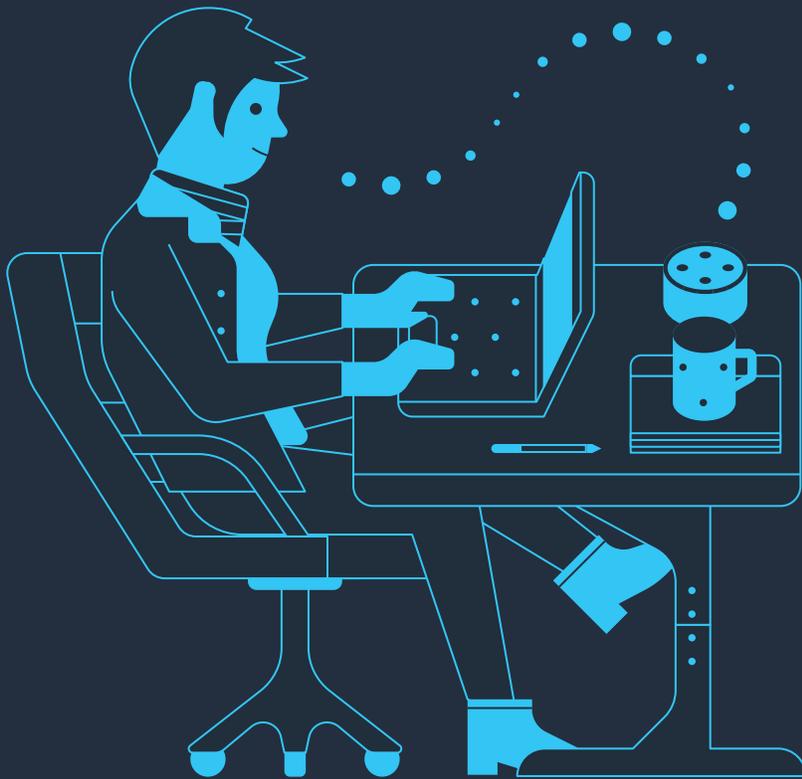


# How to Generate Revenue from Alexa Skills



# Introduction



With Alexa available in hundreds of millions of devices across multiple modalities, voice is more accessible to consumers in more places and contexts than ever before.

Along with this growth, we've continued to advance what Alexa can do for brands and businesses. New monetization capabilities have opened a new door for brands, developers, and businesses to harness the potential of voice to make transacting easy and seamless for customers.

This Monetization Spotlight will help your agency teams navigate the Alexa skill monetization capabilities so you can ultimately create engaging voice experiences that drive revenue for your clients.

You will learn about:

- ✓ How **In-Skill Purchasing** makes buying premium content and digital services easy for users
- ✓ How integrating **Amazon Pay** for Alexa skills can facilitate seamless transactions for real world goods and services
- ✓ **Best Practices** for designing Alexa skills that can drive revenue for your clients

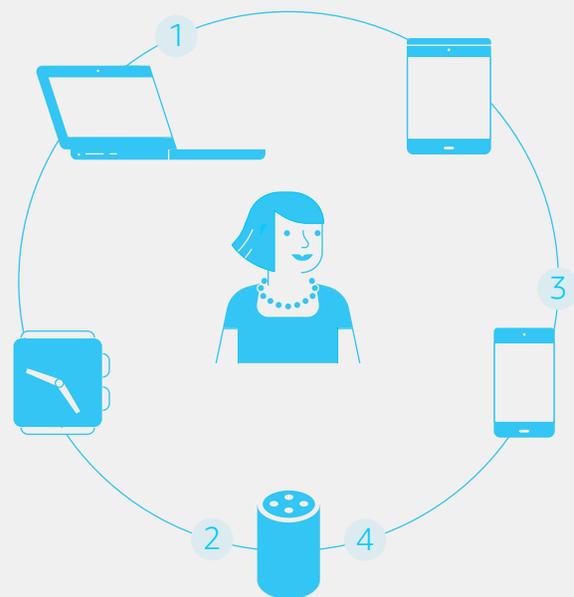
# Growing Your Client's Business With Alexa Skills

Alexa skills offer a unique opportunity to provide customers a great experience and add value within your client's marketing and product strategy.

Voice is now a routine part of customers digital experience with businesses. A brand's Alexa skill should be complementary and connected to its overall marketing presence.

Picture a customer that lands on your brand website while researching products online.

