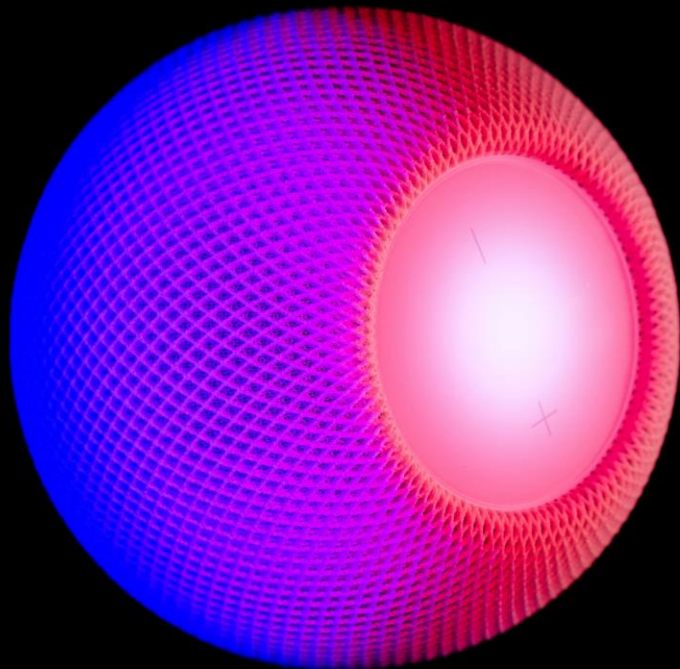


VOICE FOR MONETIZATION AND AUDIENCE ENGAGEMENT

*Key insights and case
studies*



Katerina Borovska, Marketing & Innovation Manager, egta



egta

150+ RADIO/AUDIO & TV/VIDEO PUBLISHERS

43 MARKETS

WHAT DO WE DO?



MONITORING



PROMOTION



EU AFFAIRS



BENCHMARKING



NETWORKING

New egta insight:

