ADZINE EVENTS

MOBILE ADVERTISING SUMMIT

BERLIN
25.04.18

#MOBILEADSUMMIT

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Marketing im Zeitalter von Voice Computing?

Digitale Assistenten und ihr Einfluss im Marketing

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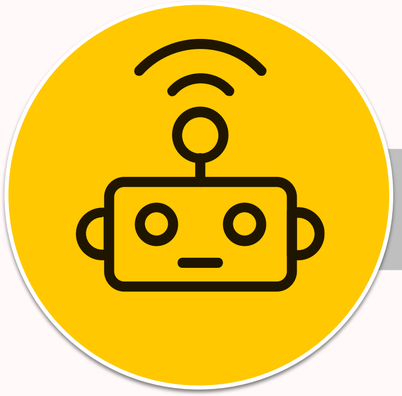
#MOBILEADSUMMIT

hey bro,
how are you

my digital Buddy

over 1 in 3
would be willing to
replace support

CHATBOT



ASSISTENT

BUDDY

a long way to go

got it

„Ice cream“
or
„I scream“

what?

speech-recognition equal as a human

WER 2016

5.9%

6.3%

but speech-recognition is not understanding

5.9%

52% convenience

is one of the top reasons for preferring voice assistants over websites and apps **

only **16%** of non-owners cited **privacy** as concern*

37.9% are just not Interested*

44% would do **banking** with voice**

*voicebot.ai Study

**Capgemini Digital Transformation Institute Analysis

37%

I do not trust

Google/Siri/Amazon

to make a decision
with my interest in mind**

65%

I don’t trust voice with

safety and security of my personal data**

**Capgemini Digital Transformation Institute Analysis

we have to build **trust**

do **Amazon and Google**
have new patent applications for spyware **?**

make it transparent
and **ask the users**

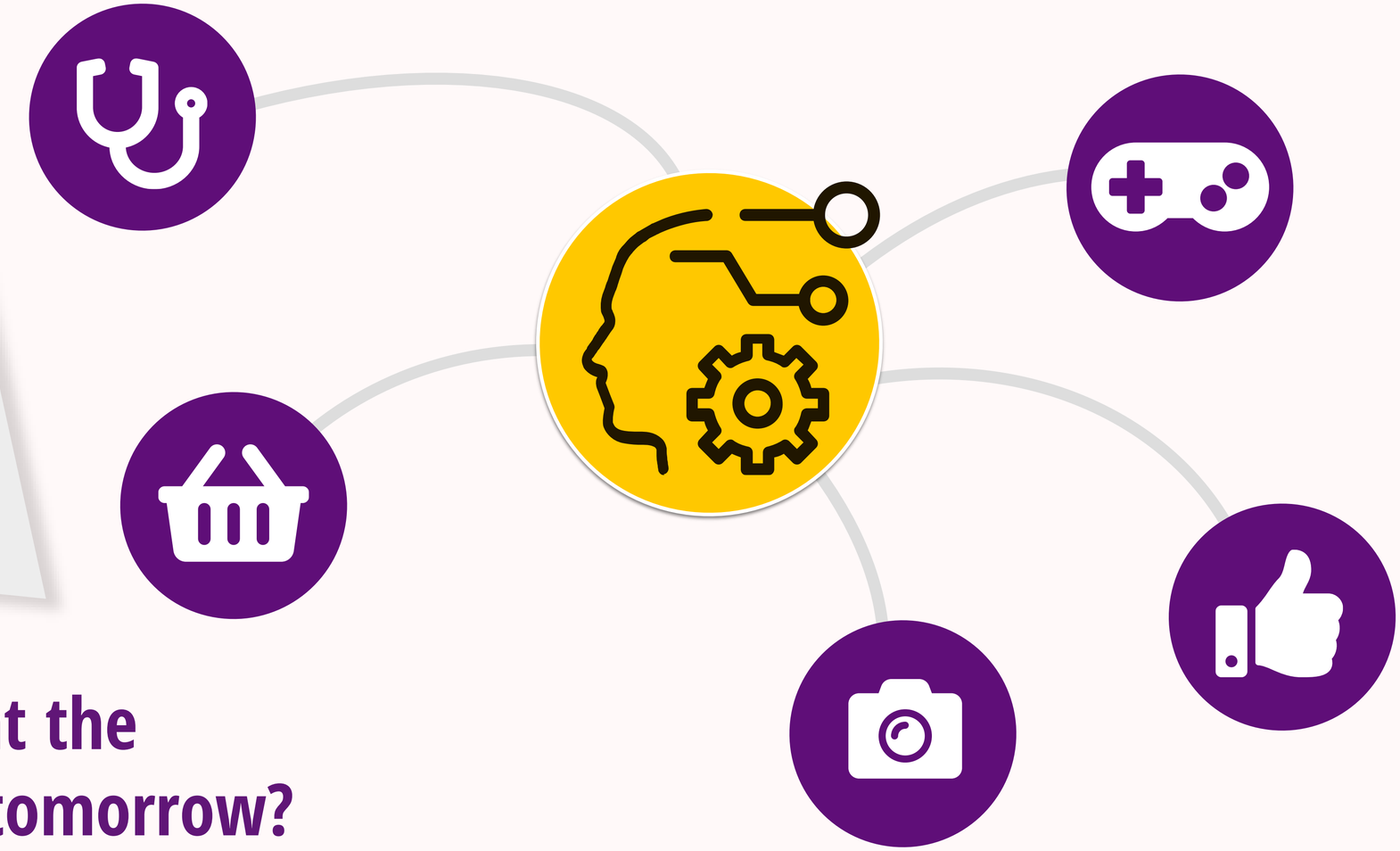
predicting **56.3 million**
smart speaker sales in 2018
worldwide ***

