



## Actionable Ads

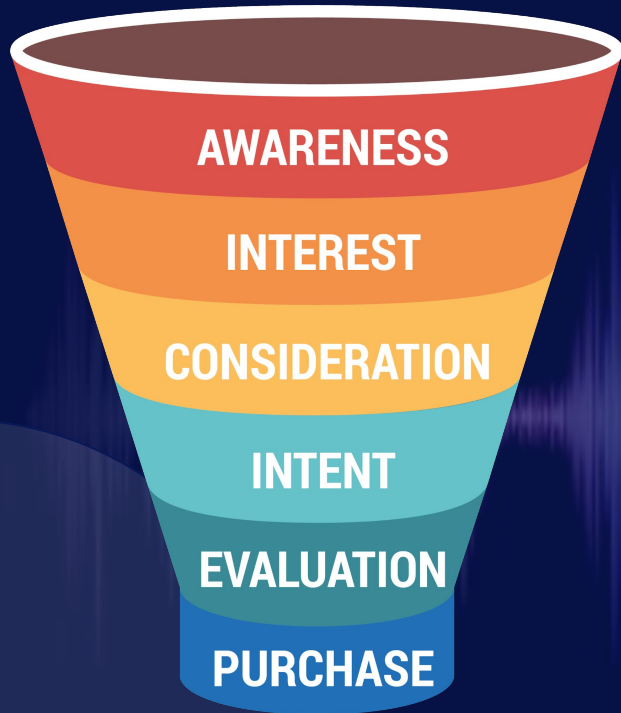
*"Amazon recently started upping the Alexa interactive ads but is only following the trail blazed by Say It Now..."* - Voicebot.ai, November 2021



# Harnessing Voice

Drive awareness, consideration and commerce in one interaction

sayitnow





## Amazon's Alexa Cup: Voice app Say It Now named top new skill in Europe

Jul 4, 2019 | Ads, E-commerce

## Say It Now purchases GetStarted in transatlantic acquisition



Story by  
James Cook

November 25, 2021

INTERNATIONAL

MERGERS & ACQUISITIONS

**MediaWeek**  
AWARDS  
PART OF **campaign**

**Nominated in 4 Media Week Awards 2021**

"Best Use Of Audio"  
"Media Innovation"  
"Agency Media Idea"  
"Small Collaboration"

## Say It Now Confirmed as GroupM's UK Voice Partner

[Hires, Wins & Business](#) | 168 | Add to collection

in [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#) [RSS](#)

New partnership will see Say It Now implement voice enabled marketing campaigns and develop strategies for Group M clients



