

Actionable Audio Ads

Keep the existing digital audio campaign. Add a voice-enabled path to action.

THE SALES LINE We remove the friction from digital audio: a listener can act the moment they hear the ad, without reaching for a phone.

HOW IT WORKS

STEP 1

Audio impression

The existing audio creative runs across appropriate digital audio inventory: streamed radio, music and podcasts.

STEP 2

Voice CTA

Add a natural prompt to the spot, such as **“Alexa, open McDonald’s”** or **“Alexa, ask Brand for the offer”**.

STEP 3

Branded conversation

Say It Now creates the Alexa experience and runs the interaction.

STEP 4

Consumer action

Send a link, claim an offer, set a reminder, enter a competition, find a store or book an appointment.

STEP 5

Measurement

Track the full chain in real time: impression, response, interaction, intent, outcome.

WHY IT MATTERS

Differentiate the audio plan

Move beyond reach, frequency and completion by giving listeners an immediate way to respond.

Capture real intent

A spoken response is a clear behavioural signal, not an inferred one.

Close the audio response gap

Audio is heard when hands and eyes are busy. Voice keeps the response inside the channel, where it can be counted.

Make the investment work harder

Reuse the same Alexa destination across radio, CTV, out of home, social and CRM.

ALEXA+ REACH AND ENGAGEMENT

600m+ active Alexa endpoints globally

97% of Alexa devices sold in the past decade can support Alexa+

+25% music streaming since Alexa+ rolled out

2x more conversations reported on Alexa+

3x more purchases on Alexa+ devices

+50% smart-home usage

11 markets live today. Full release in the US and Canada. Early Access in Spain, Italy, Germany, Austria, France, the UK, Mexico, Brazil and Australia, with 10 more countries due in 2027.

WHAT WE MEASURE



Audio impressions, eligible smart-speaker impressions, voice response / invocation rate, interaction rate, engagement depth, completed journeys, content requested, leads generated, app downloads, donations, purchases, creative performance, cost per engagement or action where applicable. Available metrics depend on campaign design and integration.

Alexa+ is not another hardware boom. It is a more capable impression.

Sources: Amazon-reported Alexa+ data and Amazon rollout updates, August 2026. Say It Now, sayitnow.ai