

You Can Tell a Lot About Someone Just from Their Voice

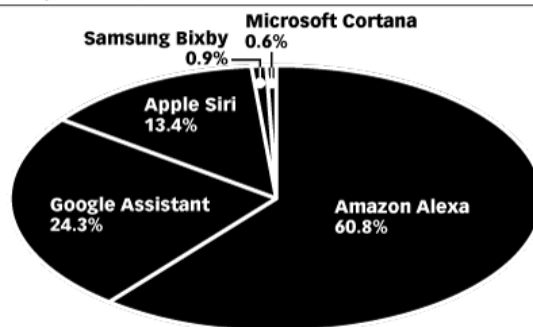
AUDIO |

eMarketer Editors

eMarketer principal analyst Victoria Petrock explains how much you can learn from someone's voice, British Airways's VR in-flight entertainment headsets and a recent facial recognition ruling against Facebook.

Which Voice Assistant Do Marketers in North America See as Having the Most Potential Today?

% of respondents, June 2019



Source: Voicebot, "The State of Voice Assistants As A Marketing Channel" sponsored by Voices.com, July 19, 2019

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