

VOICE & VISUAL

The future of search?



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 @alexflensburg



CONTENT
MARKETING

 zalando

RISE OF VOICE TECH



Voice Search & Smart assistance
at Las Vegas CES 2018



New smart speakers released at CES
from big players



Norway is joining in with Kygo
bluetooth speakers



RISE OF VOICE TECH



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Lenovo Smart Display



LG WK7



JBL Link View



Baidu



RISE OF VOICE TECH



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Voice Search

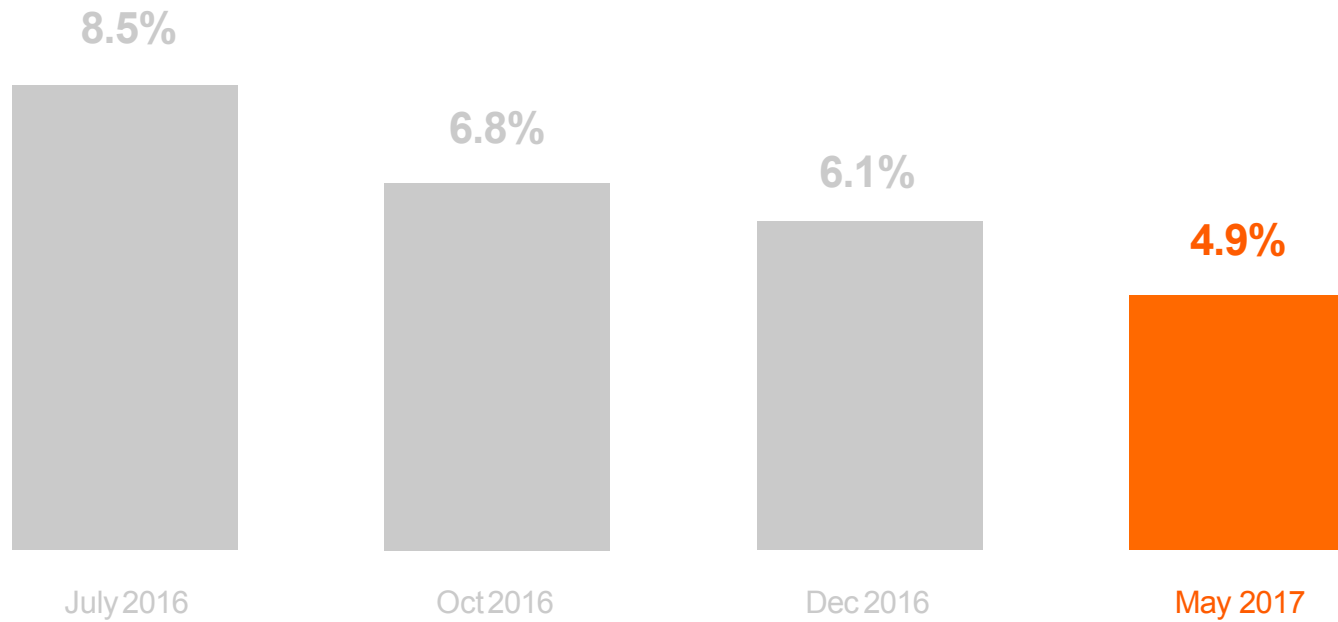
“Voice search is a speech recognition technology that allows users to search by saying terms aloud rather than typing them into a search field”

