 24-30% of marketers that already have programs in place to leverage voice assistants as a channel. It can be tough to follow able competitors into a hot, new product category given the inevitable struggle for attention and market share. However, for a category that is non-exclusive, with marketers likely to adopt several methods to engage consumers, late arrivals benefit from efforts by first movers to educate the market. This could help accelerate Bixby and Siri adoption into marketing plans.

A final point to consider. U.S. consumer smart speaker adoption is approaching 30% and that is the expected rate of marketer voice app adoption in 2019. Marketer adoption of voice apps may simply be tracking with smart speaker popularity today.

Alexa is First Among Marketers Today

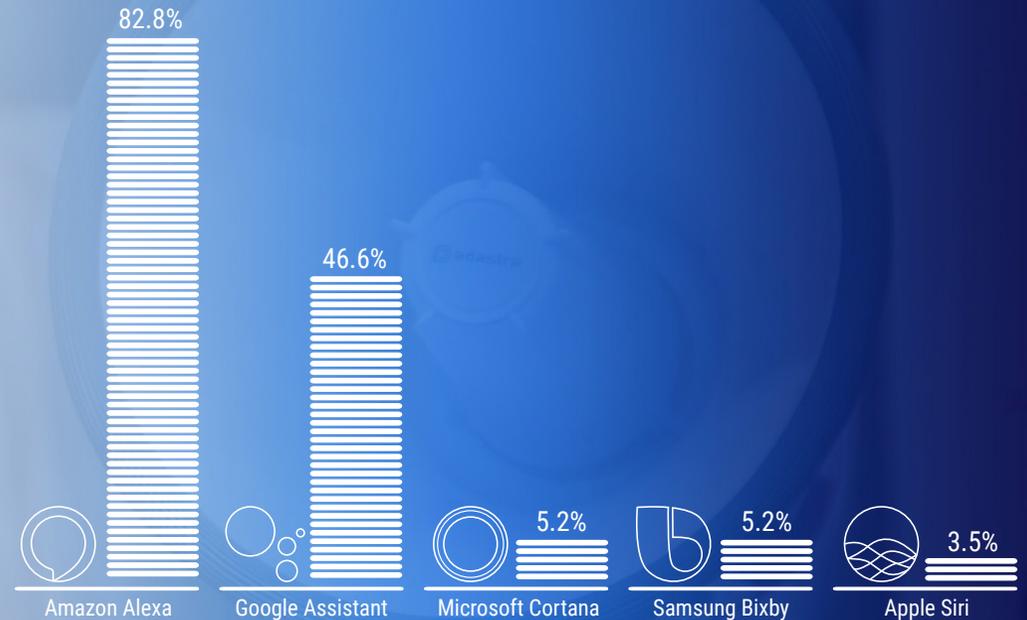
The fusion of marketing and voice assistants isn't just about what has been launched, but also on what platforms marketers have chosen. In this case, the overwhelming majority of voice app launches have been Alexa skills. Nearly 83% of marketers using voice assistants today have launched an Alexa skill compared to just under 47% that chose to work with Google Assistant.

Some of this disparity may be the result of Alexa being in the market two full years longer than Google Assistant. However, something that doesn't show up in the data is that Amazon also has an aggressive business development outreach to brands to encourage platform participation and has even offered proactive support to marketers in specific instances. Google has made some overtures in this direction, but far less.

Alexa has a much larger installed base among marketers, but it is worth noting that about half of the organizations with Alexa skills for their brands also have a Google Action. Among Google Action publishers, 74% also have an Alexa skill. As a result, the more important factor may be that a marketer decides to incorporate a voice app into the marketing mix. Once they do so, there is a high likelihood that they will soon be supporting at least one other assistant.

