

USING VOICE SEARCH IN DIGITAL MARKETING



The voice recognition market will reach over **\$27 billion by 2026.**

Source: Statista

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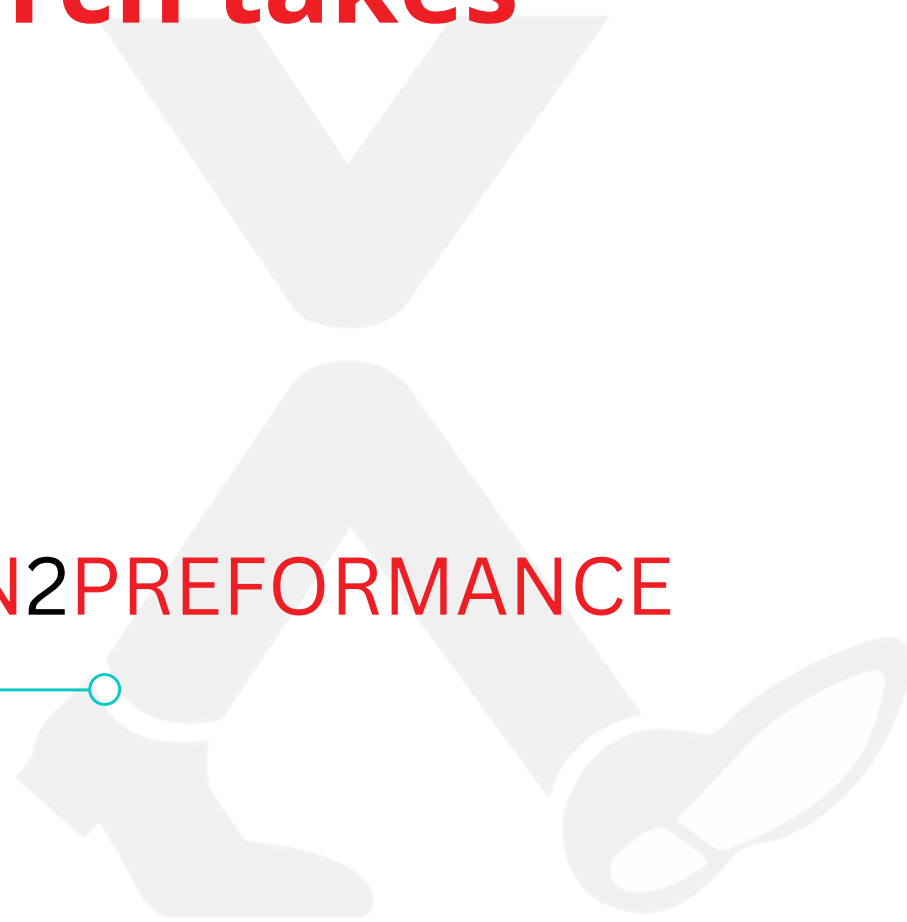
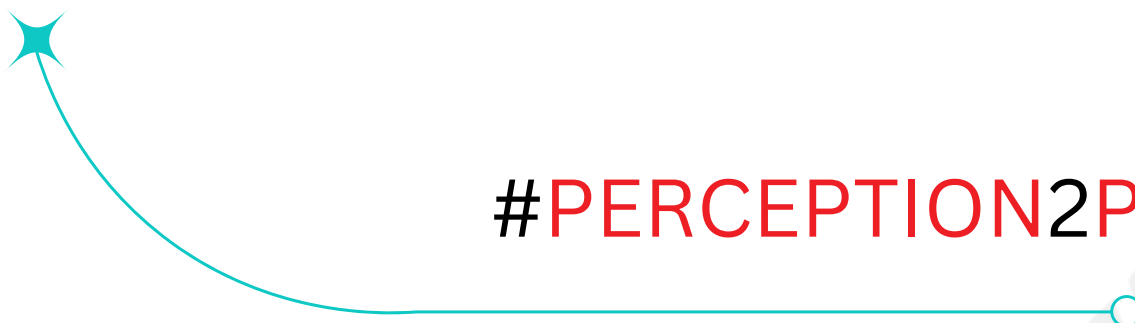


1 VOICE SEARCH MOVES MORE QUICKLY THAN TYPING.

A voice search loads a results page in 4.6 seconds, but a typical written search takes 8.8 seconds.