Source: <http://whatis.techtarget.com/>



THE ERROR RATE FOR VOICE RECOGNITION HAS FALLEN FROM 43% IN 1995 TO LESS THAN 5% LAST YEAR

Google

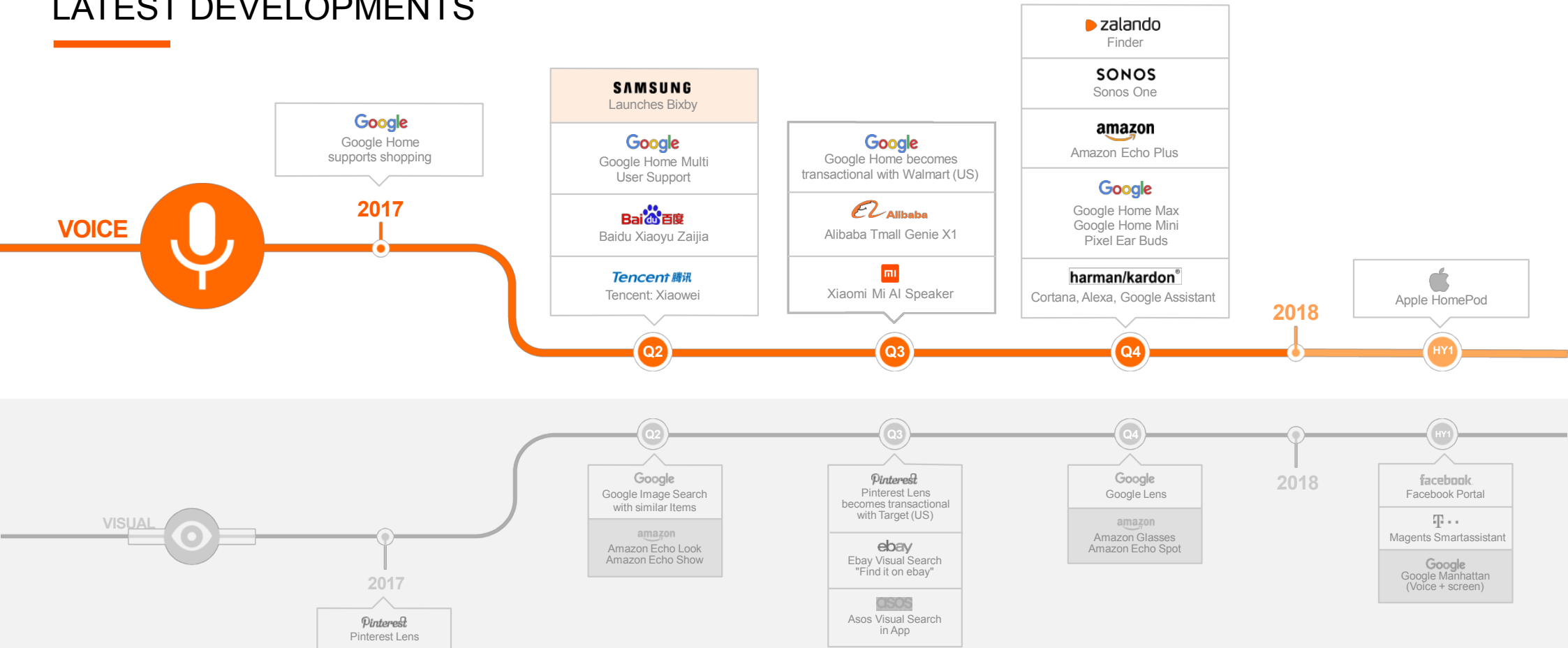


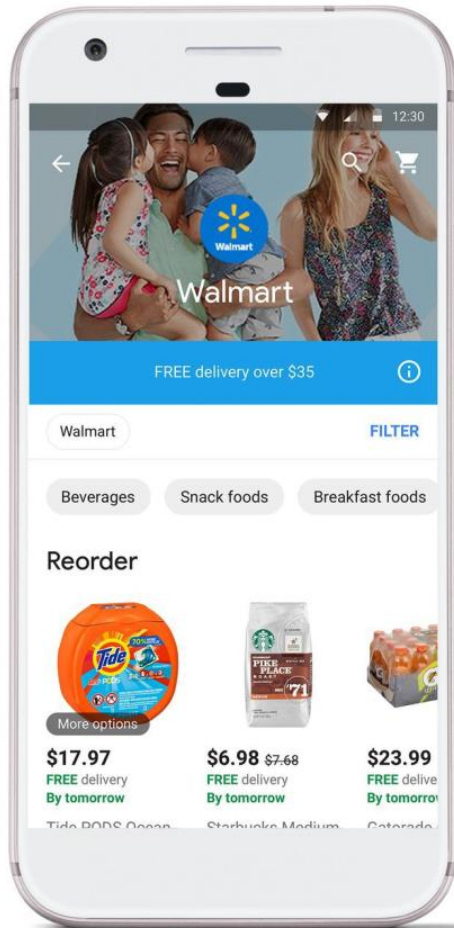


**20% of mobile search requests
in Google are voice-activated.**

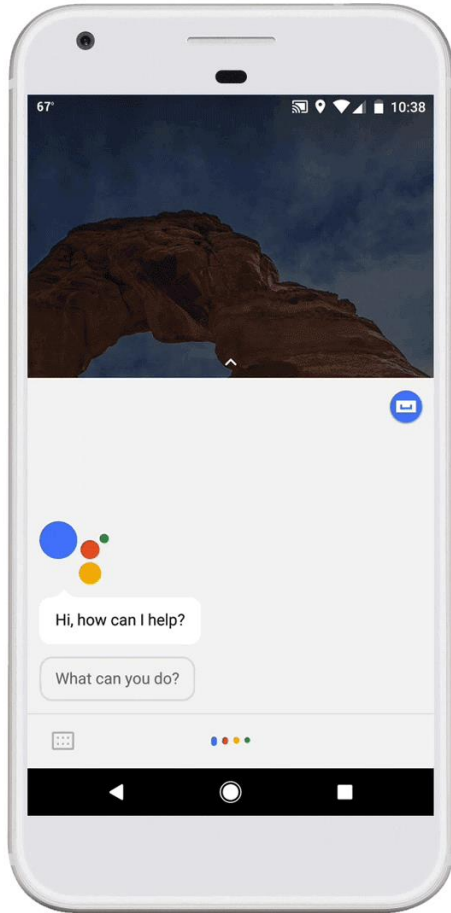
VOICE SEARCH

LATEST DEVELOPMENTS





Walmart partners with Google to offer voice shopping



Also Target partners with Google for voice shopping via Google Home

FINDING GIFTS CAN BE TIME CONSUMING...

The Google logo is centered on the page, rendered in its characteristic multi-colored font.A large, empty search input field with a light gray border and a subtle drop shadow, positioned below the Google logo.