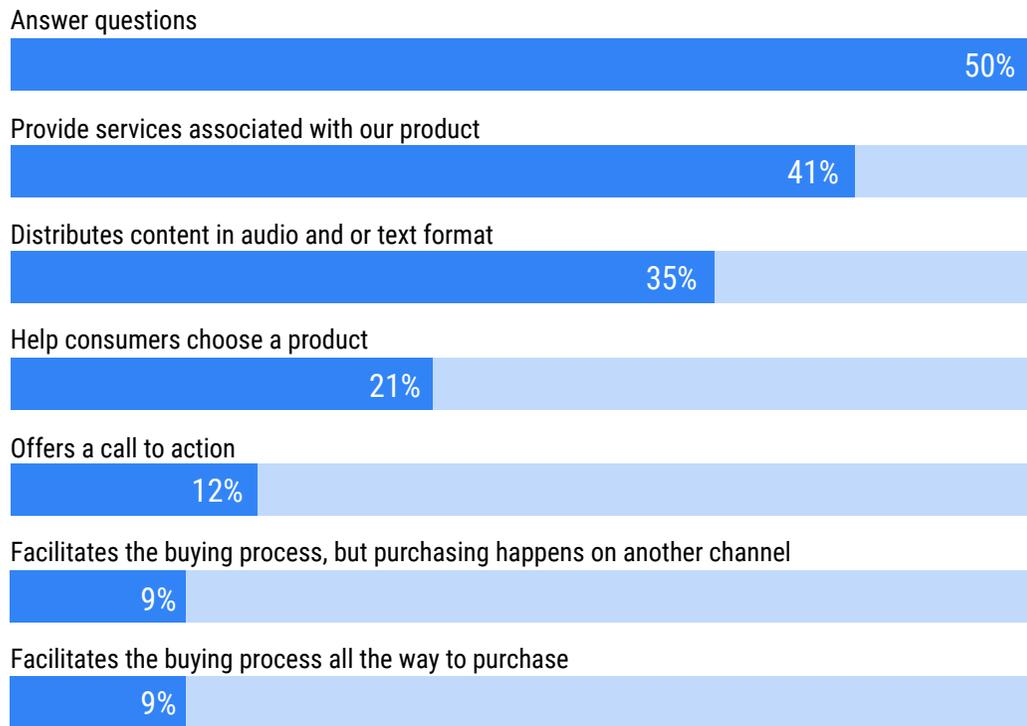
The other clear finding from the data is that very few marketers have experimented so far with Cortana or Bixby. Given Microsoft's strategic decision to refocus Cortana on business use cases, it is unlikely that this figure will grow much over time, if at all. Bixby has only recently enabled third-parties to start building voice apps so a notable aspect of these results is that some organizations have already started with the platform. With Samsung's new programs and brand outreach in the second half of 2019, this figure is likely to grow over the next year.

Voice Assistants Supported with a Voice App - June 2019



N.B. Apple Siri was not an option in this question because you cannot build a standalone Siri app today. Instead, to use Siri, developers must first create an iOS app and then add Siri capabilities from one of 11 domains as part of the development process.

Types of Voice Apps Launched by Marketers as of June 2019



Answers, Product, and Content

Marketers report launching a wide variety of voice app types serving different consumer needs. The most popular are voice apps that answer questions about their organization or product. Question-answering voice apps were followed in frequency by 41% that are designed to extend the organization’s product capabilities or services. Next up, was the distribution of audio or text content at about 35%.

Three voice app types mentioned in the responses connect a voice interactive experience with the shopping journey. About one-in-five voice apps help consumers choose a product while fewer than 10% were explicitly tied to the shopping journey, including making a purchase by voice. The relatively low adoption in the shopping categories was likely influenced by limitations of Alexa and Google Assistant in support of the shopping experience. This has improved recently and should lead to an increase in tying voice apps to shopping over time.

A surprising finding is how few voice apps offer users a “call to action” of any type. This suggests that marketers today view voice apps as a destination as opposed to part of a larger customer journey. It may also reflect a lack of understanding about how to connect customer voice experiences to other marketing assets and channels.

