



The future of voice search

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 73%

of consumers would like to be able to complete tasks by speaking to a digital assistant





There will be over

 **1.6 billion**

digital assistant users by 2020





 50%

of all searches will be voice by 2020





Mobile voice-related searches are

 **3 times**

more likely to be local-based than text



How can retailers
win at voice search?





5 pillars for success



Localization



User-generated Content



Skills and Action



Content Curation



Media Amplification



1

Localization

Where you are matters as much as who you are.





Keep location data accurate and up-to-date on GMB, Bing, Yelp, Apple Maps and other strong citation sources.





2 User-generated Content

Positive reviews are a great asset in voice search.





Voice assistants will lean on the content of reviews to decide results.



3

Skills and action

Create **tailored** experiences to provide users with **what they need**.





Take control of voice search by providing a brand compliant user flow that delivers service and value.



4

Content Curation

Your content is **part of the conversation.** Literally.

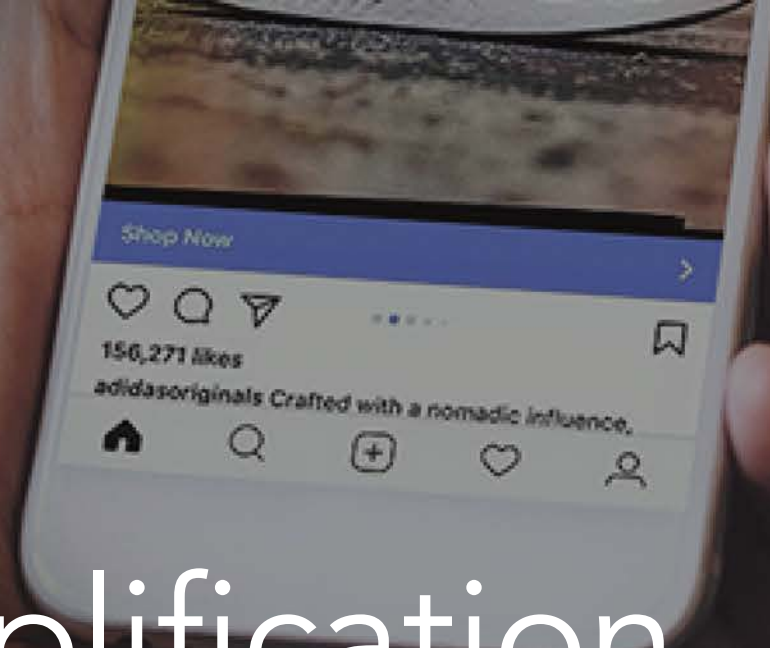




When writing content, think about how real people converse:

- Create a robust FAQ page that caters to conversational, long-tail queries
- Create share-worthy experiences





