



Voice Search Q4 2020 Technology Industry Data

Summary for Marketing Professionals

SUMMARY

This report illustrates how each smart speaker device (Google Home, Amazon Alexa, Apple Siri/HomePod) measure up when asked specific questions about the **Technology** industry. **Over 600 questions** were programmatically asked to the devices, covering multiple categories including Technology, Brands, Purchase, Reviews. Examples:

- “Alexa, what is 5g?”
- “Hey Google, what is artificial intelligence?”
- “Hey Siri, how does the cloud work?”

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 – aka “*I don’t know that...*”. The short-term opportunity is to **own your brand**. Technology 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 voice search queries that are also happening earlier in the buyer journey. Consider a hot topic like **5G**. The brand that provides the answer to those early-stage queries will gain topical authority and competitive advantage.

KEY TAKEAWAYS

Alexa is moving away from “I don’t know that” answers although apart from general answers, responses can still be inaccurate.

- Alexa provided an answer 90% of the time, usually for general tech questions (“*What is the cloud?*”) and top-of-the-funnel general interest questions (“*How to make a smart home?*” or “*Is artificial intelligence possible?*”).
- Alexa will attempt to keep customers in the Amazon ecosystem. For example, when asked “*What frequency is 5G?*” Alexa’s answer is “*According to an Alexa Answers contributor, the radio spectrum used for the fifth generation of mobile devices such as telephones depends on the country and will evolve over time. Globally the spectrum used ranges from...*”
- When asked specific questions about brands, features and financing, Alexa may have an answer, but it isn’t always the right intent. For example, when asked “*When will 5G be available?*”, Alexa answers “*No-Neck Blues Band and Embryo released the track 5 Grams of the Widow in 2006*”

Google Home 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 “**What is artificial intelligence?**”, Google answers “According to Wikipedia, artificial intelligence is intelligence demonstrated by machines, unlike the natural intelligence displayed by humans and animals”.
- Google is also much better at citing their sources. For example, when asked “**What is cloud based software?**”, Google answers “On the website axiomatic.com, they say cloud-based computing allows users access to software applications that run on shared computing resource via the internet.”

Apple Siri on the HomePod was able to answer about half of the questions but they weren’t always correct.

- For example, when asked “**What is fog computing?**” , Siri/HomePod responded “I don’t know how to respond to that”.
- It was able to answer some questions, not always referencing the source. For example, when asking “**What is machine learning?**”, Siri answered “Machine learning is the study of computer algorithms that improve automatically through experience.”

BRAND PERFORMANCE

Technology brands 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, brands that stood out as having better voice performance.
 - Amazon
 - SAS
 - Qualcomm
 - IBM

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