49% would prefer voice
because it is faster**
over human in
shops/call centers

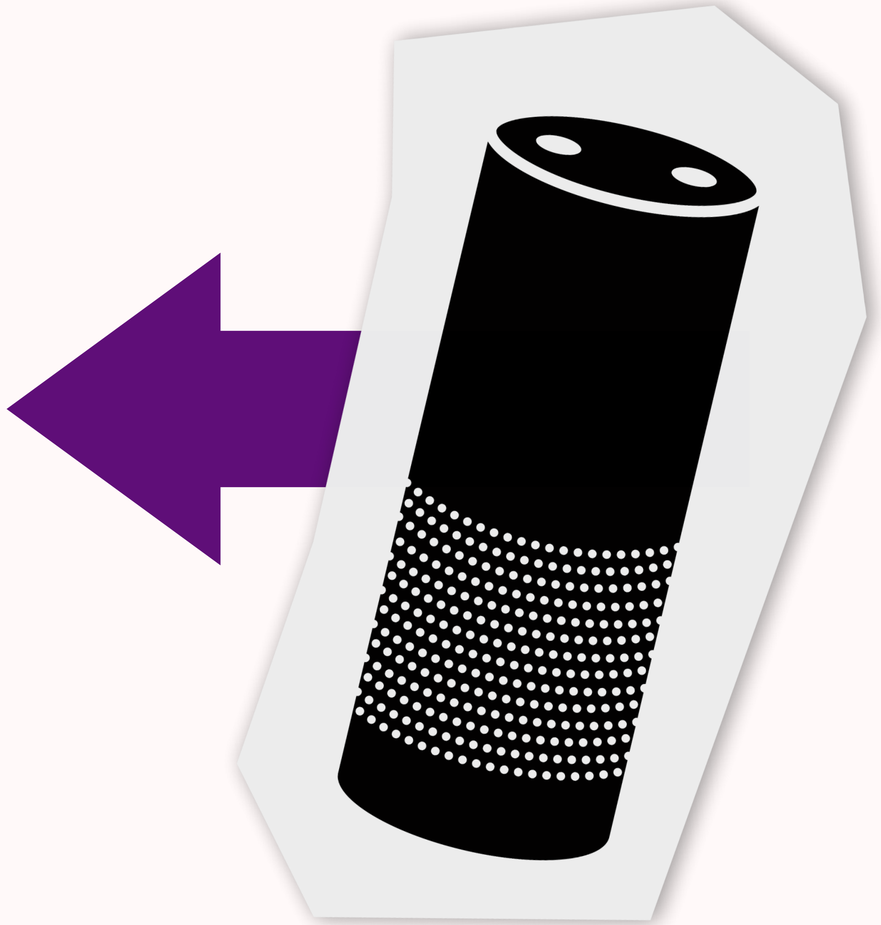
sorry HUMAN!