5 Media Amplification

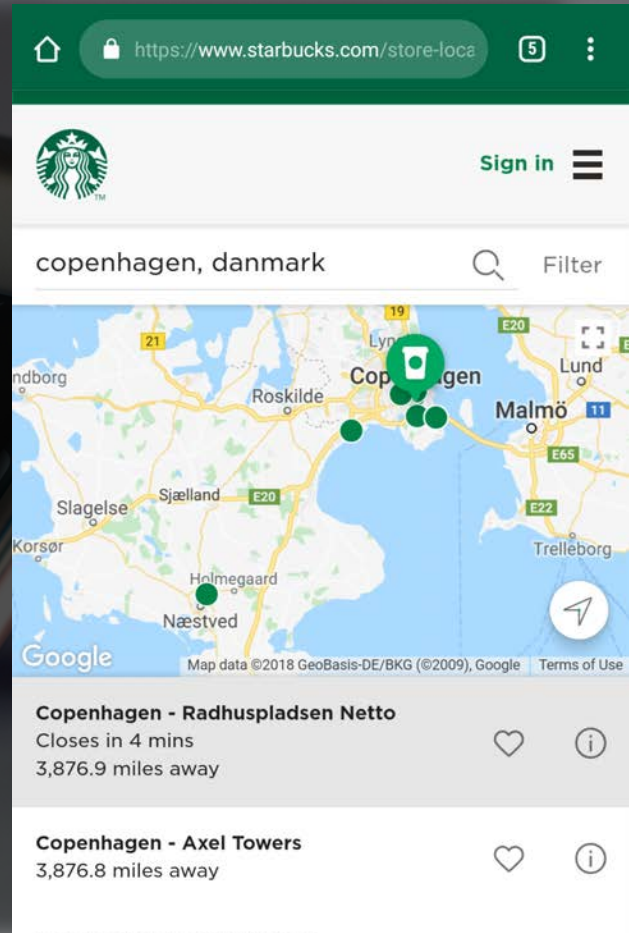
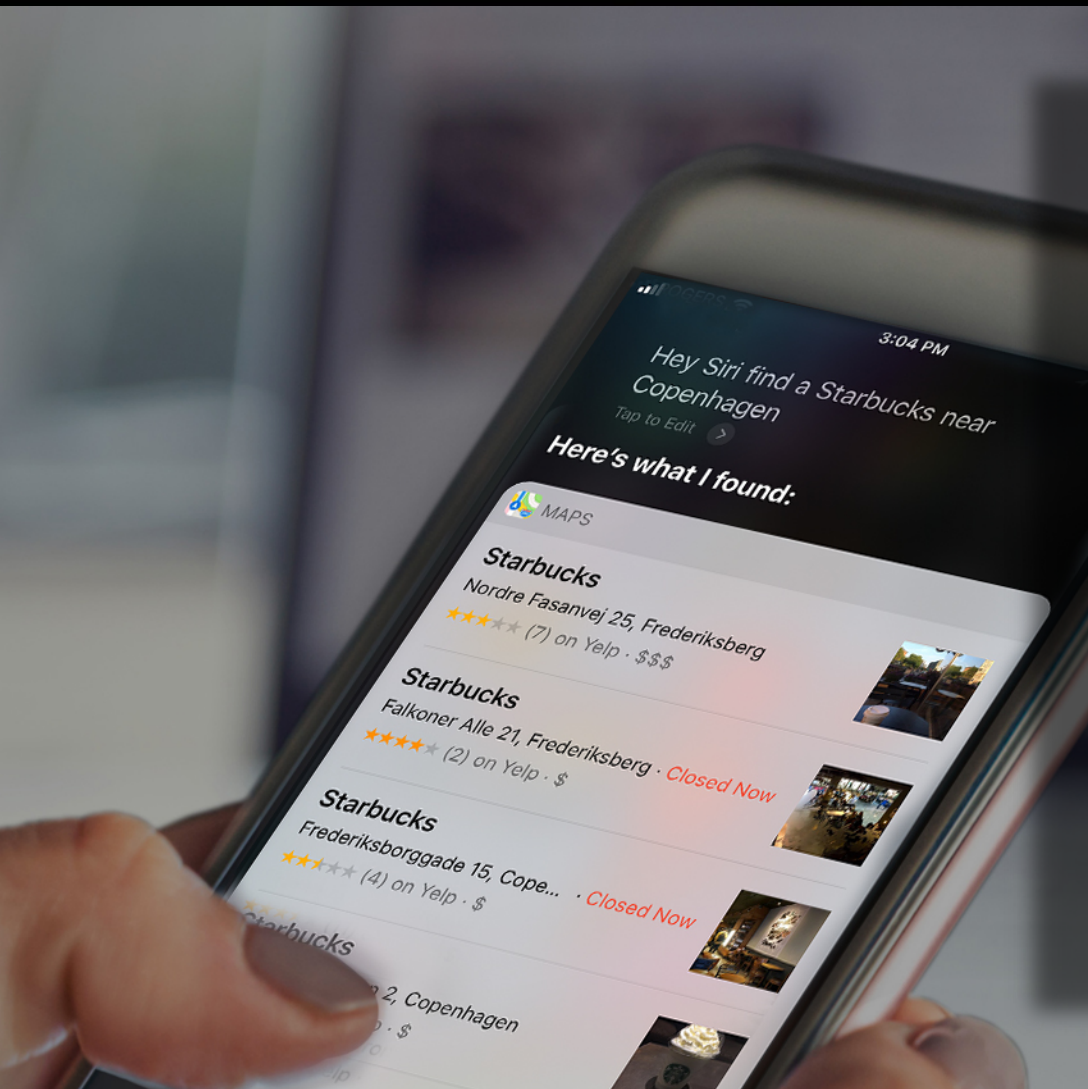
Focus on consistency and relevance.