Google Search

I'm Feeling Lucky



Zalando & Google made gift shopping easier

WHEN YOU DON'T HAVE THE WORDS...



Report inappropriate predictions

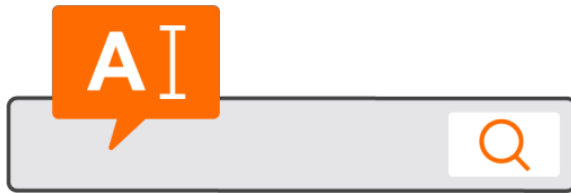
VERSUS



THREE TYPES OF IMAGE SEARCH

IMAGE SEARCH

Via text input



Ex

Text search “Evening Dress”
in Google Image search.

REVERSE IMAGE SEARCH

The image (or its URL) as search input

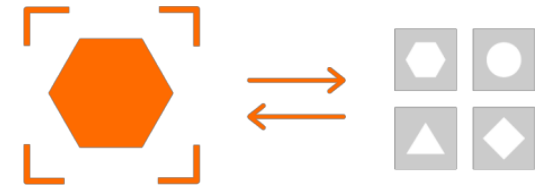


Ex

Uploading an image file to TinEye or Google
Reverse Image search

VISUAL SEARCH

Pixel-by-pixel comparison between
images to find similar visual content



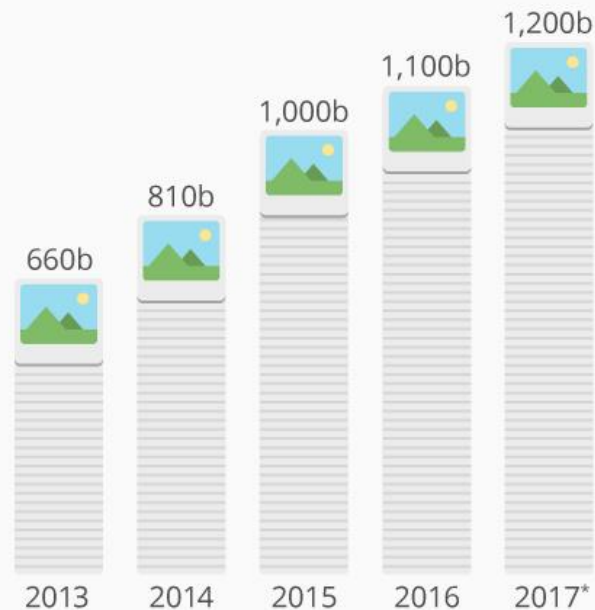
Ex

Mobile phone camera as a real-time
search engine, such as Google Lens.

