

COMUNICA+A



Digital  
Driving Europe's  
Digital Transformation

# Ads on Voice Assistants





What if you could change your clients customer's journey...  
by disrupting the current one!

# Voice Assistants

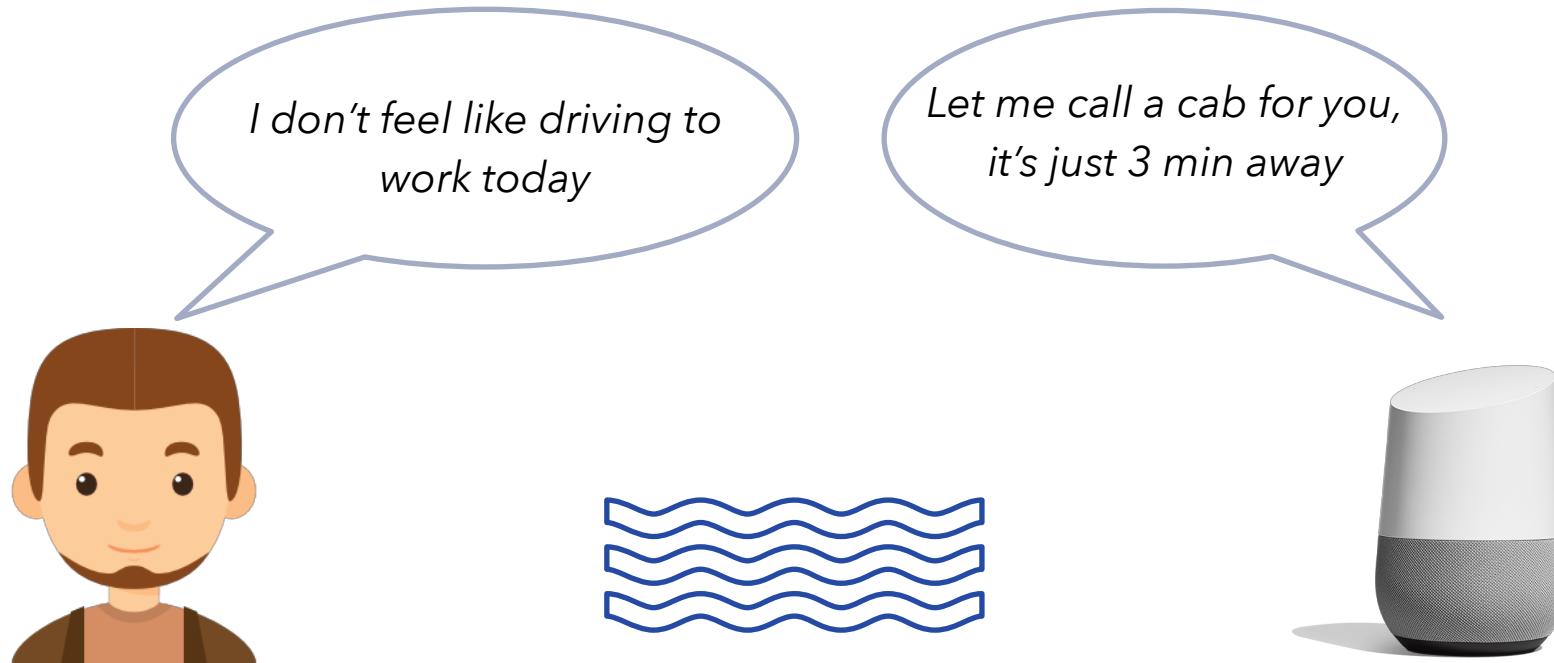


Voice Assistants are digital assistants that use voice recognition to provide aid to users

- Product interaction
- Educational and training
- Purchasing



# Example of interaction



Meet Alejandro!

Male

30-35 y.o.