1. They decide to buy it online using their laptop.
2. Then, after the product arrives, they discover the brand's Alexa skill and begin to seamlessly engage with the brand through voice.
3. Using the skill, the customer asks a question about a product and the skill sends them a text message with a link to the brand website where they receive more information on their mobile phone.
4. After receiving the information they needed, they order their next product through the Alexa skill.



This type of interaction is fluid for consumers and enables brands to utilize an omnichannel strategy to engage their customers. Alexa is present throughout, facilitating a great experience. Voice is no longer a one-time novelty experience, but rather a key component in a brand's marketing mix.

As we enter a new paradigm of communication with customers through voice and Alexa, **it's critical brands have a presence.**

The world's biggest brands are creating voice strategies and publishing 'skills' and as a result, customers increasingly expect the brands in their lives to have a presence on Alexa. Today, there are over 100,000 skills available which have led to billions of interactions.

In addition to the growth of skills, we are innovating Alexa's capabilities every day. The smarter Alexa gets, the more every brand using the service benefits.

One of the most important capabilities we've added is monetization. With In-Skill Purchasing and Amazon Pay for Alexa Skills, brands can now sell their products and services directly through voice.

### So, how do these features work?

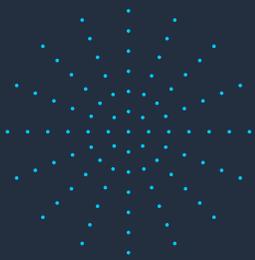


**IN-SKILL PURCHASING** is used for brands selling premium **digital** goods and services such as hint packs, advanced in-skill feature access or extended skill experiences.



**AMAZON PAY** can be used for brands selling **real world** goods and services sold off-Amazon such as train tickets, flowers, and gym memberships.

And more brands are leveraging monetization features in their Alexa skills than you might expect. From **Capital One** to **Fitbit** and **Expedia** to **Who Wants to Be a Millionaire?**, major brands are already using voice as way to drive revenue. Regardless of what vertical your clients operate in, there's an opportunity to leverage Alexa skills to provide a unique and seamless transaction experience for consumers. Let's dig into each of these monetization capabilities in the next few pages.



**“Today, if you’re not a brand selling products through voice, you’re at a huge disadvantage because there are over 100 million Alexa-enabled devices right now and this is a big opportunity.”**

– Mark Cuban, Entrepreneur

# Selling **Digital Products and Content** With Alexa Skills

Enhancing skill experiences with In-Skill Purchasing.

In-Skill Purchasing offers three ways for brands to sell digital products and services through Alexa:



## ONE-TIME PURCHASES

Stand-alone products and content that do not expire. Once a customer purchases it, it's theirs and they have it whenever they would like.

- Example: the Ambient Noise skill for Alexa allows users to access new sounds through a one-time purchase.



## CONSUMABLES

Content or features that can be purchased, depleted, and purchased again.

- Example: Game Show Network's Common Knowledge skill for Alexa lets users purchase hints, skips, and saves throughout the game.



## SUBSCRIPTIONS

New products or content that become accessible based on a recurring charge to the customer.

- Example: the Muse Meditation skill for Alexa enables users to purchase subscriptions to access premium content and featured meditations.



## IN-SKILL PURCHASING FOR ALEXA SKILLS SUCCESS STORY

TuneIn Live is a popular streaming audio service allowing their audience access to exclusive audio feeds and radio stations from major professional sports teams and premier news outlets. To access TuneIn requires a monthly subscription, now with In-Skill Purchasing they have been able to offer their large smart-speaker audience the opportunity to subscribe directly through Alexa.

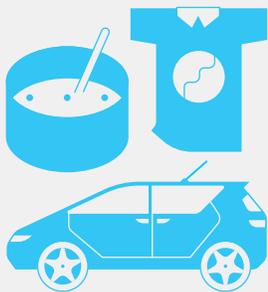
- The TuneIn Live skill for Alexa brings customers the best collection of thousands of live sporting events and premium news stations on Alexa.
- Customers are offered a \$3.99 per month subscription. Prime members can save \$1 per month.
- Subscriptions include a 7-day free trial so users can test the service before the paid subscription starts.

# Brands Can Sell **Real-World Goods and Services** Using Amazon Pay for Alexa Skills

Amazon Pay for Alexa Skills lets brands tap into an existing user base of active Amazon customers.