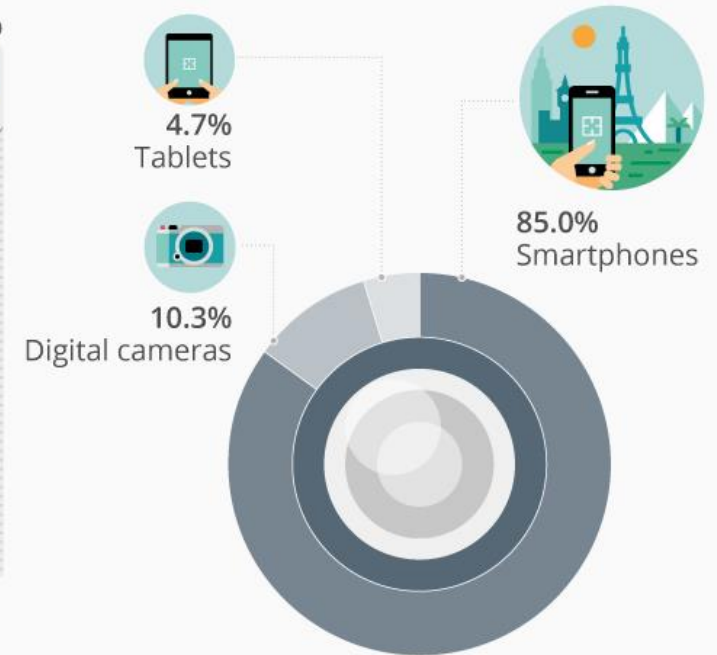
Smartphones makes us more visual

Smartphones Cause Photography Boom

Number of digital photos taken worldwide*



Devices used in 2017



CC BY ND
@StatistaCharts

* estimates
Source: InfoTrends via Bitkom

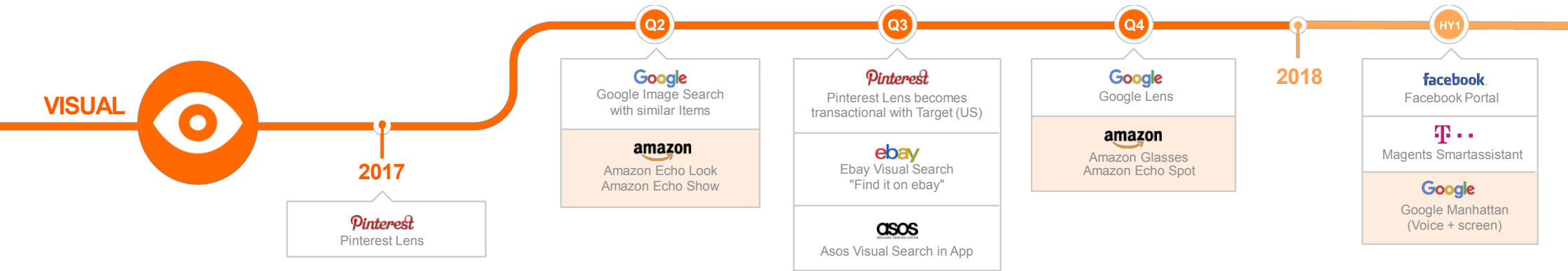
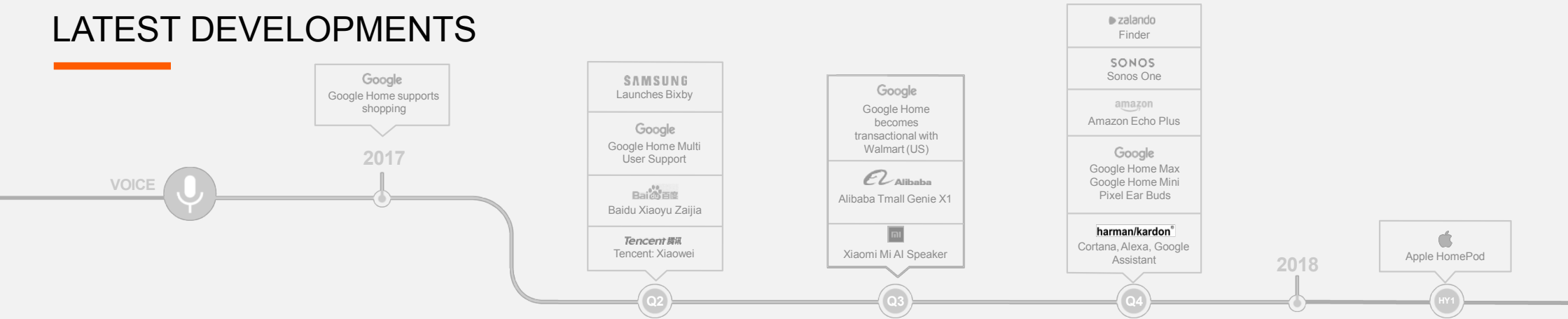
statista

