



**Unlock Deeper Engagement:
Testing Context-Aware Ads on Smart Speakers**

With over 20% of commercial radio now heard on smart speakers, there is an opportunity to create audio ads built not just to be heard — but to be answered.

Say It Now Test and Learn Offer powered by DAX

Learn

Will contextually aware Ads on Smart Speakers drive greater engagement?

Hypothesis

Creative specifically designed for Smart Speakers will improve engagement

Test

Does the creative treatment for an Actionable Ad benefit from a standard creative?

Test 2 x creatives

One existing creative with a voice CTA appended

One creative created specifically to drive voice engagement

Integrate DAX ID and SIN insights to deliver granular attribution
Optimisation mid flight

Offer

DAX

20% in additional impressions as added value

Say It Now

20% off Tech fees

Full PCA and insights

Proof that using these tactics the same media spend can lead to demonstrably greater outcomes.

Ideal Outcome

Unlock engagement with an audience in the home.

Using the power of shared listening and contextual moments in the home to increase outcomes for relevant products.

Creative designed specifically for smart speakers performs better

Standard audio creative with voice CTA added at the end

Did you check that you turned the hob off? Did you blow out that candle in the bedroom, and did you switch off the heater next to the sofa?

Fire doesn't care how it starts.

Do you have at least one smoke alarm on every floor? Are they working? Test them monthly. It could save your life. Fire kills. Let's prevent it.

To find out more, **just say, Alexa, start my fire safety routine.**



sayitnow



CTA Added at the end of existing audio creative

Contextually aware audio creative playing to the fact the ad is heard on a smart speaker in the kitchen

Dad, I'm hungry! Right, what do I cook for tea? McCain chips. These will be good. You know, they'll come out nice and crispy if you cook them in our air fryer, **just say, Alexa, open, McCain**, and Alexa will help you.

What you mean if I say **Alexa, open, McCain**, Alexa will open the bag of chips for me? Not literally open the bag of chips for you, dad, but Alexa can tell you how to cook them and give you ideas for tea.

Oh, okay, **Alexa open, McCain** well done, dad. Such a tech wizard chip, chip, chip, hooray crispy air fry perfection with McCain.



sayitnow



Context: Engaging with Alexa in the kitchen
Multiple CTA's - Making the most of the Smart Speaker Inventory

Why Now?



600M

Devices sold which are
Alexa enabled.
60% UK homes now
have a smart speaker



+20%

Alexa Usage YoY
'23-'24



"We're building a substantial number of GenAI applications across every Amazon consumer business... an even more intelligent and capable Alexa..."

Andy Jassy

Chief Executive Officer of Amazon

Smart Speaker Growth

The Media Leader NEWS OPINION PODCAST FEATURES WATCH VIDEO

01 Aug 2024 | Jack Benjamin

Smart speaker growth leads digital to record share of listening



Twitter LinkedIn Facebook Email Print

Rajar Q2 2024
Share of listening on digital platforms continued to grow relative to AM/FM radio in Q2, according to the latest Rajar figures.

Digital listening — which includes listening via DAB, DTV, total online and websites, apps and smart speakers — now makes up 73.7% of all listening compared with 26.3% for AM/FM.

Smart speaker listening is up 10 % YoY
([Rajar, Dec 2024](#))

In 2023, 60% of UK homes had a smart speaker, compared to just 22% at the start of the pandemic in 2020. This represents a 172% increase in household adoption. ([IAB](#))

Over the last 5 years reach of smart speaker listening has grown more than any other device reaching on average 13.3m people each week +91% compared to 2019 ([MIDAS Survey](#))

Conversation is an excellent channel to engage with Advertising

Voice CTA 'turns on' conversational response



"Alexa, open HMRC"



"Alexa, open Starbucks"



"Alexa, open Tesco"



"Alexa, open Subaru"



"Alexa, open British Gas"

Live data

Real time insights make media spend work harder.

Real time engagement data in Audio has long been a barrier for Ad spend which we have unlocked.



