

Introduction

Key Findings

- 39% of the U.S. population uses voice assistants on their smartphones and 26% use smart speakers at least once a week.
- Only 15% of analyzed brands provide voice search on their mobile apps, and even fewer integrate Siri Shortcuts in their apps.
- Best-in-class marketers like lululemon athletica make optimizing voiceover on apps a priority, enabling a more inclusive, experience compliant with the Americans With Disabilities Act (ADA) for those who are visually impaired.

Key Recommendations

- Prioritize optimizing voice features on mobile devices over smart speakers.
- Leverage pre-integrated voice assistants on smartphones (like Siri and Google Assistant) instead of creating voice tools in-house.
- Finetune voice accessibility features on apps to facilitate usage.

Lakshmi Kalluri | Sr. Specialist, Research, Digital Performance Benchmarking

Karen Lee | Sr. Specialist, Research, Digital Performance Benchmarking

Michael Ro | Sr. Specialist, Research, Consumers & Culture Research

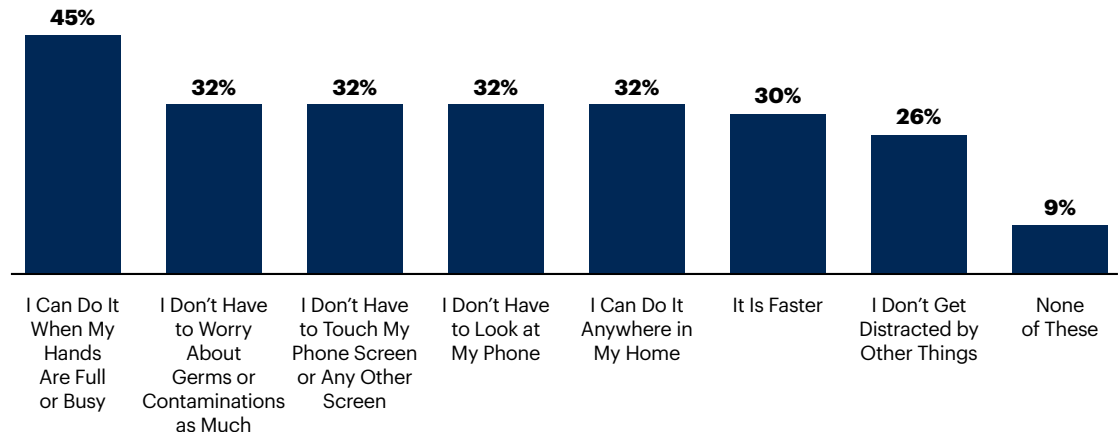
Camille Tagami | Designer

Gartner research is based on data-driven analysis. Our findings, rankings and recommendations are objective, unbiased and independent of membership.

Executive Summary

Voice has struggled with a slow journey to relevancy in marketing, characterized by limited adoption in marketers’ digital strategies and often poor implementation. This contributes to lower consumer usage: Almost 90% of consumers do not use their smart speaker to shop, viewing it instead as an entertainment device. However, marketing leaders have a pivotal chance to reverse this tide due to strong consumer interest in hands-free tech in light of the COVID-19 pandemic. According to the 2020 Gartner Pandemic and Behaviors study, 32% of consumers are interested in hands-free technology that would limit touching or contamination. Digital marketing leaders must optimize their voice presence on mobile devices to meet rising consumer interest in convenient, low-contact technology. To guide marketers, Gartner created a decision framework to determine whether or not adopting voice features can strengthen their mobile presence. Through analyzing current consumer demands and brand case studies, Gartner determined best practices for incorporating voice in marketing strategies.

High Consumer Interest in Hands-Free Tech With Addition of COVID-19 Safety Concerns



n = 1,024 survey participants
Source: Gartner Consumer Pandemic Attitudes and Behaviors Survey (May 2020)

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