How Voice Apps Can Help Brands Connect With Consumers When They’re Really Needed

Just when marketers were getting accustomed to developing a multi-screen strategy across TV and digital interfaces, they now also have to begin strategizing for no screens at all. Here’s why: Purchases made through voice-powered devices such as Amazon Echo and Google Home are projected to explode from $2 billion now to $40 billion by 2022…. https://www.adweek.com/digital/how-voice-apps-can-help-brands-connect-with-consumers-when-theyre-really-needed/