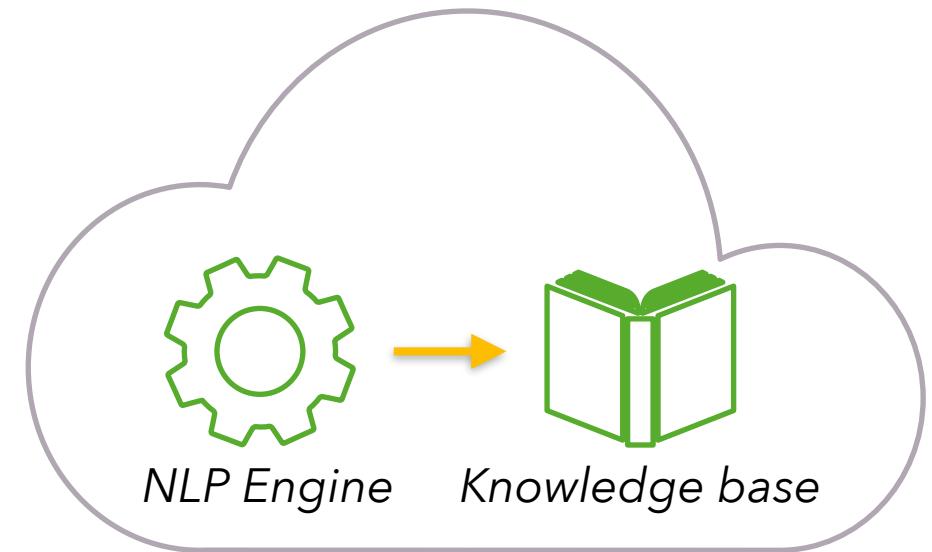
Worker

Barcelona

# How interactions work



*Skill/Action processing*

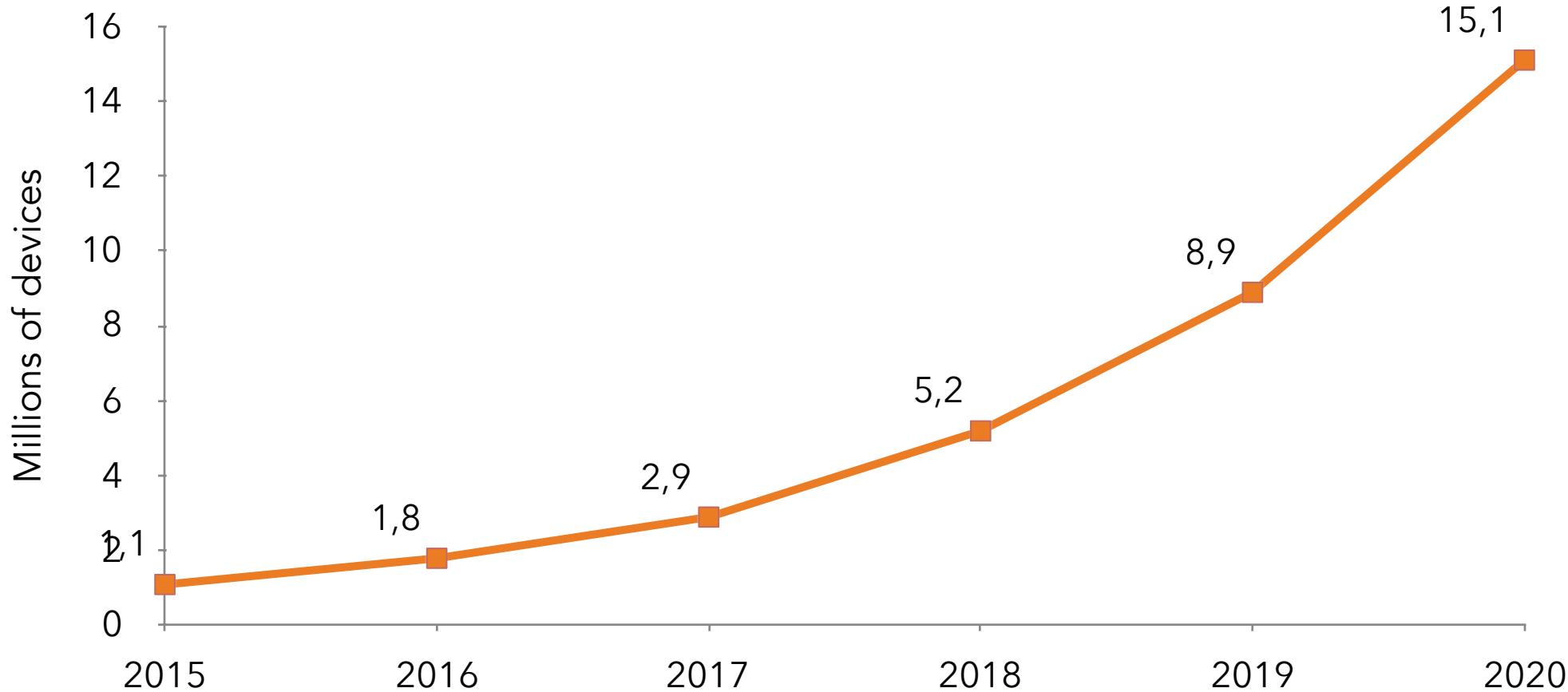


# Why are ads on VAs so important?

# The VAs market



Global sales of digital voice assistants are skyrocketing