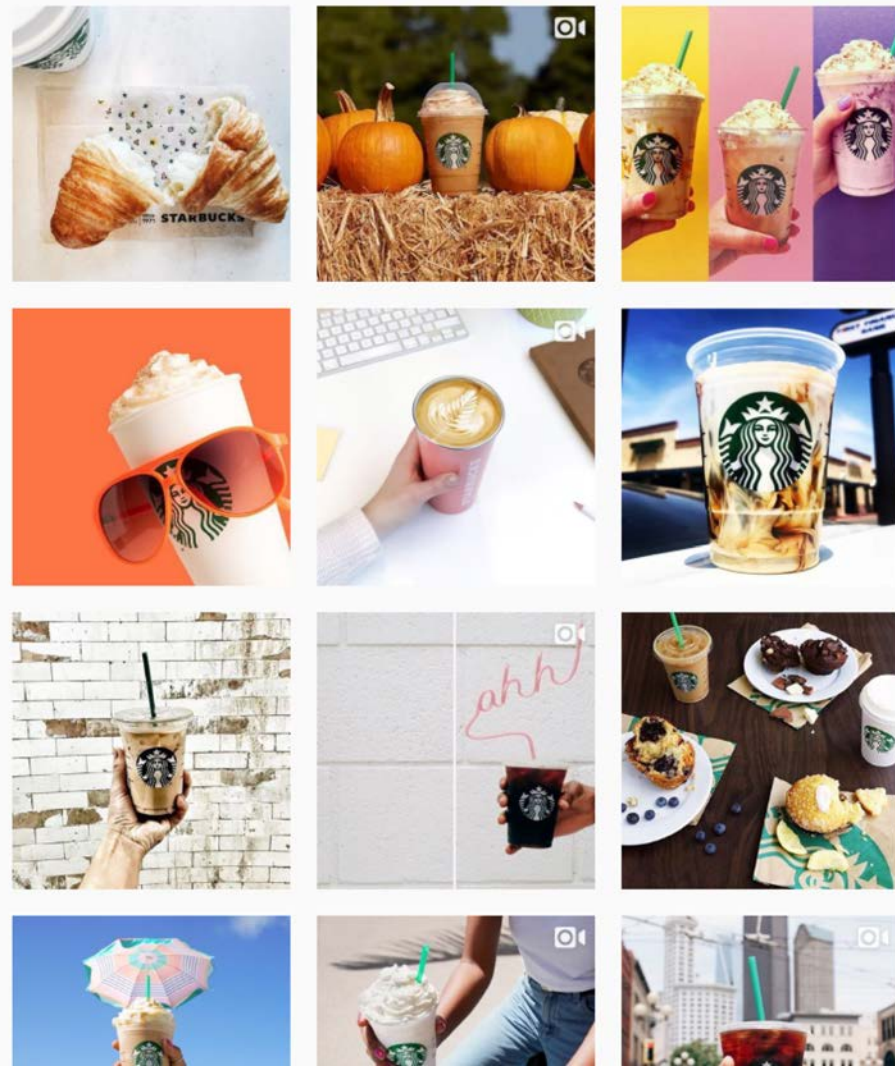
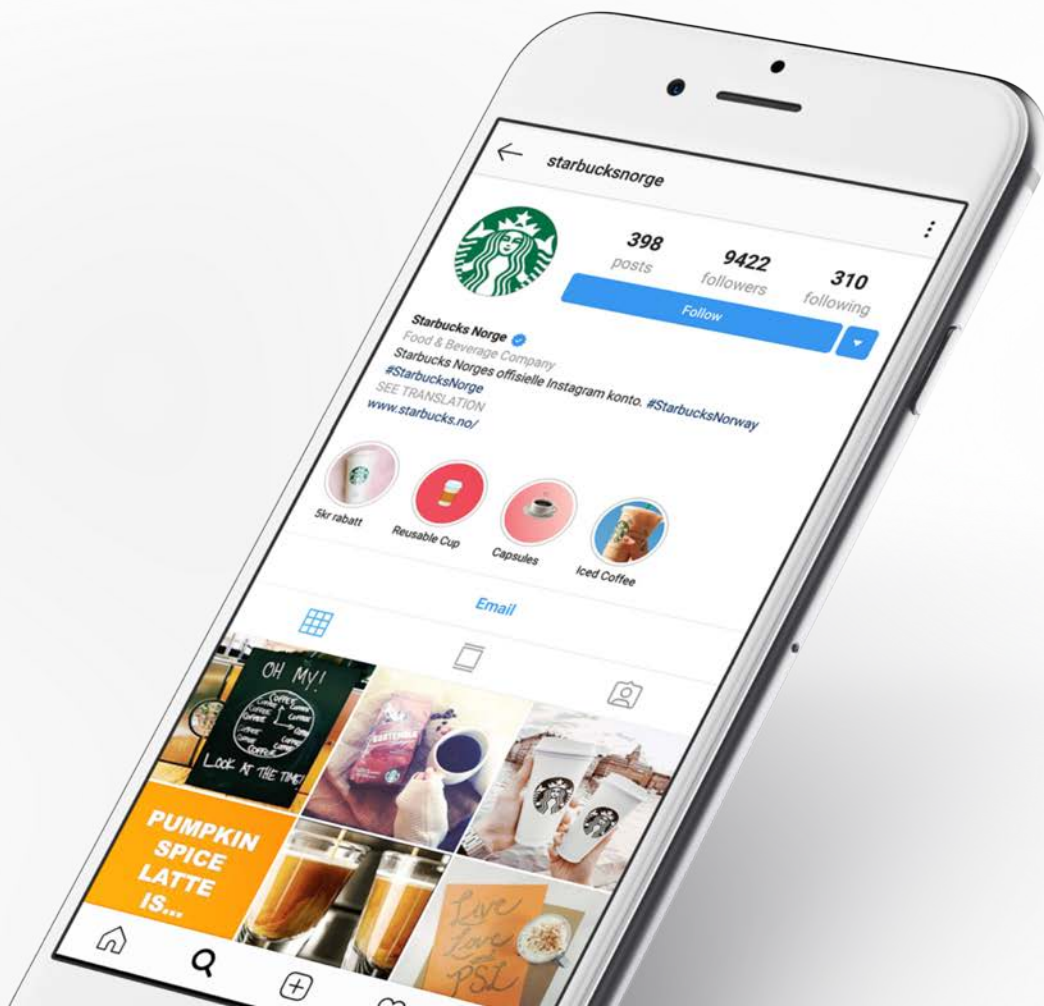




- Consistently review Search Query Reports
- Look for phrases that are conversational
- Optimize product feed









 Finn butikk

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PUMPKIN SPICE
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*Sip into
Autumn*





Who we are

200+

enterprise clients on multi-year engagements

400+

employees across 14 offices in Europe and North America

Independent

owner-managed agency





Our agency pillars



Strategic Insight



Digital Intelligence



Performance Marketing



Technology



Thank you!

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