

# Go-to-Market Strategy for IoT: Consumer Insights

<https://marketpublishers.com/r/GDC6C29529DEN.html>

Date: March 2016

Pages: 60

Price: US\$ 5,000.00 (Single User License)

ID: GDC6C29529DEN

## Abstracts

Go-to-Market Strategy for IoT: Consumer Insights examines smart product and service familiarity in the current marketplace. It presents the current state of the home security market and updates analysis on the smart home product market with new data. Details about how to leverage marketing channels to drive product adoption within particular segments provide current companies with a way to evaluate their current strategy to address this still nascent market.

## Contents

### **ABOUT THE RESEARCH**

### **PREVIOUS RESEARCH**

### **INDUSTRY INSIGHT, KEY FINDINGS, AND RECOMMENDATIONS**

#### **SMART HOME PRODUCT AND SERVICE FAMILIARITY:**

Smart Home/Smart Product Familiarity (Q4/15)

Smart Home/Smart Product Familiarity (2014 - 2015)

Familiarity with Smart Home Product/Service Capabilities & Benefits (Q4/15)

Familiarity with Smart Home Product/Service Pricing and Brands (Q4/15)

Mindshare for Smart Home Product and Service Brands (Q4/15)

#### **MARKET FOR HOME SECURITY SYSTEMS:**

Home Security System Ownership (2014 - 2015)

Security System with Interactive Services (2014 - 2015)

Home Control System Ownership (2014 - 2015)

Home Security and Home Control Components Adoption (Q4/15)

#### **MARKET FOR SMART HOME PRODUCTS:**

Smart Home Device Ownership (2014 - 2015)

High Intentions to Purchase a Smart Home Device (2014 - 2015)

Smart Home Device Adoption Rate (Q4/15)

Smart Home Devices Purchased in the Last 12 Months (Q4/15)

High Intention to Purchase Smart Home Devices (Q4/15)

Likely Purchase Channels For Smart Home Products & Services (Q4/15)

Likely Purchase Channels For Smart Home Products & Services by Ownership of Smart Home Device (Q4/15)

Smart Home Devices: Stand-alone Devices vs. Home Systems (Q4/15)

Intention to Purchase Smart Home Devices: Stand-alone vs. Part of a System (Q4/15)

#### **MARKETING SMART PRODUCTS:**

Sources of Familiarity with Specified Aspects of Smart Home Products (Q4/15)

TV as Source of Product Familiarity by Smart Home Ownership (Q4/15)  
TV as Source of Service Familiarity by Smart Home Ownership (Q4/15)  
TV as Source of Service Familiarity by Income (Q4/15)  
Radio as Source of Product Familiarity by Smart Home Ownership (Q4/15)  
Radio as Source of Service Familiarity by Smart Home Ownership (Q4/15)  
Internet as Source of Product Familiarity by Age (Q4/15)  
Internet as Source of Service Familiarity by Smart Home Ownership (Q4/15)  
Family & Friends as Source of Product Familiarity by Gender (Q4/15)  
Direct Mail as Source of Product Familiarity by Smart Home Ownership (Q4/15)  
Direct Mail as Source of Service Familiarity by Smart Home Ownership (Q4/15)  
Sales Rep as Source of Familiarity by Smart Home Ownership (Q4/15)  
Retail Store as Source of Product Familiarity by Children in Home (Q4/15)

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