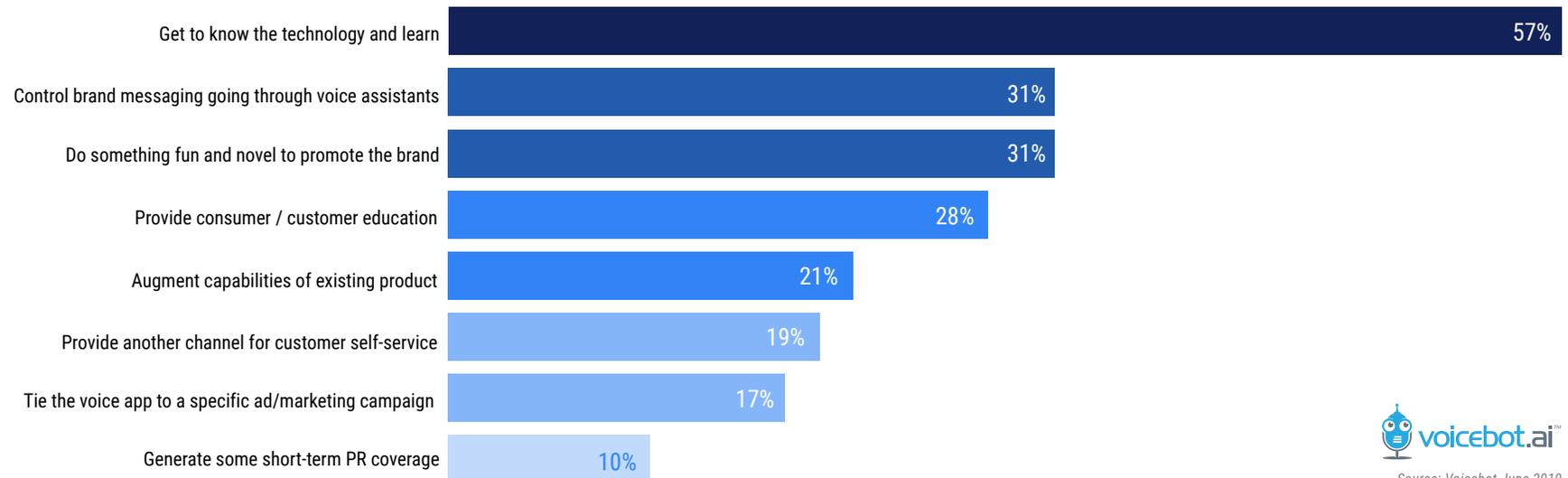
Getting to Know Alexa

The rarity of specific calls to action is no doubt related to the fact that the overwhelming focus of marketers to date for their voice apps has been to “get to know the technology and learn.” This was an objective of 57% of marketers working with the voice assistants. “Do something fun and novel to promote the brand” and “control the brand messaging going through voice assistants” were the next two most common objectives, both at 31%. Not far behind at 28% was to “provide consumer education.” You can see the trend here is more about offering a contained voice experience than generating some specific consumer response to a call to action. Only 17% used their voice app to support a separate marketing effort.

About one-in-five marketers sought to explicitly tie the voice app to existing customer use cases. For example, about 21% used the voice app to augment an existing product experience and 19% saw it as another channel for customer self-service.

We can see there are a wide variety of objectives for voice apps, but for the most part, marketers view voice apps as something separate from what they are doing on a day-to-day basis. There has been little attempt to integrate voice apps into ongoing activities. It will be interesting to see whether marketers start to view voice apps as a formal part of the marketing mix or they remain a separate, largely standalone activity.