Source: Backlinko

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VOICE ASSISTANT REPLIES HAVE IMPROVED SIGNIFICANTLY

More than 93% of users are happy with the precision and responsiveness of their voice assistants.

Source: **PWC**

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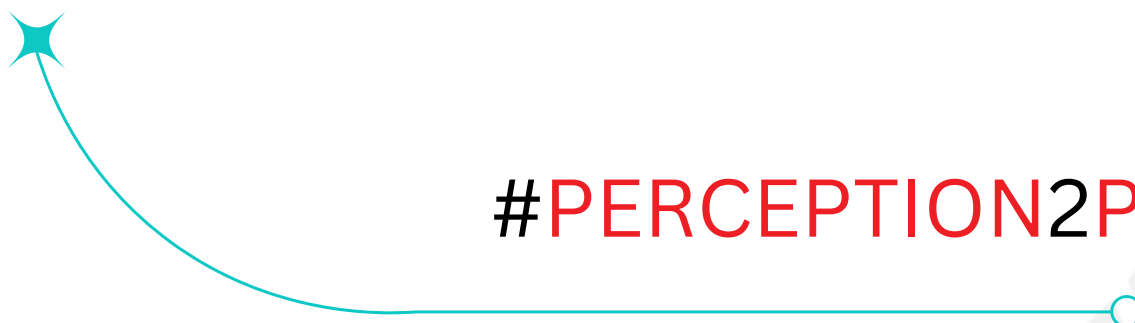


**VOICE ASSISTANTS ARE
NOT SMARTPHONE
DEPENDENT ANYMORE.**

**Almost three-quarters of all
U.S. households will
eventually own at least one
smart speaker.**

Source: Microsoft

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WHAT IS TIME-TO- MARKET

Time-to-market (TTM) is the length of time between product conception and when that product finally releases in the market.

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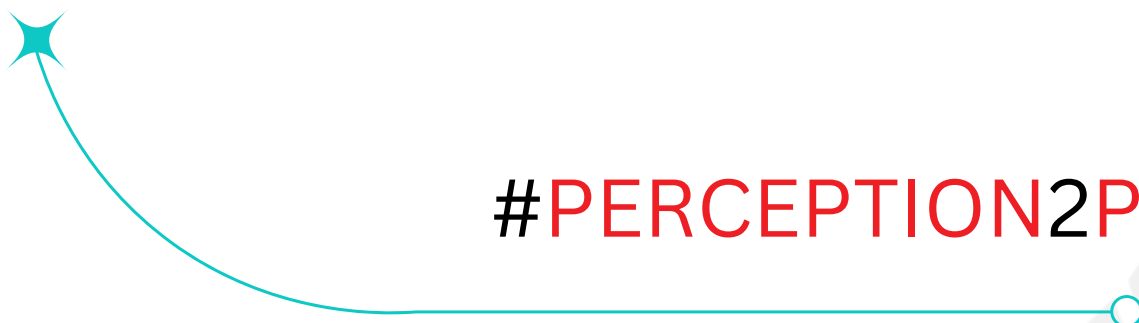




If your product is **6 months late to market**, it **earns 33% less revenue** compared to a product that launched on schedule.

Source: Mckinsey

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When **TTM** is fast, it allows the company to:

- Establish a presence in the market
- Capture customer attention
- Gather valuable customer feedback
- Generate any sales

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On a flip side, a **longer TTM** can result in:

- **Missed market opportunities**
- **Increased competition**
- **Potential loss of customer interest**
- **Delay in revenue generation**

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