Say It Now plugs seamlessly into the existing advertising ecosystem ([Audio Demo](#))

Campaign reporting and measurement



Access to say it now data dashboard reporting on your campaign performance:

- Impressions
- Sessions (when a consumer says "Alexa, Open HMRC")
- Dwell time (time the user spends in the voice experience)
- Goal conversions (Number of people that enter the skill and proceed to desired action e.g. link sent)



Campaign insight into conversion metrics such as:

- Audio exposure
- Onsite activity
- Impression
- Conversion rates
- Audience behaviour
- Demographic traits

Next Steps

- (insert client name) to commit 3M imps across smart speaker inventory.
- 20% off £15cpm (£12)
- 20% Added Value impressions 600,000
- Total cost to client: £36,000
- Client to provide 30 second audio ad - SIN to add voice CTA
- DAX to create a 30 second bespoke creative specifically to drive voice engagement. £3,500 added value (10-day turnaround)

Campaign details

- Duration: 4 weeks
- Optimisations: Mid-campaign optimisations led by SIN and DAX
- Post campaign: Results to be shared 2 weeks post campaign.



Measurement



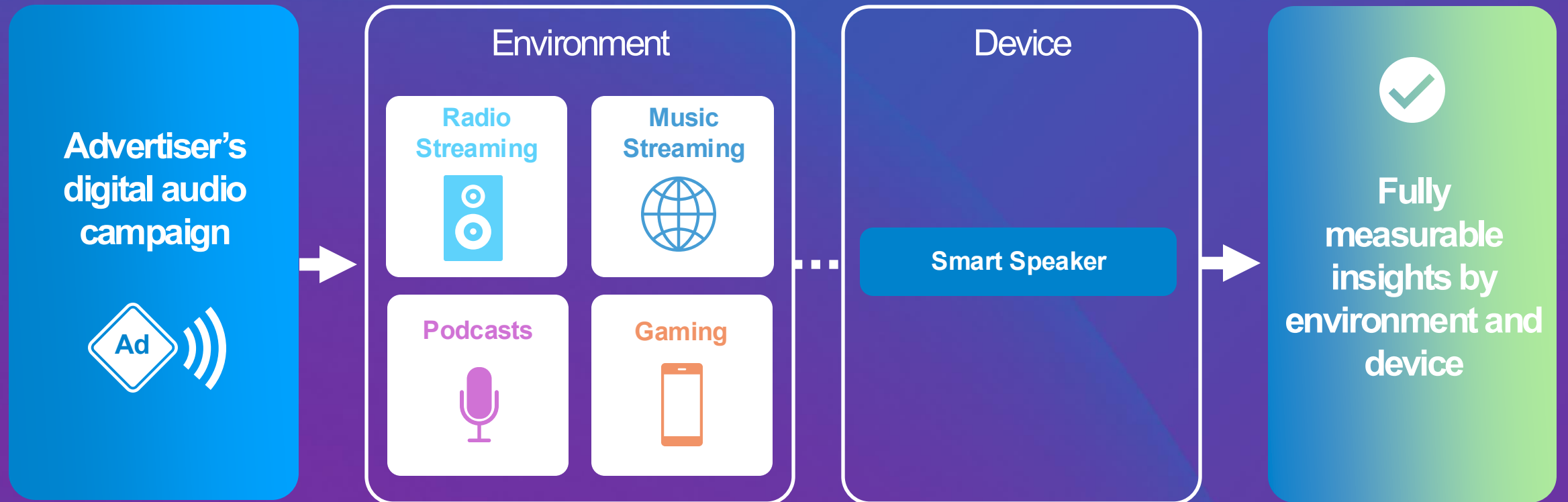
The diagram illustrates the DAX ID measurement process. It features a blue trapezoidal shape on the left with the text 'DAX ID' in white. A horizontal line connects this shape to a stylized fingerprint icon on the right. The fingerprint icon is a purple triangle with a white fingerprint pattern inside. The entire diagram is set against a dark blue background with a light blue border.

DAX ID

- Ensure DAX ID tags are correctly implemented.
- Global will run DAX ID across both creatives to measure conversion alongside SIN measurement results.
- While we're aware that using a smart speaker CTA may impact DAX ID results, it would still be valuable to include this as a secondary measurement tool.

Consideration

Driving Action



Media Plan TBC

Targeting	CPM	Impressions	Media Cost
Targeting line 1	£xx	xxx	xxx
Targeting line 2	£xx	xxx	xxx
Targeting line 3	£xx	xxx	xxx