Brand Marketer Voice App Objectives

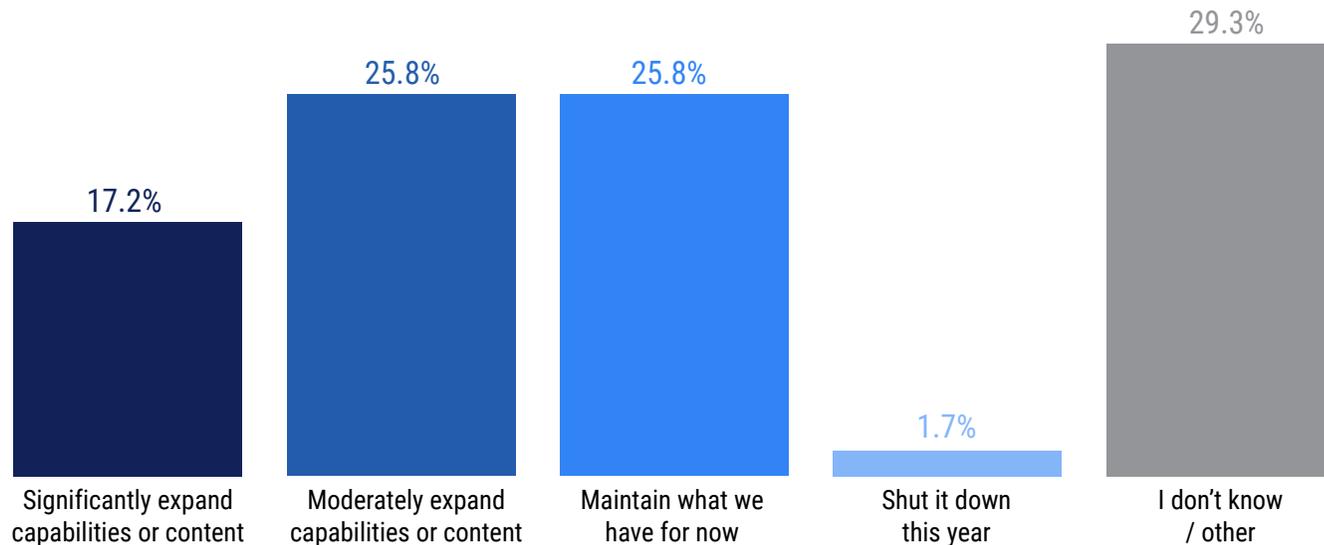


Mixed Plans for Phase 2

The majority of marketers are either unsure of their plans for their voice app this year or intend to simply maintain what they have. However, 43% do plan at least a modest expansion of their voice app capabilities. Only 2% plan to abandon their voice app efforts.

Similar to many marketers taking a wait-and-see approach about whether to launch a voice app, about half that currently have voice apps appear to be in a similar mindset when considering how to proceed. By contrast, there is a core of 17% of marketers that have enough information to make a significant commitment around expanding their voice app efforts.

Marketer Plans for Current Voice App - June 2019

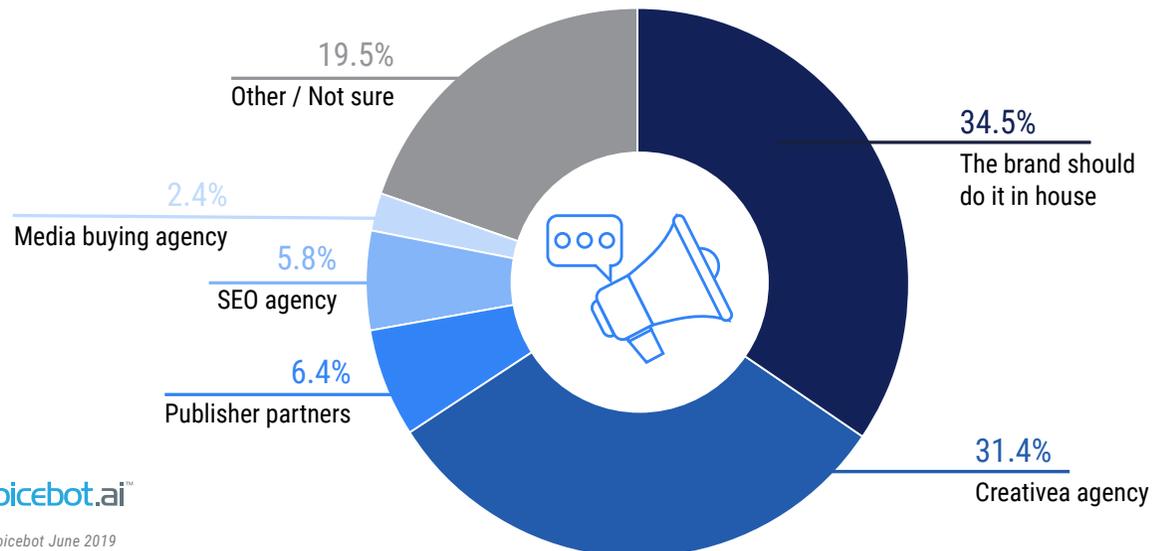


Creating a Conversation

One thing all voice apps must have is content. For the most part, content suitable for voice apps does not exist today so creating it becomes an important consideration in any project. Two-thirds of marketers believe that either the brand / company sponsoring the voice app should take on this responsibility or it should fall to a creative agency. For all marketers, there is a slight preference for the brand to do this (34%), but creative agencies are close behind (31%).

When you consider responses just from marketers within the consumer or B2B brands, the preference for doing this in-house rises to 42% with creative agencies at 25%. Of course, agency personnel respond with a nearly exact inverse of these figures. In all, about half of the brand marketers that expressed an opinion on this topic believe someone else should do it. After in-house and creative agencies, the most common response was "Other / I'm not sure" at just under 20%.

