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## Survey Shows the Rise of Voice Services Adoption, Adobe Expands Voice Capabilities to Embrace Rising Voice Services Trend

Hong Kong — 27 September 2018 — A recent survey names [Adobe Digital Insights 2018](#) about the “State of Voice Assistants” showing that people are speaking to their voice assistants at home and on their smartphones a lot more. To leverage this trend, Adobe (Nasdaq: ADBE) expanded its latest voice capabilities across Adobe Experience Cloud to further advance customer experience.

Adobe Digital Insights (the survey) polled more than 1,000 consumers about their use, ownership, and thoughts about voice assistant devices on standalone smart speakers (such as Amazon Echo) and on their smartphones (like Siri and Google Voice). It found that 76 percent of smart speaker owners have increased their use of voice assistants in the last year. 71 percent of smart speaker owners reported using their voice assistants at least daily, while 44 percent were using them multiple times a day. The survey found the most common use of voice assistants were for asking for music and the weather. 70 percent of smart speaker owners reported using their voice assistants for music, while 64 percent were using them for weather forecasts.

The survey provides insights on how voice assistants augment the consumer shopping experience. When smart speaker owners were asked how they use voice assistants for shopping, the top three uses were for product search/ research (47 percent), creating shopping lists (43 percent) and price comparisons (32 percent). However, placing orders through voice assistants was found to be less popular. Only 21 percent of smart speaker owners said they would use voice assistants to re-ordering items they frequently buy, while 17 percent reported they would place one-time orders for in-store pick up through voice assistants.

Adobe is the first company to introduce voice analytics for brands in order to better understand how customers engage in using voice-activated devices and has been working with customers who plan to deliver their experiences on voice, including ESPN, CVS Health, MetLife, Marriott Hotels, PGA Golf, and Newsquest (UK). To further advance the customer experience, Adobe is expanding its voice capabilities across Adobe Experience Cloud.

#### Advanced voice data analysis

Attribution IQ, part of Adobe Analytics, has expanded its capabilities to voice analytics. It can help marketers to value voice interactions on any device correctly. For example, a hotel chain can show how research on an Alexa skill and use of Amazon Echo devices in-room helps drive overall conversion and loyalty. According to the survey, 16 percent of consumers now report using voice assistants for hotel and flight research, showing the increasing importance of the touchpoint.

Key Adobe Analytics capabilities has also been expanded to cover voice to give brands deeper, more actionable insights, beyond vanity metrics. Voice data can be leveraged for inflow analysis, mapping voice against other channels and identifying where consumers fall out. Contribution analysis, powered by Adobe's AI and machine learning framework Adobe Sensei, can help identify contributing factors behind anomalies such as user drop-off or a sales surge. Segment IQ can also use voice data to better formulate target segments.

### **Better voice content**

With [Adobe Experience Manager](#), brands are able to create one piece of content or customer experience and quickly deploy it on any channel. Called fluid experiences within Experience Manager, capabilities now extend to emerging channels including voice. Marketers have the agility to roll out fresh content to voice activated devices, preventing duplication and experiences from being disconnected. A retail customer for example, who begins their shopping experience on the desktop, will get the same updated product details, promotions and blog content when they engage the brand on a voice interface like an Amazon Echo or via their smartphones. This seamless cross-device experience in retail is increasingly important as more consumers initiating the shopping journey through voice assistants, with 47 percent conducting product research, 43 percent creating shopping lists, and 32 percent doing price comparison, according to the survey.

### **Enhanced [personalization](#)**

Marketers who capture voice data with Adobe Analytics can have more insights around how customers engage with a brand. Data provided rich signals into preferences and behaviours, which can inform how brands engage elsewhere.

[Adobe Target](#), the personalization engine in Adobe Experience Cloud, are delivering new capabilities that leverage voice insights to drive more personalization on other channels like desktop web and mobile. Take a travel company for instance, who sees a segment of voice users doing research on Hokkaido trips in the winter can leverage this insight to promote more Hokkaido-related content and promotions across the website and mobile app.

### **About Adobe**

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