# The VAs ads market

Ads spending on voice assistants will reach



\$19 Billion  
globally by 2022



A real business opportunity  
But a change of approach is needed

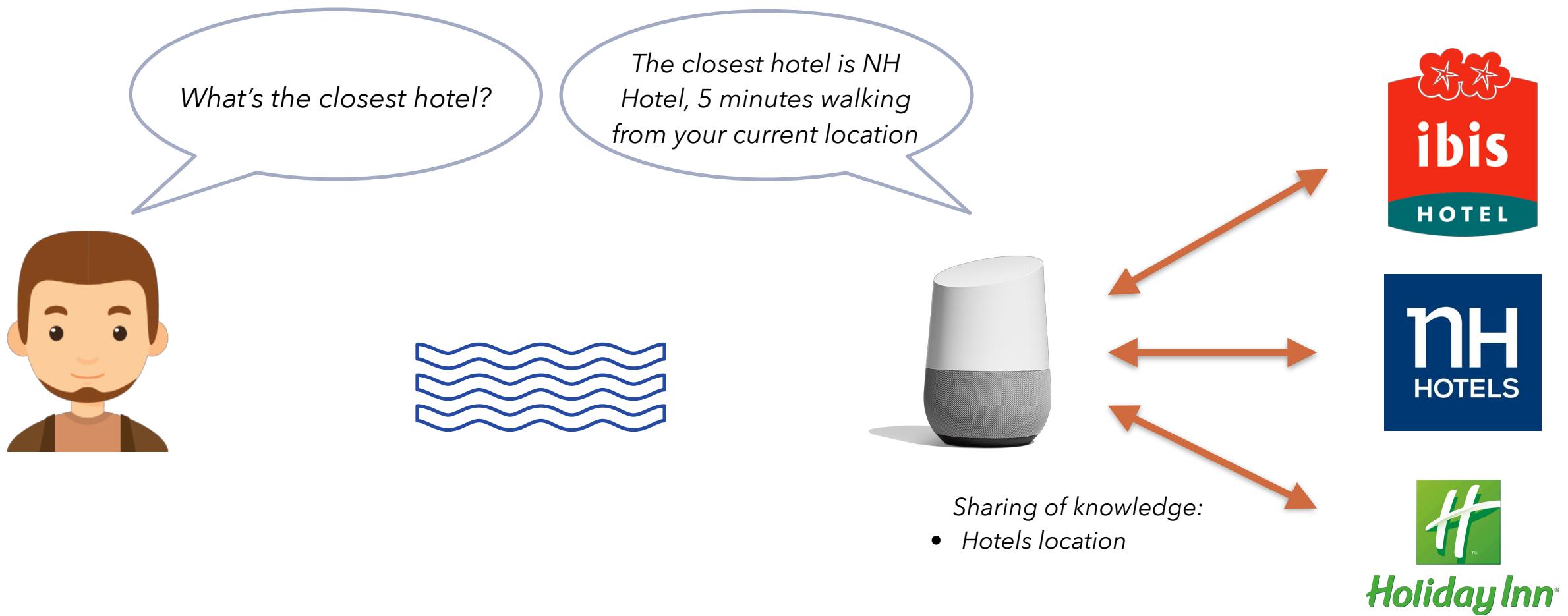
# Two use cases:

Request of information and responding to a need

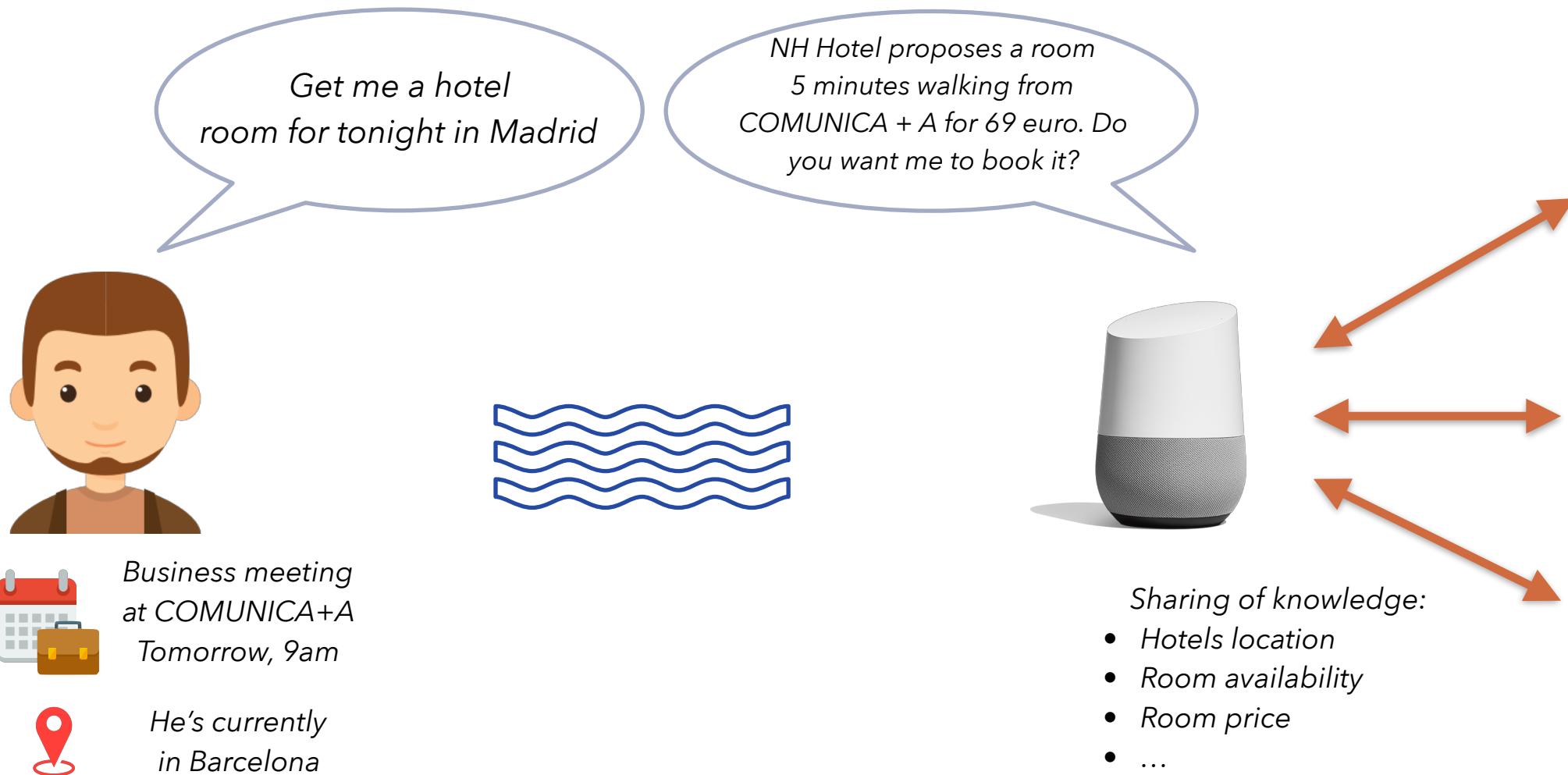


EIT Digital is supported by the EIT,  
a body of the European Union

# Request of information



# Responding to a need

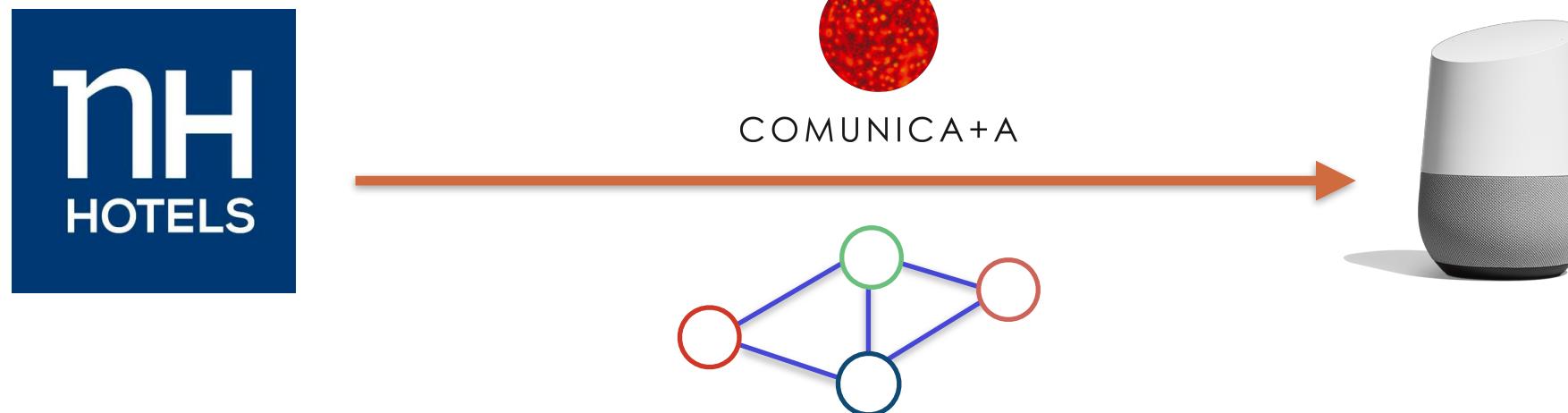


# **Business proposal:**

## Organising knowledge and skill development

# Organising knowledge

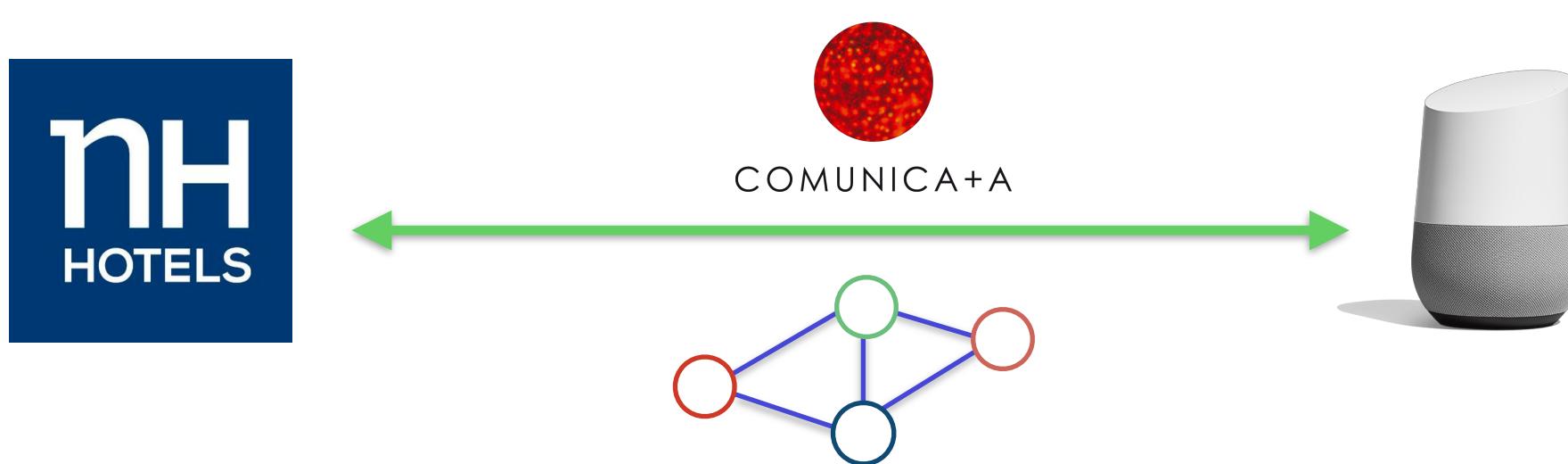
There's the need to expose some information to Virtual Assistants so they can convey important information to the final user



COMUNICA+A can have a role in this process as information organiser

# Skill creation

Once information are collected and harmonise, COMUNICA + A can propose to the company skill creation