Who Should be Responsible for Voice App Content



Source: Voicebot June 2019

WHAT VOICE UX CHOICES MARKETERS ARE MAKING TODAY

It is obvious that the content of a voice app has a fundamental impact on the user experience. How that content sounds may be equally important. For most marketers today, the sound of that content is the default Alexa voice or one of the available Google Assistant synthetic voices. Nearly three-in-four voice apps launched by marketers employ the default synthetic voices provided by the voice assistant platforms while a little over 15% employ voice actors and 12% use another type of more distinctive synthetic voice.



Voice App Format - June 2019

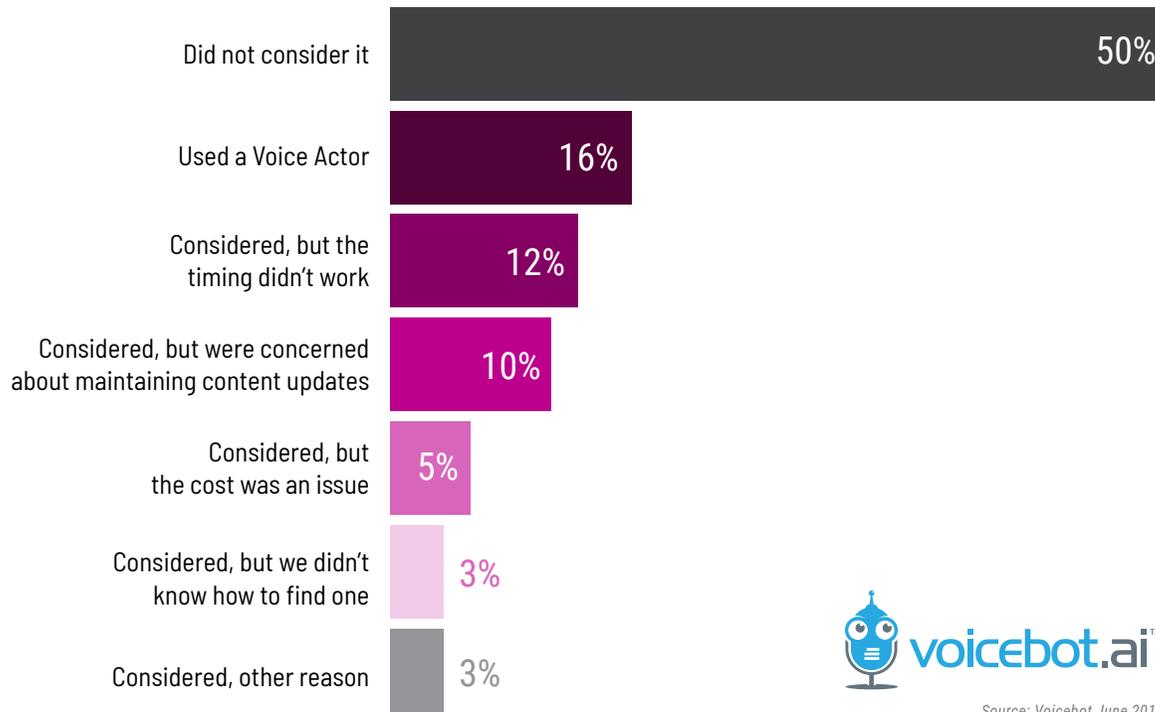
Google Action developers are slightly more likely to use a voice actor (18.5%) and a synthetic voice (14.8%) than the average. The use of either voice actors or synthetic voices other than the defaults are known to be methods of differentiating voice experiences that otherwise sound like other voice apps, including those published by competitors. Brands can be obvious beneficiaries of this type of differentiation, but few appear to be taking advantage of the option today. One reason may be that many marketers self-report being in “learning mode” as opposed fully integrating voice apps into core marketing activities.

Engaging Voice Actors

You may think that differentiation would be the key motivation behind using a voice actor in a branded voice app. And, you’d be right, but only about one-sixth of the time. Marketers were nearly twice as likely to identify brand alignment as a key reason.

