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Smart Speaker Voice Landing Pages

Overview

Amplify your Brand Soundscapes on up to 6.6 million monthly NPR News Now streams with Voice Landing Pages -- interactive voice experiences built for Amazon Alexa and Google Home devices.

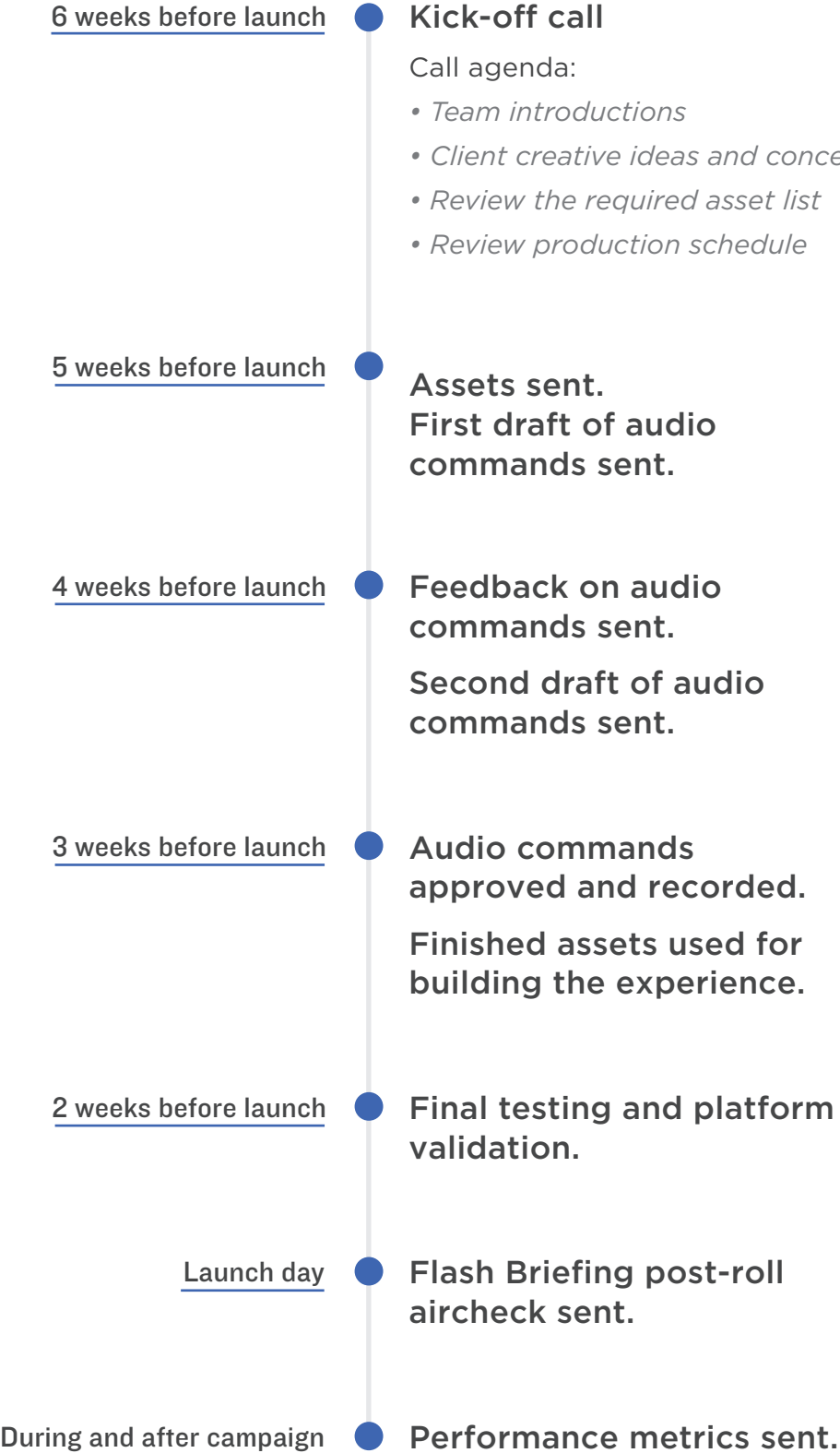***Source: Splunk and NPR Podcast Logs, August-October 2018.**

Distribution

Voice Landing Pages are available for access by invoking an audio command, promoted in the NPR Flash Briefing :15 post-roll or in your other NPR sponsorship placements. The Voice Landing Page is built by NPM Creative and is able to be launched without users downloading any skill or app onto their smart speaker device.

VOICE LANDING PAGE

Production Schedule

*For Voice Landing Pages featuring Brand Soundscapes, clients must follow the Brand Soundscapes production process.

6 weeks before launch — **Kick-off call**

Call agenda:
- *Team introductions*
- *Client creative ideas and concerns*
- *Review the required asset list*
- *Review production schedule*

5 weeks before launch — **Assets sent.**
First draft of audio commands sent.

4 weeks before launch — **Feedback on audio commands sent.**

Second draft of audio commands sent.

3 weeks before launch — **Audio commands approved and recorded.**

Finished assets used for building the experience.

2 weeks before launch — **Final testing and platform validation.**

Launch day — **Flash Briefing post-roll aircheck sent.**

During and after campaign — **Performance metrics sent.**

VOICE LANDING PAGE

Assets Required from Client

Brand Soundscapes audio

Editable brand imagery, used to make the accompanying 1920x1080 banner that appears on smart speakers with screens

• Square logo in vector format. If vector format is not available, a medium or large PNG of the logo with a transparent background is also acceptable.

• Layered Photoshop or Illustrator files

• Branding guidelines/style guide, if available

• Current campaign creative guidelines/examples, if available

VOICE LANDING PAGE

Tags and Tracker Details

NPM accepts the following types of tags or trackers for the Voice Landing Page. All tags and trackers must be https-compliant.

• 1x1 impression tag for the Flash Briefing post-roll audio.

• Note: there is no click-through capability available on the Voice Landing Page, so click trackers will not be accepted.

VOICE LANDING PAGE

Metrics

1. **Number of Flash Briefing downloads**

2. **Number of Voice Landing Page sessions**

3. **Skill Open Rate**
   The number of sessions / the number of Flash Briefing downloads

4. **Average Time Spent Listening per session**

5. **Average Mean Percent Completed**
   The average amount of Voice Landing Page content that is heard in each session, based on Average Time Spent Listening and length of content.