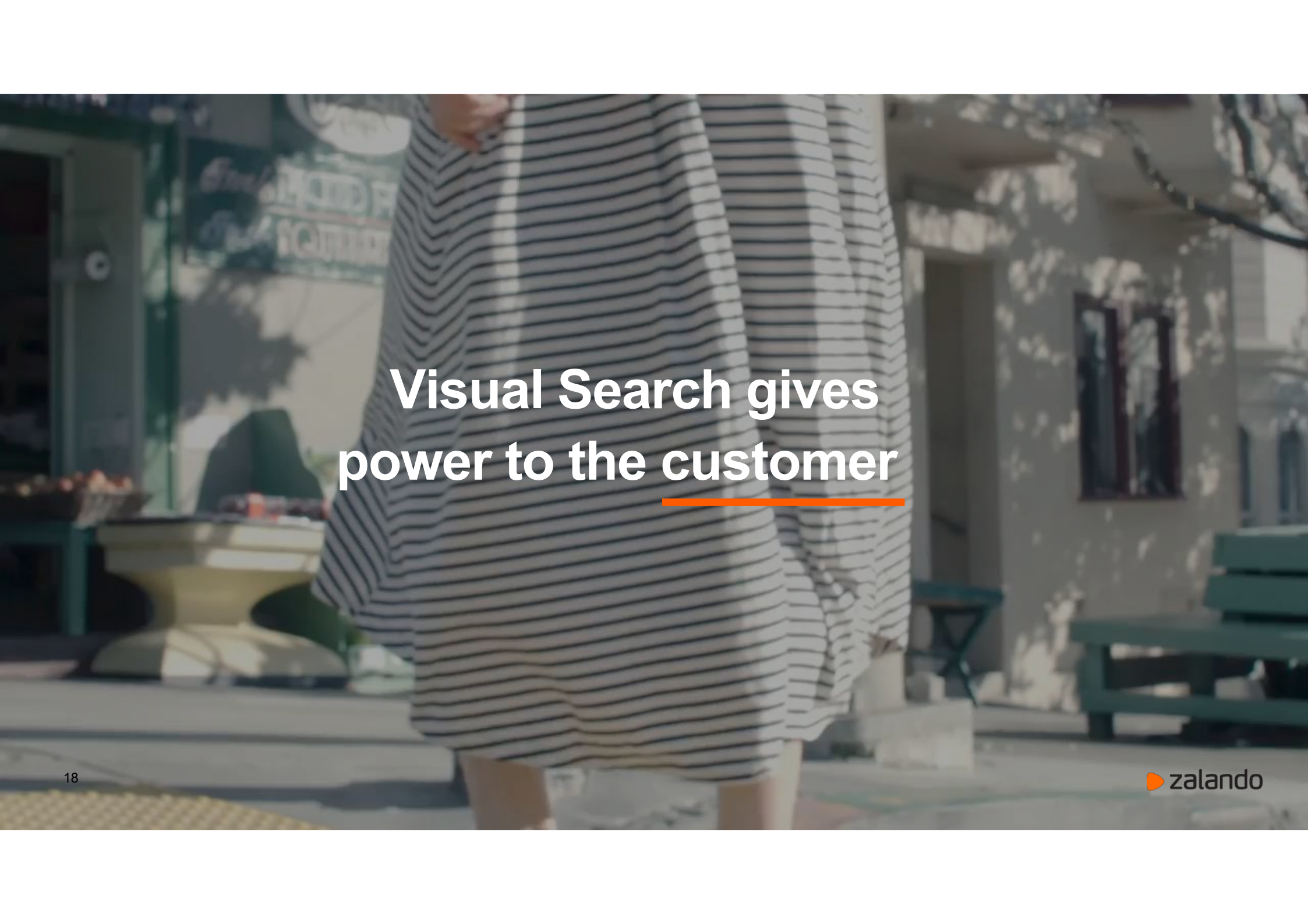
THE TECHNOLOGY BEHIND IT IS ALREADY PART OF OUR EVERYDAY LIFE



VISUAL

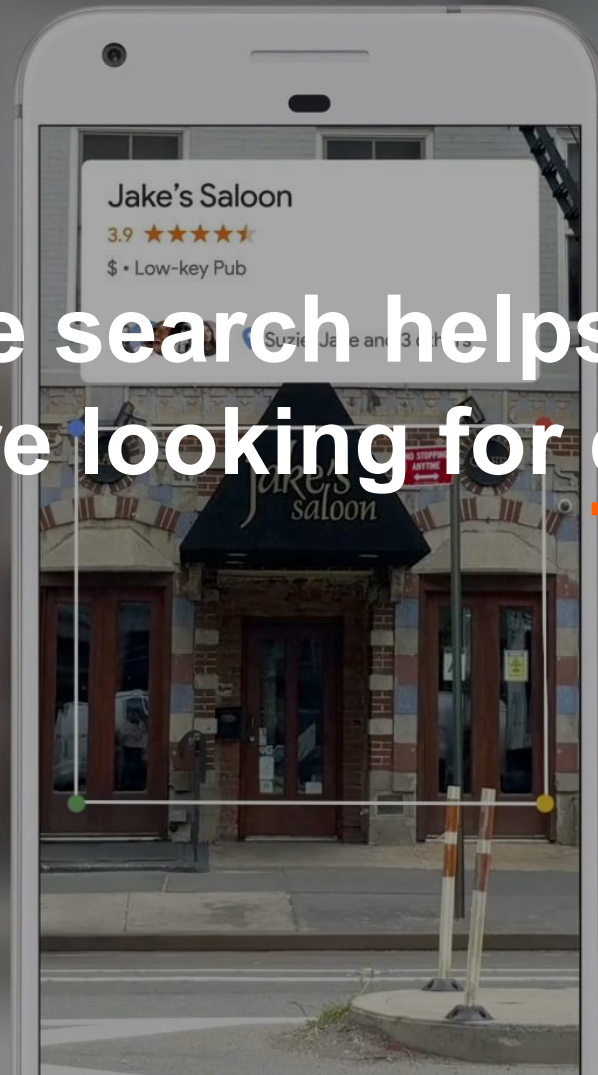
LATEST DEVELOPMENTS



A person wearing a black and white striped dress is walking in a market setting. The background shows a storefront with a sign that says "FRESH FISH" and "SQUID". There are tables with produce and a green bench in the background. The text "Visual Search gives power to the customer" is overlaid on the image, with "customer" underlined in orange.

