Marketing in 2020

Demystifying Smart Assistants & AI

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What we’ll cover:

1. Today’s Consumers & Smart Assistants
2. The Evolving Customer Experience
3. Modernizing Marketing
4. Looking to the Future
1961
IBM introduced Shoebox, the first digital speech recognition tool.
Modern Era of AI

2011
Apple introduced Siri on the iPhone

2012
Google Now launches in Search for Android & iOS

2014
Amazon launches Alexa
Microsoft launches Cortana

2016
Google launches Assistant

2017
Samsung launches Bixby
What are people using today?

- **36%** Apple Siri
- **36%** Google Assistant
- **25%** Amazon Alexa
- **19%** Microsoft Cortana
People use assistants for simple tasks that boost productivity

<table>
<thead>
<tr>
<th>SMART SPEAKER</th>
<th>SMARTPHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask a question</td>
<td>Ask a general question</td>
</tr>
<tr>
<td>91.0%</td>
<td>83.6%</td>
</tr>
<tr>
<td>Listen to a streaming music service</td>
<td>Traffic or directions</td>
</tr>
<tr>
<td>89.5%</td>
<td>70.6%</td>
</tr>
<tr>
<td>Check the weather</td>
<td>Call someone</td>
</tr>
<tr>
<td>85.2%</td>
<td>66.6%</td>
</tr>
<tr>
<td>Set a timer</td>
<td>Send a text or email</td>
</tr>
<tr>
<td>71.4%</td>
<td>57.2%</td>
</tr>
<tr>
<td>Listen to the radio</td>
<td>Find a place to eat</td>
</tr>
<tr>
<td>68.8%</td>
<td>55.5%</td>
</tr>
</tbody>
</table>
2.5 billion

Smart assistant devices in use worldwide

Juniper Research
Assistants are expanding to new surfaces around the home

- 6.7% Cable / Satellite TV Provider
- 7.3% Smart Watch
- 11.4% Desktop / Laptop Computer
- 7.4% Television
- 5.3% Game Console
- 0.5% Appliance
- 1.6% Home Theater System
- 4.7% Multimedia Player
- 11.3% Headphones
- 58.2% Smartphone
- 22.9% Smart speaker
- 45.3% In-Car
35% of brands are increasing investment in assistants
How can smart assistants amplify brand marketing?
the evolving customer experience...
Assistants have surpassed the human threshold for speech recognition
Consumers are asking full length questions
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Customer Lifecycle

- **AWARENESS**
  - WHAT?

- **CONSIDERATION**
  - WHO?

- **PURCHASE**
  - WHERE?

- **RETENTION**
  - WHEN?
Should my brand create a voice skill?
Voice skills can work if brands have intense loyalty with consumers or have credibility to serve as a trusted resource.
Awareness & Consideration
Brands That Educate

Harness credibility in a category to help people solve daily problems — driving awareness & consideration
Give me a martini recipe

How do I remove grass stains?

Give me summer skincare tips

What’s going on with Apple’s stock?

How do I fix a leaky faucet?

What are the side effects of ibuprofen?
Brands That Entertain

Bring delight, fun and entertainment to consumers — driving awareness, consideration & even loyalty
Play Hot 105.7 FM

Play Disney Princess

Play the next episode of Stranger Things

Play my Discover Weekly

Play Paw Patrol Trivia

Play Jeopardy
Purchase & Retention
Brands That Transact

Enable faster and easier purchases — driving overall sales & conversions
Order a tall vanilla latte

Buy Avengers tickets for Friday night

Add bananas to my cart

Reorder toilet paper

Order flowers

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Brands That Control

Link to other devices for voice control of the smart home — driving product usage & customer satisfaction
Turn on the lights

Make it warmer

Preheat the oven to 350

Start cleaning

Lock the front door

How much time is left on the washing machine?
Brands That Inform

Provide specific, personally relevant updates & info — driving retention & loyalty
Where are my packages?

What’s my checking account balance?

How many Balance Rewards points do I have?

Send a WhatsApp message to Mom

What’s the status of my claim?

Ask TD Ameritrade for a portfolio update
modernizing marketing...
What started out as blue links on a search engine results page is transforming into something even larger in scale and deeper in breadth.

The blue links are disappearing.

Keywords are disappearing.

Keyboards are disappearing.

What will be left?
Shoppers use their assistants before, during & after purchases

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of smart assistant users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research products</td>
<td>51%</td>
</tr>
<tr>
<td>Add to my shopping list</td>
<td>36%</td>
</tr>
<tr>
<td>Track a package</td>
<td>30%</td>
</tr>
<tr>
<td>Make a purchase</td>
<td>22%</td>
</tr>
<tr>
<td>Provide ratings or reviews</td>
<td>20%</td>
</tr>
<tr>
<td>Contact support</td>
<td>18%</td>
</tr>
<tr>
<td>Reorder items</td>
<td>17%</td>
</tr>
</tbody>
</table>
58% have used assistants to find local business information
People are looking up local information to visit & shop at nearby locations

- Get address: 45%
- Get directions: 45%
- Get phone number: 45%
- Find business hours: 44%
- Determine distance: 41%
- Discover new businesses: 33%
- Order take out: 33%
- Call with a speaker: 33%
- Hear review ratings: 29%

% of smart assistant users
3% of local businesses offer correct information in smart assistant searches
Featured snippets influence smart assistant responses

Featured snippets in search. When a user asks a question in Google Search, we might show a search result in a special featured snippet block at the top of the search results page. This featured snippet block includes a summary of the answer, extracted from a webpage, plus a link to the page, the page title and URL.

Featured snippets in search - Search Console Help - Google Support
https://support.google.com/webmasters/answer/6229325?hl=en
Modernize marketing with assistants

How to create content that's utilized by smart assistants:

1. Write content in a natural, conversational voice that answers consumers' questions
2. Optimize your content for long-tail queries likely to be spoken aloud
3. Answer questions concisely — the average featured snippet is 45 words
4. Provide clear and accurate local business info on the web and ensure positive reviews
5. Consider a third-party integration to sell consumer services, meal delivery, or reservations
looking to the future...
200% increase in smart assistant devices in use by 2023
Amazon has “no plans for Alexa advertising”
Experiment with smart assistants by advertising through media partners
Thank You
QUESTIONS