***Canalys
**Capgemini Digital Transformation Institute Analysis

WOM influences **50%** of purchase decisions



is the assistent the influencer of tomorrow?



eventim

SIXT rent a car

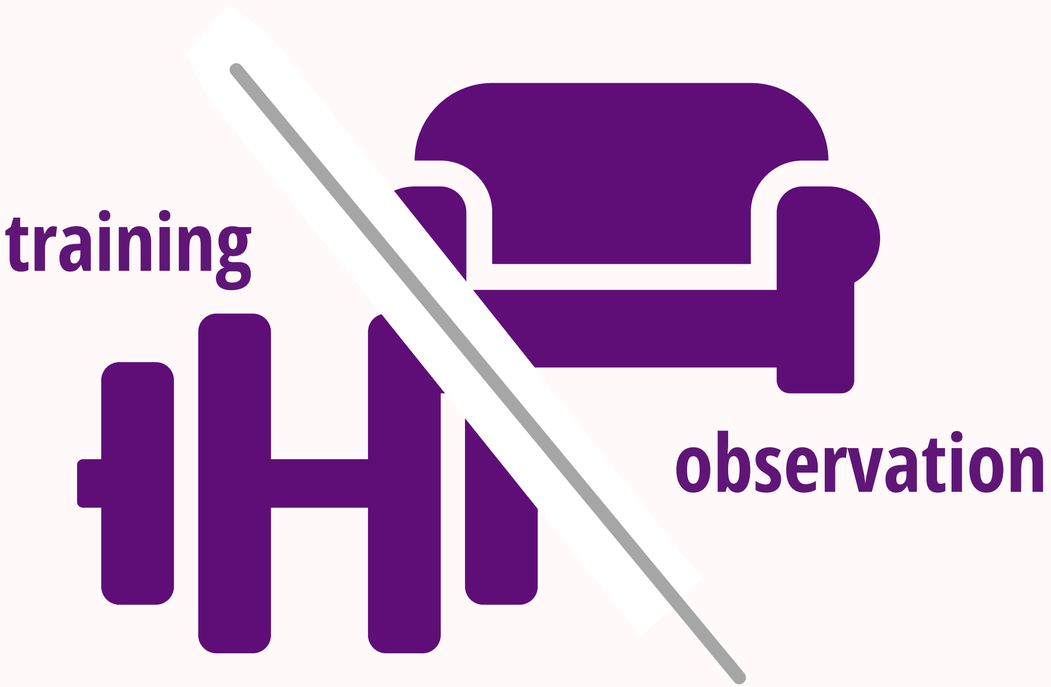
HRS

BMW

foodora

cooperate smart

the
quality of data
is what matters



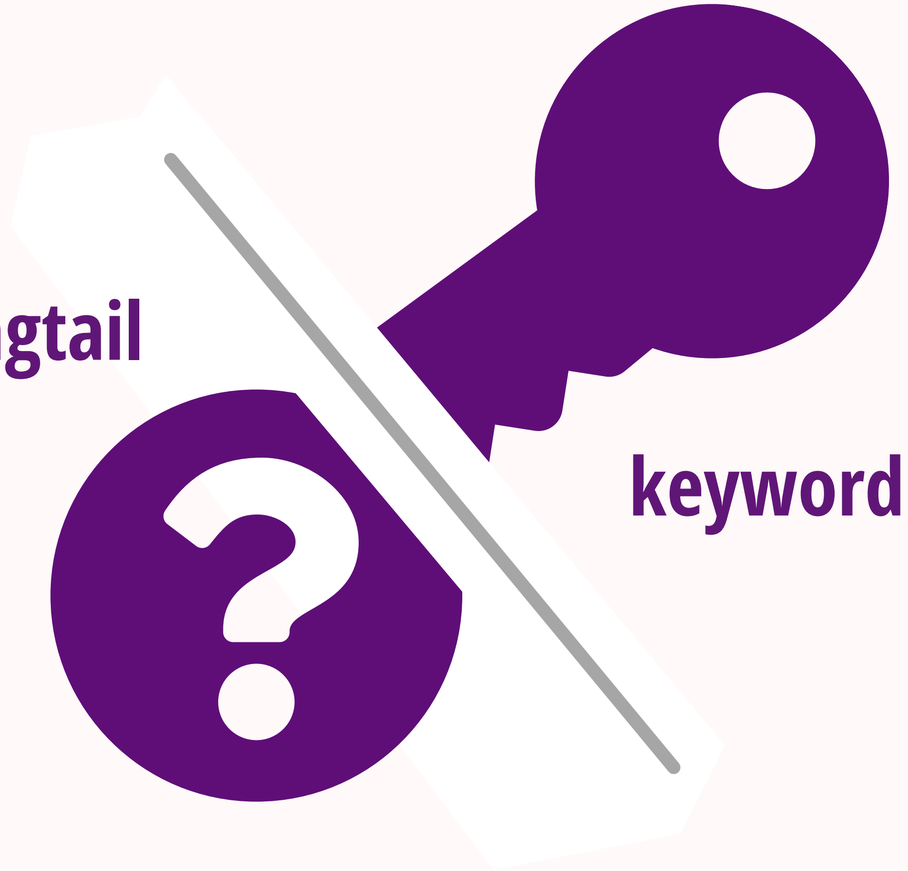
training **over**
observation

- fast
- efficient
- transparent

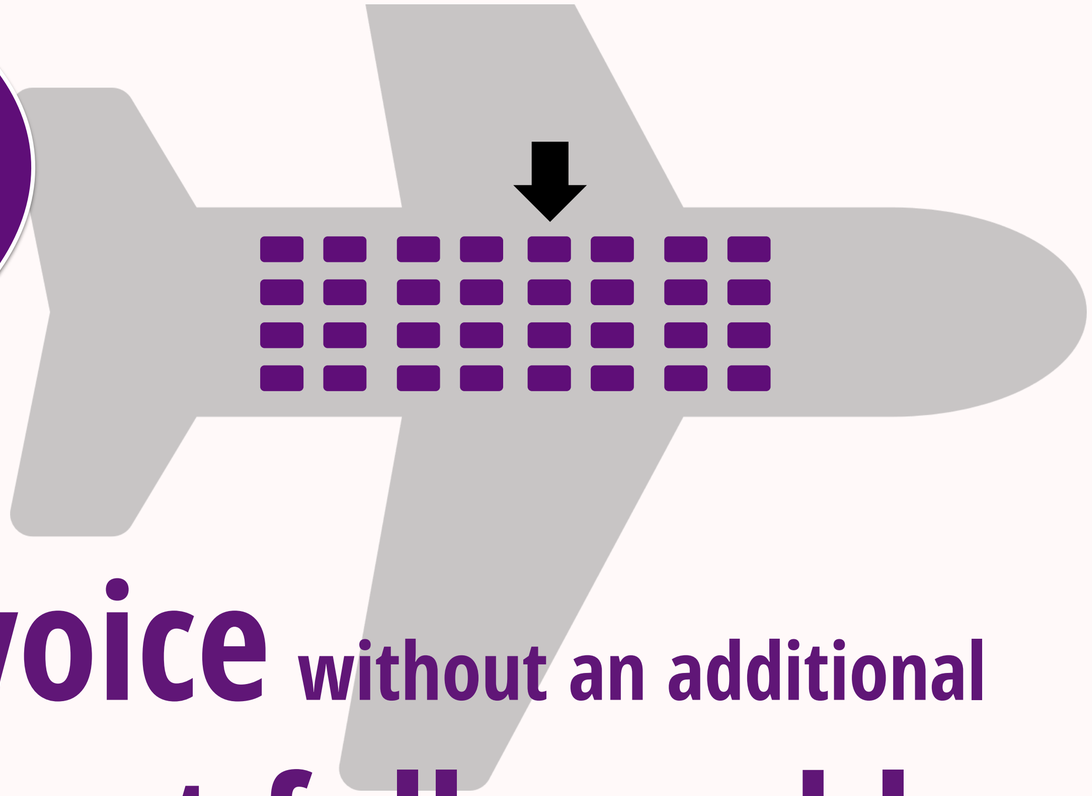
every 4th user

would prefer voice for search

but our web contents are bad



hey alexa, book me a flight to london



voice without an additional interface **not yet fully usable**

there are a plenty of

interfaces

to support us

make data transparent
and raise the quality

break the platform silos
and cooperate smartly

Involve the user
push the quality of the web

thank you!

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