However, the most common rationale for launching a voice app with a human spokesperson is actually to create better voice app engagement. Just about half of the marketers cited this as their primary reason to make a human voice the gateway into their voice app experience. There is a widespread belief that human voices create more user engagement and are perceived as delivering a better user experience in voice apps. That contention is yet to be backed up by a broad set of research but anecdotally appears to be true in some pre-launch app testing.

Voice Actor Consideration for Voice App



Source: Voicebot June 2019

Creating a Voice for Marketers

About 50% of marketers considered using a voice actor for their voice app. Of the total, 16% implemented their voice app with a voice actor and 35% considered the option but did not go through with it.

Interestingly, cost was not a big concern for marketers when considering a voice actor. The key reasons for not engaging a voice actor were based on the timing (12%) and concerns about maintaining and updating the content post-launch (10%). Timing concerns relate to selection, scheduling, and then recording the voice actor content. The content maintenance concern reflects the reality that to change content requires a voice actor to be scheduled for recording. The turnaround time and flexibility for voice actor recording is much better today than ten years ago. A misunderstanding of these changes may be influencing this sentiment.

Another interesting finding is that voice actors tend to be used more frequently in voice apps that have a direct “call to action” or “facilitate the buying process.” Voice actors were four times more likely to be used in voice apps with an explicit call to action and were used in over half of the voice apps that facilitated the buying process.

Sonic Branders Like Voice Apps

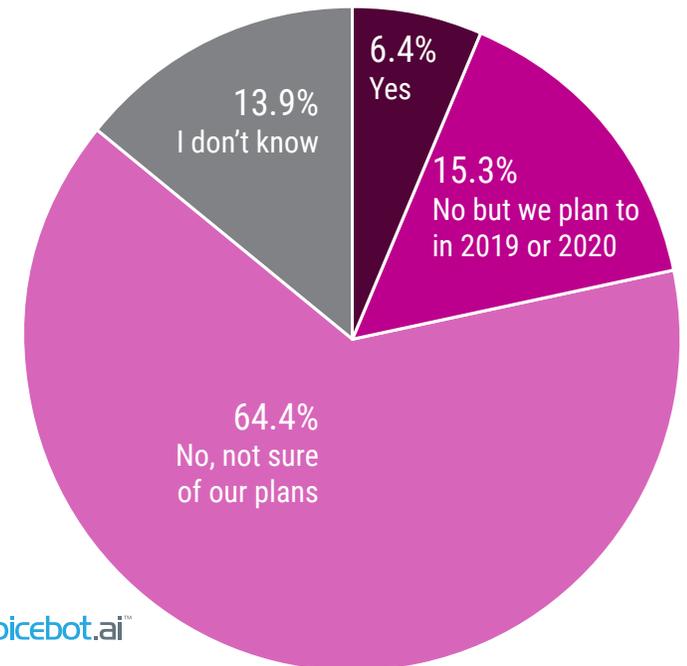
While about 24% of marketers have a voice app today, 45% of those that have documented a sonic branding strategy has one. Granted, only 6.4% of our sample claimed to have a sonic brand today and it is not clear whether they had one prior to their voice app launch but it is an interesting correlation. Marketers with a focus on how a brand sounds are more likely to manifest a sound-based marketing effort such as a voice app.

However, when it comes to synthetic voices, sonic branders are no more likely than everyone else to use them. By contrast, these marketers are much more likely than the average to use a voice actor in their app.

Somewhere between 80-93% of marketing organizations have no sonic brand today. It is fair to say that sonic brand adopters represent a very small niche and the utility of a sonic brand may, in fact, be limited in a world driven primarily by images and text. The popularity of voice assistants and their increased adoption by marketers may necessitate sonic branding for the first time for many companies. What was once a nice-to-have marketing asset, may soon be viewed as equally necessary as a visual logo for a company, brand, or product.

It all depends on marketer commitment to voice assistants as a channel. Consumers are consistently increasing voice assistant adoption and marketers are following in hopes of creating one more customer touchpoint. Provided the trend continues, you are likely to see more voice apps, more sonic brands, and more voice actors displaying their talent by way of Alexa and Google Assistant.

Marketers with a Sonic Branding Strategy



Source: Voicebot June 2019

Additional Resources



Smart Speaker Consumer Adoption Report 2019

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In-Car Voice Assistant Consumer Adoption Report

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Voice Assistant SEO Report for Brands

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Voice UX Best Practices Ebook

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