**As Voice Search Erupts, Brands Must Find their Place**

One in four online searches happens via voice, per Bing and Google data, and that is forecast by comScore to rise to half of all searches by 2020, leading to more than $7 billion in voice commerce that year. As a result, brands will continue to boost their presences through voice-search options as consumer demand increases, writes Dan Tynan.

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[***http://www.adweek.com/digital/can-you-buy-me-now/***](http://www.adweek.com/digital/can-you-buy-me-now/)

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