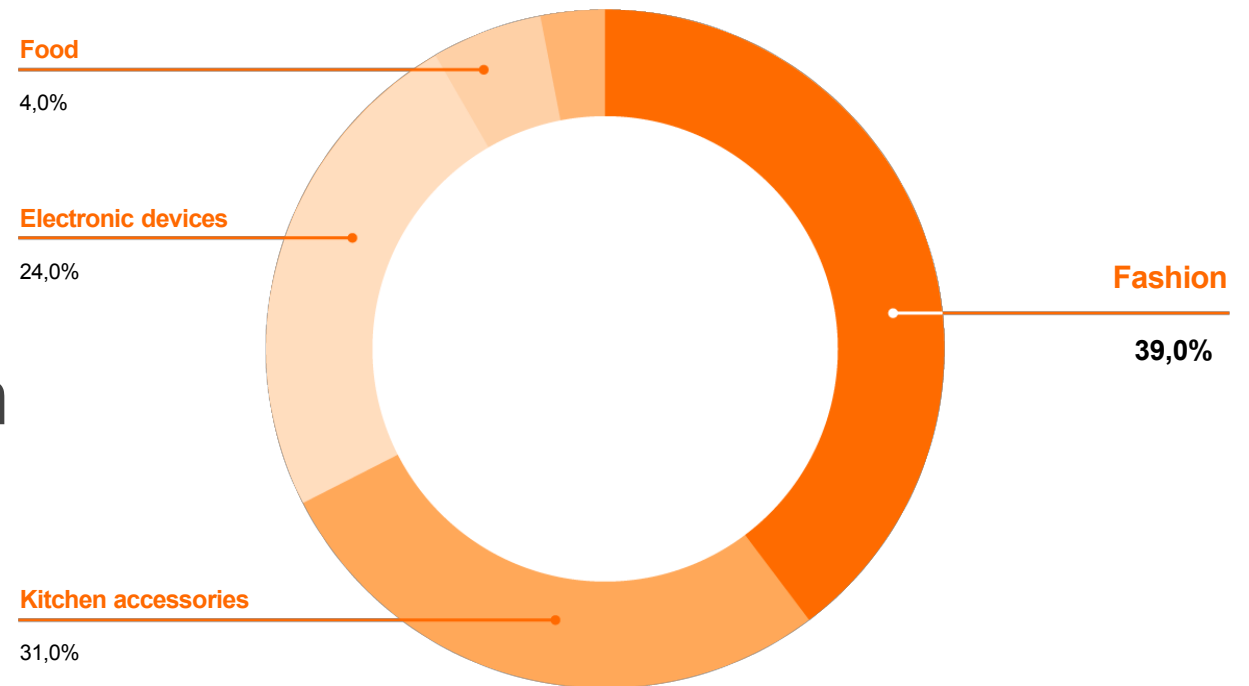
**Visual Search gives
power to the customer**

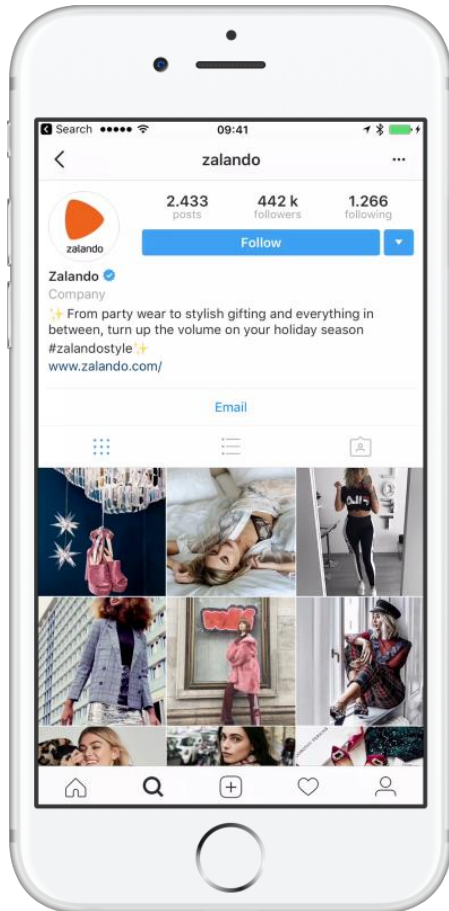
Real-time search helps you find what you're looking for even faster



Customers use visual search especially for fashion

What do customers use visual search for?






**Find your visual
fashion inspiration
using the Zalando App!**

In Closing...

Voice and Visual is the future of search
The **Questionmark** is only when



Thank you



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