sayitnow // groupm

**Now is Audio Advertising's  
Big Moment of Digital  
Transformation**



# I/O drives digital transformation

sayitnow

**Out →  
Broadcast**

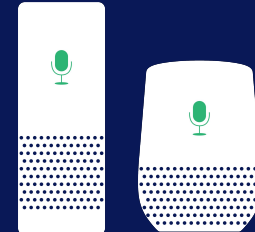


Print



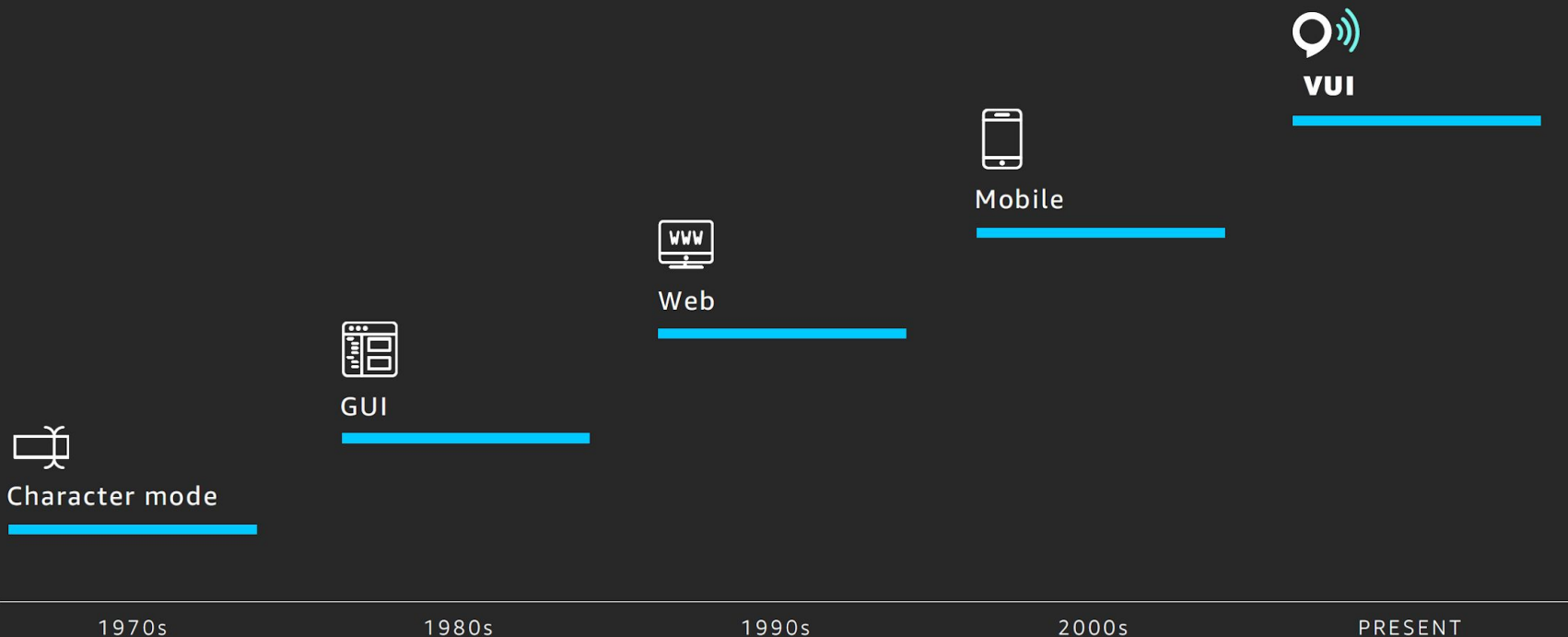
Radio

**In → / Out →  
Engagement**



Actionable Data / Insight / Understanding

# This magic moment







2011

iPhone 4s + Siri



2014

Amazon Echo



2016

Google Home



2018

500M devices have  
access to various  
voice assistants



PHASE 2

*Profilation of devices  
with integrated voice  
assistants*

# Landscape

sayitnow

Approximately 50% of UK homes and 35% US homes have a smart speaker

## Key Behaviours

Listening  
to Music

**Asking  
Questions**



More than  
**\$163BN**  
of voice  
transactions  
estimated by 2025



# Introducing Actionable Audio Ads

Audio advertising that engages

sayitnow



# Actionable Audio Ads<sup>®</sup>

## Impactful & Engaged Audio Advertising

sayitnow



Watch Here



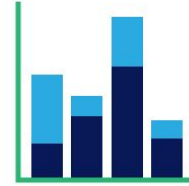
Audio Ad ->With Voice  
CTA 30/40 Seconds



Human Voice



Start of voice experience



Live Data & Reporting

Component 1:  
Audio Ad 30/40s .WAV



Engagement



Component 2:  
Voice Experience,  
Alexa & Google



Component 3:  
Live Attribution Data  
Live Dashboard

0's

TIME

60's

LIVE DATA

# An **impulse** decision

## Money off pizza



sayitnow

Radio playing through smart speaker in background of family event



..to get 50% off your next order just ask your device to 'Open Pizza Hut Deals' now!



Alexa, open Pizza Hut Deals.



Welcome, would you like me to send you a coupon for 50% off your next order?



"Yes please"



# An **considered** decision

Book that test drive that you've been thinking about but never get round to



**HONDA**

sayitnow

...to book your exclusive test drive ask your device to 'Open Drive Honda now!'



*Open Drive Honda*

Welcome, do you want to find out more about the Jazz or book a test drive?



