



# Voice Search Q4 2020 US Health & Wellness Industry Data

Summary for Marketing Professionals

## SUMMARY

This report illustrates how each smart speaker device (Google Home with Google Assistant, Amazon Echo with Alexa and Apple HomePod with Siri) measure up when asked specific questions about the **Health & Wellness** industry. **Over 998 questions** were programmatically asked to the devices, covering multiple categories including Brands, Diet, Supplements, Outdoor Recreation, and Health Care Specialists. Examples include:

- “Alexa, hiking trails near me?”
- “Hey Google, how to get rid of acne?”
- “Hey Siri, what is Keto?”

How does your brand “sound” to your audience? Similar to SEO 20 years ago, today’s voice experiences pose a **threat to brand safety** as the devices are frequently delivering many incorrect answers or no answer at all – i.e. “Sorry, I don’t know that...” The short-term opportunity is to **own your brand**. Health & Wellness brands need to provide the “right” answer to the questions their customers are asking. Structuring your content to deliver answers to critical questions posed in voice search could put you ahead of the competitive curve.

The long-term play is in capturing the non-branded queries that are also happening earlier in the buyer journey. Consider a hot topic like **Acupuncture**. The brand that provides the answer to those early stage queries will gain topical authority and competitive advantage.

## KEY TAKEAWAYS

**Alexa is using “Sorry, I don’t know that.” less, providing an answer 94% of the time.**

- Alexa usually provides answers to top-of-the-funnel general interest questions (“*What is Medicare?*” or “*How to fall asleep?*”)
- Alexa sources Alexa Answers contributor often. For example, when asked “*How much does laser eye surgery cost?*”, Alexa answers “*According to Alexa Answer contributor, while charges for LASIK procedures vary widely by practice and region, the average cost of LASIK is between \$1500 to \$3000.*”
- When asked specific questions about local results, Alexa has begun to provide answers. For example, when asked “*Pediatrician near me?*”, Alexa answered “*I found a few nearby options....*”

**Google Assistant provides more relevant results and is better at answering questions all the way through the buyer journey.**

- Google provides accurate answers for general interest questions and provides quality answers for middle-funnel questions.
- For example, when asked “*Is there a CVS near me?*”, Google answers “*I found a couple drug stores near you. The 1st one is Rite Aid, at 1900 North East Third Street, Suite 1 11 Bend. The 2nd one is Rite Aid at 700 South East Third Street Bend.*”

- Google is also much better at citing their sources. For example, when asked “**How to get rid of acne scars?**”, Google answers “*According to Mayo Clinic, treatments include over the counter creams and cleanser, as well as prescription antibiotics.*”

### **Apple Siri on the HomePod answers most questions, but isn’t always accurate**

- Compared to other devices, Siri misinterpreted queries at a higher rate. For example, when asked “**Is oatmeal gluten free?**”, Siri responded with “*According to Livestrong olive oil contains no gluten or soy.*”
- Siri “near me” searches often provided an accurate answer which is an improvement from Q3. For example, “Yoga classes near me” had this response from Siri “*One possibility is Wild Thing Yoga about.5 miles to your north on...*”

## **ANSWER PERFORMANCE**

### **Health & Wellness sites that have structured their content to deliver accurate answers to questions in voice search are leading the pack.**

- For top of the funnel, **non-branded** questions, four sites stood out as having better voice performance. Below are the number of answers that each site provided:
  - Mayo Clinic – 72 Questions
  - Healthline – 69 Questions
  - WebMD – 35 Questions
  - Medical News Today -13 Questions

## **THE OPPORTUNITY & ACTION FOR BRANDS**

Today, consumers are no longer constrained by screens and keyboards. Access to a world of information is now controlled simply by our voice. Tremendous **white space opportunities** exist today across the industry. Unlike desktop search, **there’s only one answer in voice search**, and this first mover opportunity may not exist again for quite some time.

Don’t miss the boat - WPP’s Voice Practice can help you provide relevant, accurate answers to the questions your customers are asking the voice assistants. All of this is done at Enterprise scale.

Contact us today for a consultation: [contact@globalstrategies.com](mailto:contact@globalstrategies.com)

