

Time to join the conversation:

10 Reasons

why retailers should get to know Alexa

Analysts predict that by 2020, Amazon will have sold 60 million Echo devices in the United States.

Half the households in America will have Amazon, always at the ready, waiting to place an order on command. No downloads, no passwords, no interface. Ask, and ye shall receive... directly from Amazon. The age of "Conversational Commerce" is fast approaching, and we better be ready, or the conversation will go right over our heads.

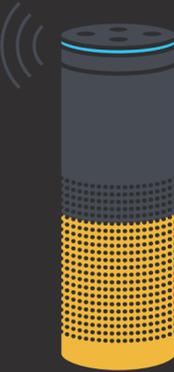
Here are 10 things we think can help retailers prepare for the conversations to come...

To access our Alexa-Exclusive bonus content, be sure to enable the Aptos Skill in the Alexa Skill Store.

BONUS CONTENT

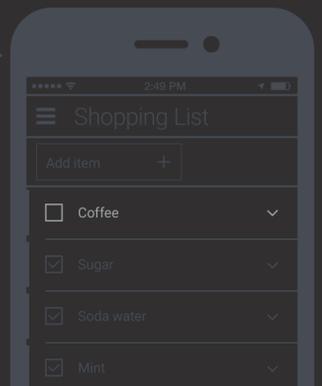
1

Alexa, add "coffee" to my shopping list.



45%

of Echo owners have added items to a shopping list with help from Alexa¹



BONUS

Tell Alexa to "Ask Aptos what people purchase when they shop with you?"

2

32%

of Echo owners have shopped with help from Alexa²



Alexa, order paper towels.

"Okay, paper towels. It's \$32.87 total. Should I order it?"

Yes.

BONUS

Tell Alexa to "Ask Aptos what people dislike the most about shopping with you."

3

The three things people like most about shopping with Alexa are:

1. The Ease of Using the Technology.

2. The Simplicity of Reordering Frequently-Purchased Items.

3. The Sheer Convenience of the Process.³

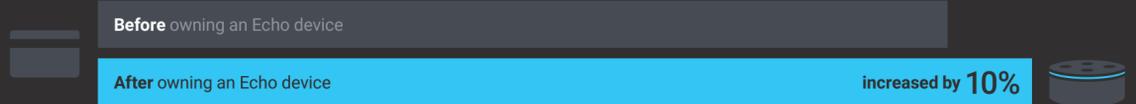
4

In the first six months after purchasing an Echo device, Amazon shoppers spend 10% more with Amazon than the previous six months, and their purchase frequency increases by 6%.⁴

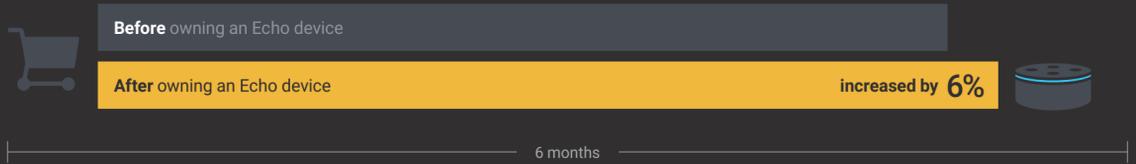
BONUS

Tell Alexa to "Ask Aptos how much of Echo owners' total online spend goes to Amazon?"

Amazon shopper spending



Amazon shopper purchase frequency



5

Amazon has over 1,000 engineers working on Alexa development projects⁵



6

Alexa-enabled spending could rise to between 5% and 15% of total Amazon purchases per Prime customer by 2020.⁶



7



The Alexa Fund

Amazon has created a \$100 Million dollar investment fund specifically designed to foster voice technology innovation.⁷

8



Alexa Skills

There are now over 12,000 skills in the Alexa Skill Store.⁸

BONUS

Tell Alexa to "Ask Aptos how much annual revenue you are predicted to generate within the next three years?"

BONUS

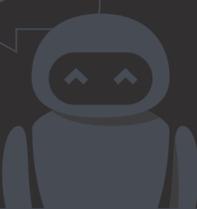
Tell Alexa to "Ask Aptos how quickly your skills grew in the first half of 2017?"

9

32%

more time spent in apps

People who engage with chatbots spend 32% more time in apps than those that do not engage with chatbots.⁹



10

"Alexa could be the 4th pillar of Amazon"



Jeff Bezos is so bullish on Alexa's future, he has stated that it could become Amazon's fourth pillar (in addition to Amazon.com, Amazon Prime and Amazon Web Services).¹⁰

amazon.com

amazonPrime

amazon web services

amazon alexa

aptos
Engaging Customers Differently.

At Aptos, we engage our customers differently with a deep understanding of their needs as retailers, collaborative long-term partnerships, and a direct stake in their success. We also enable them to engage their customers differently with innovative, end-to-end solutions developed exclusively for retailers, and delivered on a platform that enables singular commerce and seamless experiences at every touch point. Learn more at aptos.com and info@aptos.com.

Sources:

¹ Statista, "How people are using the Amazon Echo: New study reveals surprising patterns," October 2016

² Tech Times, "Amazon Echo: How People Use The Virtual Assistant," February 2017

³ Field Agent, "Shopping with Alexa," March 2017

⁴ Retail Dive, "NPD: Echo device owners spend more on Amazon," September 2016

⁵ Fortune, "Amazon's Alexa Group Is on a Hiring Spree," October 2016

⁶ CNBC, "Amazon's voice assistant Alexa could be a \$10 billion 'mega-hit' by 2020," March 2017

⁷ Amazon, "What is the Alexa Fund?" June 2017

⁸ GeekWire, "Alexa reaches 12,000 skills as Amazon's digital assistant powers new Echo Look device," April 2017

⁹ BI Insider, "Chatbots are thriving on the Kik chat app," August 2016

¹⁰ VentureBeat, "Alexa could be the 4th pillar of Amazon, says Jeff Bezos," May 2016