**How Voice is Poised to Reshape Marketing**

The advent of voice technology stands to fundamentally change marketing just as mobile did a decade ago. In this logo-less environment, brands will need to "focus on making it easy for consumers to search and shop for products using voice commands" while being able to "track and understand voice interactions in the same way as other interactions to provide the right experience," writes Localytics' Kristin Cronin.

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<https://martechtoday.com/alexa-will-voice-impact-mobile-marketing-208766>

Image search:

<https://www.raconteur.net/wp-content/uploads/2016/09/Chatbots-get-a-voice-in-online-commerce.jpg>