**VOICE: KEY INSIGHTS FOR
MEDIA COMPANIES INTO
AN EMERGING
TECHNOLOGY**

Available here <https://cli.re/zNAmJ7>
Or www.egta.com



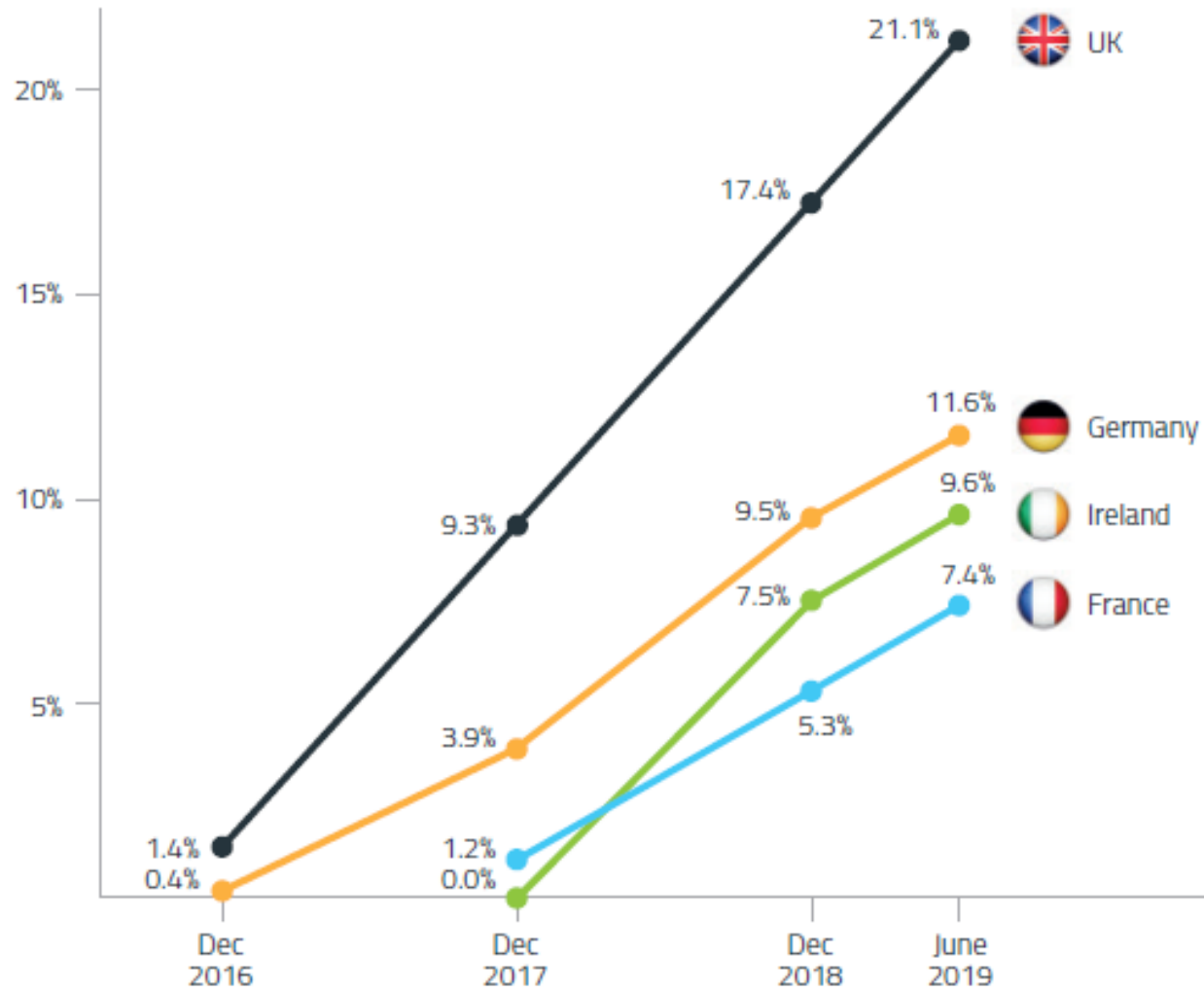
WHY SHOULD **BROADCASTERS & ADVERTISERS** PAY ATTENTION TO VOICE

- New channel to reach consumers – immersive & interactive
- New channel in the marketing mix
- For radio broadcasters:
 - Enrich user experiences
 - Be where consumers are
 - Unveil new products (content & advertising)
 - New & exciting marketing offer for clients and agencies – direct engagement



VOICE PENETRATION IS GROWING

FIGURE 01: SMART SPEAKER HOUSEHOLD PENETRATION BY EU COUNTRY



Important to keep in mind:
Voice is not only smart speakers



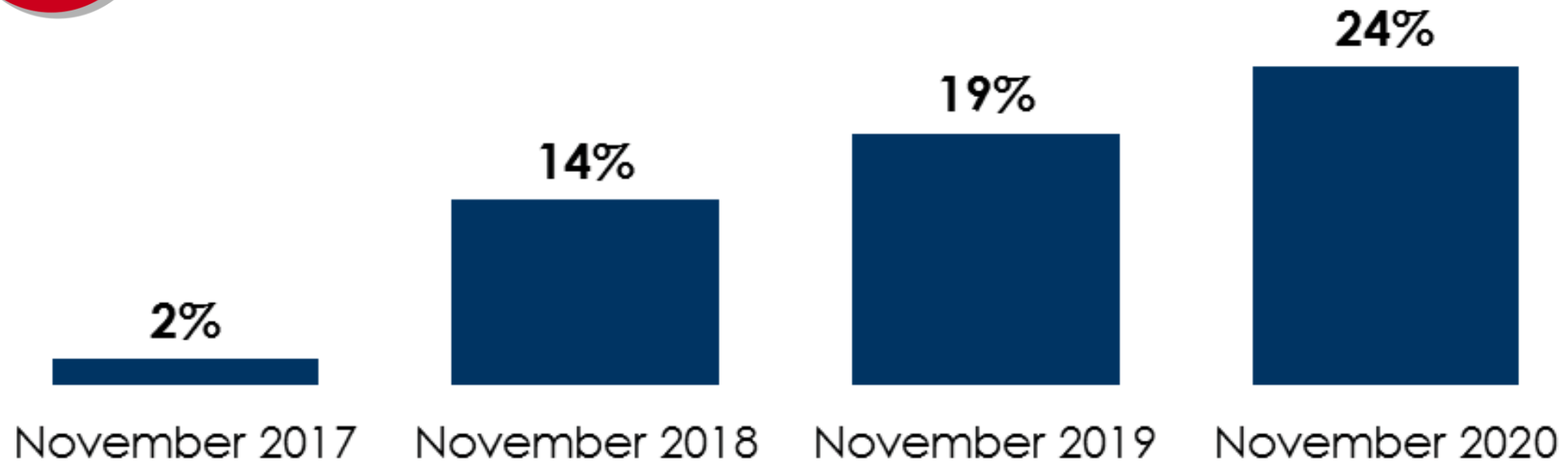
Source: Over 20% of UK Households Have Smart Speakers while Germany Passes 10% and Ireland Approaches That Milestone, voicebotai - Strategy Analytics, October 2019; [URL](#)