*Book a test drive*



# A generous decision

Making a donation

# Crisis

sayitnow



...to find out more and donate just say 'Open Crisis UK' to your smart speaker now.



*Open Crisis UK*

Welcome, do you want to find out more about the work Crisis do or make a donation.



*Donate £10*

## 2 Examples

sayitnow



DIAGEO

Specsavers



# Global Media First, Feb 2021

sayitn<sup>o</sup>w

"Alexa, Open Berocca Boost"



## Nominated in 4 Media Week Awards 2021

"Best Use Of Audio"  
"Media Innovation"  
"Agency Media Idea"  
"Small Collaboration"



# Berocca Results

High conversion rate compared to web

sayitnow

30 secs

Average time spent in the  
Berocca Boost experience.

24%

Conversions / bought  
Berocca Boost

42%

Asked for Information about  
Berocca Boost

1.5%

Average ecommerce conversion

Send to Phone (coupon, vouchers, URLs)



DIAGEO



WORLD CLASS

**TASTE** OF THE  
**FUTURE**

Featured as one  
of Diageo's 6  
innovations in  
2021's 'Taste of  
The Future'

Now available in  
6 further  
territories,  
translated into  
Spanish and  
made available  
on Google  
Assistant.



# Live Example



Specsavers



# At last! Audio to web parity

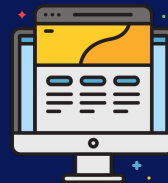
Web



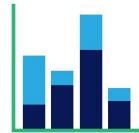
Display Ad



Engagement



Landing Page /  
Microsite



Live Data &  
Reporting

VS

Audio



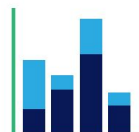
Audio Ad  
With Voice CTA



Human Voice  
Response



Voice dialogue



Live Data &  
Reporting

# Attribution

Audio Attribution has entered the digital age



## Analytics

Aggregated  
Cross publisher  
Real time information

## Optimisation

Real time decisions  
Understand & Optimise

## Commerce

Logged in consumers  
Activated payment mechanisms  
Joined up Send to Phone Journey





# The Opportunity Across The Ecosystem

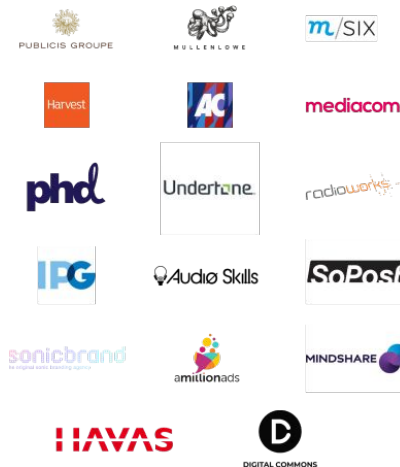
## Clear benefits

sayitnow

### Publishers



### Agencies



### Brand Direct



## Alexa in your car: Amazon Echo Auto launches in the UK and Ireland


 [View 6 comments](#)



**Jeff Parsons** Wednesday 17 Jun 2020 10:08 am

"Alexa, open mortgage calculator"

"...best rates ask your assistant to 'open mortgage calculator'."

 7:30

# In Summary

sayitnow 

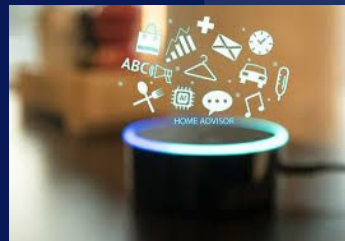
Voice is a powerful new consumer frontier  
It opens up attribution, engagement and commerce  
The technology is in place to start  
That's what we are focused on at Say It Now

## If you would like to

- Engage your customers
- Cut through in home
- Enable a frictionless commerce channel

## Start a conversation with me about

- Actionable Audio Ads
- Actionable TV Ads
- Branded Voice Strategy





Actionable Audio Ads®

# What questions do you have?

[www.sayitnow.ai](http://www.sayitnow.ai)

[charlie@sayitnow.ai](mailto:charlie@sayitnow.ai)