Amazon Pay for Alexa skills is the solution for brands looking to sell products not sold on Amazon to users on Alexa. Amazon Pay is easy for customers to use because it uses the payment information they already have on file with Amazon. For brands, integrating Amazon Pay provides access to a valuable base of users who are already equipped to transact through Amazon.

That means practically anyone who has an Amazon Echo as well as anyone who has bought anything on Amazon.com before is ready to use Amazon Pay. Amazon Pay for Alexa skills is a great way to ensure customers can easily and reliably transact with your clients through voice.



## SO, WHAT EXACTLY CAN BRANDS SELL IN THEIR SKILLS WITH AMAZON PAY?

Amazon Pay allows for purchasing of real-world goods and services. That includes physical items brands sell direct to consumer – from clothing to food items – as well as services with a 'real-world' component such as event tickets or Uber rides. Example skills for Alexa using Amazon Pay:



Parkwhiz



Urgent.ly



Virgin Trains



**Amazon.com has over 300MM customers worldwide with active accounts**

## AMAZON PAY PROVIDES SOLUTIONS FOR YOUR CLIENT'S UNIQUE WAY OF SELLING

Amazon Pay supports a range of functionality allowing brands to sell their products in a variety of ways.

- 'Charge now' transactions for immediate purchases
- 'Charge later' transactions for recurring services
- Digital product packages (In-Skill Purchase products with real world components)

In addition to the functionality supported, Amazon Pay handles the management of the transaction and any pricing logic making back-end support easy for you and your client's technology teams.

## INTEGRATING AMAZON PAY INTO BRAND SKILLS CREATES A BETTER EXPERIENCE FOR CUSTOMERS

Amazon Pay enables customers to start checkout on other brand channels such as a website or mobile app and complete their purchase via Alexa, or vice versa. To do this, we have created Buyer ID.

**Buyer ID** is an amazing feature that allows brands to personalize their experience based on their customers' last interactions. This allows brands to recognize customers across channels using a unique ID assigned to your brand and customers. In fact, Buyer ID is a simpler way to access customer accounts than the Account Linking method in Alexa, making transacting quicker and easier for customers.



### SUCCESS STORY

*Atom Tickets skill for Alexa*

- Hands-free movie ticket purchasing experience: selecting a movie, reserving seats, and paying through voice.
- Purchase without having to sign in to any accounts or go through extraneous processes.

# Best Practices for Selling Through Voice

## How to design an engaging monetized skill for brands

It's not enough to simply integrate monetization with your skill, you need to create a great experience. Here are some best practices to help guide brands in building great skills for customers:



### 1. IDENTIFY CORE SCENARIOS

- Think voice-only value add.

*Which order-related actions do shoppers want to accomplish in a hands-free and eyes-free environment?*

- Consider customers' external triggers.

*What events in a brand's customer shopping journey can voice assist with?*

- Focus on habitual purchases.

*What products does your brand sell that lend themselves to repeat purchase behavior?*

- Highlight products and services that are new.

*Are there deals or seasonal items that can drive re-engagement with your skill?*



### 2. KEEP IT SIMPLE

- Limit your offering.

*What are your client's top-selling products?*

- Sell low-complexity, low-risk items.

*Which products do not require hands-on evaluation by shoppers?*

- Remember that voice is different.

*How can shoppers quickly learn about your products in a voice-first context?*

- Use top customer inquiries as content focus areas.

*How can voice address common customer questions?*



### 3. SUPPORT A MULTICHANNEL EXPERIENCE

- Consider supporting multimodal experiences.  
*What visual content can be leveraged for multimodal devices?*
- Provide a shopping experience across channels.  
*Are your clients set-up to properly support an omnichannel experience?*



### 4. TEST AND OPTIMIZE

- Run functional testing.  
*Does your skill pass the [functional testing for a custom skill requirements?](#)*
- Usability testing.  
*Have you performed the recommended [voice interface and user experience testing?](#)*

Remember, before launching a skill, you must also submit it to Amazon for review. When submitting your client's skill for review, you should include all required skill information and provide detailed testing instructions on how to purchase any products or services within the skill experience so our team knows the proper conversational paths to test. Please refer to our [Guide to Launch Your Skill](#) to complete all of the required skill information and then submit your skill for certification.

# Let's Get Started!



We hope this Monetization Spotlight has helped your agency navigate monetization and its role in Alexa skill experiences. For additional information and resources, please visit the [Grow Your Business with Voice](#) page. Happy building!