RADIO LISTENING ON SMART SPEAKERS IS ON THE RISE

Smart speakers represent 24% of all online listening to Cumulus stations



% of listening to Cumulus stations that takes place on a smart speaker



VOICE MONETISATION - ADVERTISING AND **VOICE-COMMERCE**

Case studies & examples



UNIQUE POSITION OF RADIO/AUDIO FOR VOICE ADVERTISING

- Listening to music or radio most common activities on smart speakers
- No ads via assistants themselves or most skills/actions – restrictions by Google and Amazon
- Exception: RADIO, MUSIC STREAMING, PODCASTS & FLASH BRIEFINGS
 - possibility to ad-serve targeted audio ads with a phrase prompting the user to interact with their voice assistant (*Ask your Alexa to....*).
 - Voice interaction facilitated by an adtech provider.

Voice-activated spots: Audi campaign by Bauer



Dynamically ad-inserted spots for Audi with call-to-action to interact with voice assistant



Listener asks to book a test drive. *Yours Truly* technology by AdTonos embedded in the radio skill



Appointment is set via conversation. User asked consent to use personal data – address etc.



Back to listening

Voice-enabled product sampling

RMS case: Delivery of PiCK UP! Choco Hazelnut samples prior to the full product launch.

Reach

RMS



The new PiCKUP! Choco Hazelnut is now available to try free of charge [...] Activate your smart speaker and say: Open: Send Me a Sample And ask for PiCK UP!



Online audio ads targeted to smart speakers. New flavored chocolate bar PickUp!

Trial



“Send Me a Sample”



Samples are requested via voice using *Send Me a Sample* and delivered home

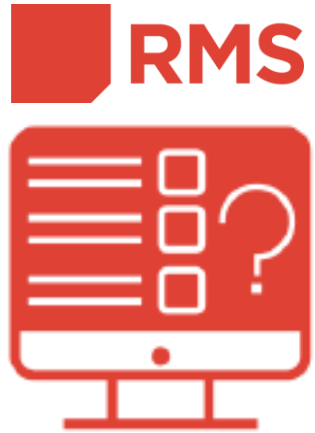
Conversion



Feedback and purchase behaviour collected from consumer survey

Conversion programme to drive purchase and consumer loyalty

Survey results



76%
of the testers consented to
receiving further communications
from PiCK UP!

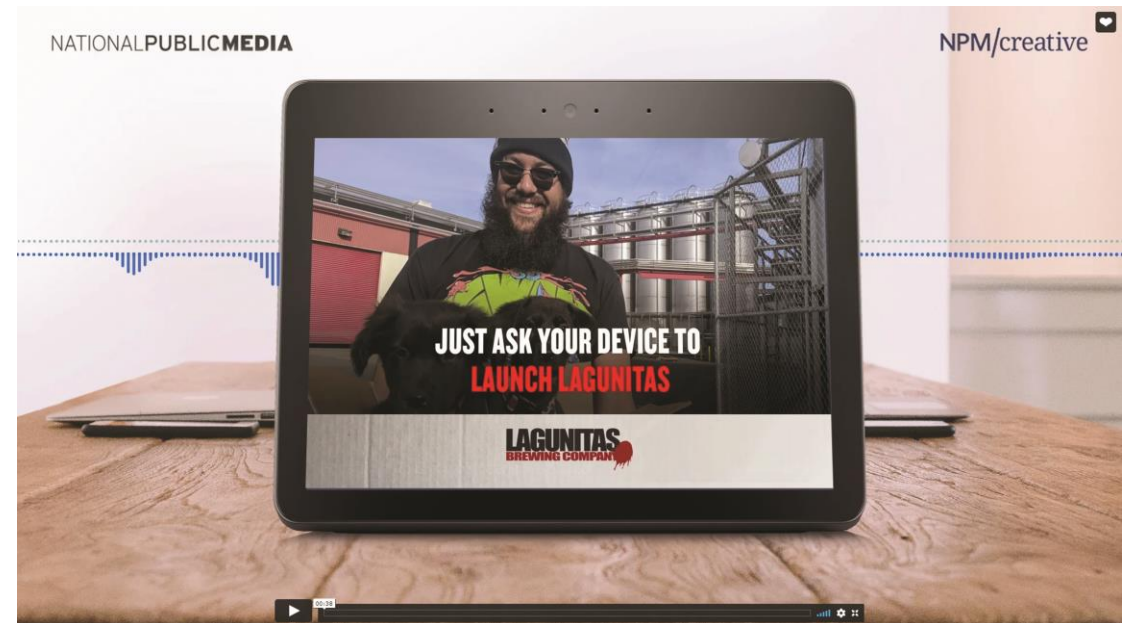
97%
of testers thought that the **ability**
to order a **sample via voice**
command was **very good**