Skills will allow users to interact with companies

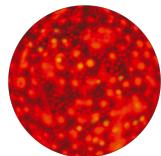
# The role of COMUNICA + A



COMUNICA + A existing channels are crucial to teach users how to interact with Virtual Assistants



Increase chances of being chosen as first answer to a generic question

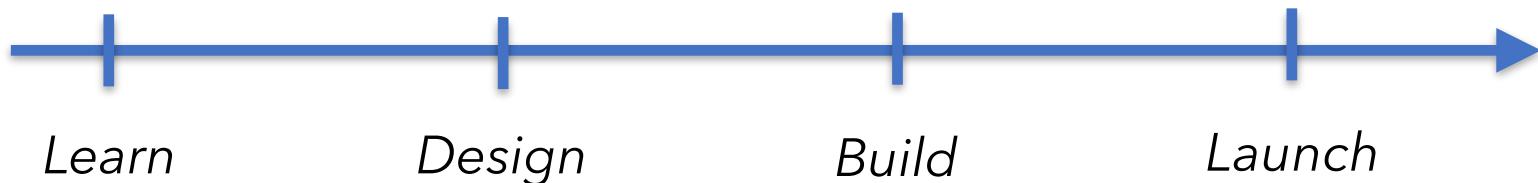


# Skill creation cost

From our research

\$6k - \$8k  
*Per skill*

We can summarize the phases of creation



# Conclusion

# Conclusion



*Which results should  
be prompted first?*



*Those that offer better  
information*

1. Providing structured information allow to achieve higher competitive advantage
2. Skill exposure offer a new way of interaction between companies and people
3. Advertisement through local channel to promote the added functionality

# The Team



Damiano Scandolari  
*Chief Executive Officer*



Surbhi Sonkiya  
*Chief Operating Officer*



Danish Cheema  
*Chief Financial Officer*

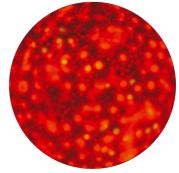


Filippo Calzavara  
*Chief Data Officer*

# Team Experience and Lessons Learned



- Expanded our knowledge on Voice Assistants
- Remote team work
- Importance of market research to idea convergence
- Work planning



COMUNICA+A

# Thank you!



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