



## Voice Assistance for Marketing

- 47.3 Million U.S. Consumers
- Specials, Coupons and Deals
- Voice News and Events
- Increase Sales and Brand Loyalty
- Leverage Existing Content



### Reach 47.3 Million+ New Voice Users

Voice app users represent 47.3 million weekly consumers in the United States.



### Sell More to Voice Users...



Voice users **purchase 16% more** than traditional transactions.

Voice Marketing improves customer loyalty and brand stickiness with consumers who leverage voice to place new and repeat orders on a more regular basis than traditional purchases.

### Announce Specials, Coupons, Sales with Voice

Daily, weekly, and monthly specials are easy for consumers to use and increase customer engagement. Consumers receive regular voice updates on products and services via notifications and simply by “asking”.



### Communicate News and Events

Voice Marketing empowers consumers to hear the latest news and event announcements as part of a daily news feed along with other news. When enabled, news and events are announced along with other regular updates keeping consumers informed.

“EasyVoice empowers our marketing team a new level of much needed lead generation and customer engagement.

It has improved our customer service ratings and online reviews by giving us a competitive edge and an experience customers remember ....”

Dave Harvey  
Chief Marketing Officer  
CBA Brands

# Voice Marketing

Voice Marketing Solutions by EasyVoice

## Increase Sales and SEO

Adding Voice Marketing to the brand instantly increases web sales and SEO with backlinks from the skill site (Google/Alexa/Microsoft) back to the website. Quickly adding authority and traffic.

## Increase Social Media and Email Traffic

Voice Marketing improves social media channels including Facebook, Instagram, Email and others with links to company voice announcements that increase traffic and improve traffic to social media outlets.

Companies that adopt voice marketing increase customer retention by:



## Voice Shopper Post Purchase Actions

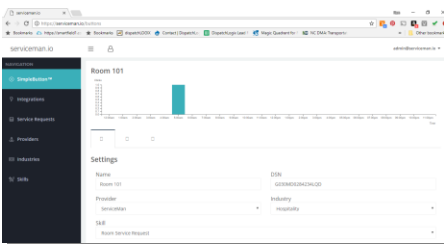


Source: PwC 2018



## Leverage Existing Content.

The EasyVoice Platform easily connects to existing blogs, posts and other content already on your site. We simply point the voice application to any content feed at any location and your brands voice is live quickly with flash briefings and more.



## About Easy Voice

Easy Voice is the first voice assistant platform designed for Marketing. Easy Voice has developed leading mobile and IoT since 2007. We believe in creating the best customer engagement experience by with technology that increases revenue and reduces costs.