59%
said it was very likely that they
would **purchase the product**

95,76%
overall **listen-through rate**

Voice-activated branded content

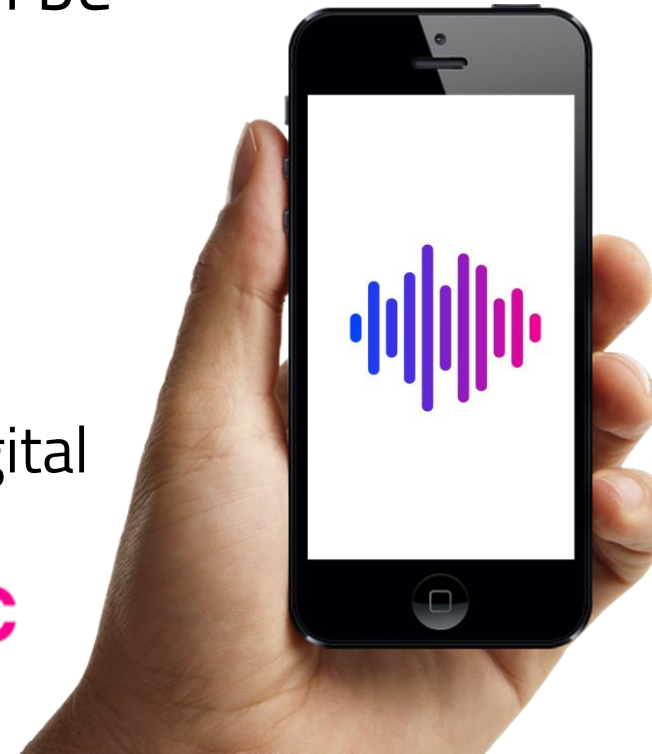
- **NPR Voice landing pages:** 15s post-roll on smart-speaker placements that prompts them to hear the full branded content (extra interviews, additional information etc.)
- **Visual newscast post-roll:** 15s post-roll that on smart devices with screens
- Other case – RMS Interviews with brand ambassadors
<https://bit.ly/egtabite301>



Interactive voice advertising on mobile

- **“An ad you can talk to”** – audio ad teases additional information or benefits (coupons, discounts etc.) that’s unlocked only through a verbal “yes”
- **“Voice click”** – every interaction is measured, user can be re-targeted
- **Instreamatic + Gazprom Media case**
 - 4 out of 10 users reacted to voice-enabled ads
 - 1% of the impressions = 10% of total revenue within the digital audio segment

INSTREAMATIC



A top-down view of a desk with a dark grey surface. At the top is a silver laptop. In the center is a red, spherical smart speaker with a white cord. To the right of the speaker are two white earbuds and their white charging case. In the bottom left corner, there is a cork coaster and a white object.

VOICE FOR AUDIENCE ENGAGEMENT

Examples of skills/actions from radio companies

- Radio station voice skills/actions
- Flash briefings
- Skills for kids
- Quizzes, games, jokes
- Competitions, Voting
- Story experiences
- Podcasts



Optimise for voice search,
promote & educate listeners



THANK YOU!

egta.

www.egta.com

katerina.borovska@egta.com

For more examples – see egta publication

