

Intelligent Marketing Voice Assistant: Patent Distribution, Market Trend, and Opportunity Analysis (Pre-order)

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Date: August 2019

Pages: 24

Price: US\$ 1,800.00 (Single User License)

ID: IEF90A22C99EN

Abstracts

As IT technologies such as human-machine interface, natural language processing, and machine learning solutions have advanced over the years, online retailers, offline retailers, and information technology companies have been actively thinking how to utilize new technologies to enhance consumer shopping intentions and tap their needs with a more initiative and convenient approach. For this reason, intelligent marketing voice assistants have been developed to recommend consumers during shopping process to achieve effective marketing. This report provides key points intelligent marketing voice assistant technologies, examines patent distribution of several brands in this area such as Amazon, Google, Microsoft, IBM, Apple, Walmart, and identifies key fields and technologies with regards to intelligent marketing voice assistant patents.

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24/7 Customer

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