**Interactive Smart Speaker Ads Spur Positive Emotions**

As the audio advertising market continues to grow, brands are not only investing in podcasts but in conversational smart speaker campaigns, which can drive a 24% increase in positive emotional responses from listeners, per research by Neuro-Insight, commissioned by Octave Audio, Say It Now and Xaxis. Pizza Hut and Tripadvisor recently ran interactive campaigns via Amazon Alexa, and Tripadvisor's Justin Reid predicts, "Having a presence on voice-activated devices is going to become as intrinsic as having a social media handle or website."

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[***https://corp.smartbrief.com/original/2022/08/brands-experiment-audio-ad-interactivity?utm\_source=brief***](https://corp.smartbrief.com/original/2022/08/brands-experiment-audio-ad-interactivity?utm_source=brief)

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