

Skill Launch: December 2017

Case Study: April 2020
(updated)



Headspace: Guided Meditation for Everybody

Headspace

In partnership with RAIN

Case Study – Headspace

Problem

Headspace was founded with the goal of teaching meditation and mindfulness to as many people as possible. Through a mobile app, Headspace enabled people to experience the benefits of meditation anytime, anywhere. But in today's always-on world, mobile app-based meditation experiences could suffer from unwanted interruptions, from notifications mid-session to the glow of the screen at night.

Opportunity

To help launch meditation without distraction, Headspace partnered with RAIN to bring the popular service to Alexa and other voice-first services, seeking to exploit the natural fit between immersive voice experiences and the rich audio content in the Headspace library.



Case Study – Headspace

Solution

To open new pathways to meditation and overcome the distractedness that can come with using mobile devices, RAIN worked with Headspace to reimagine the meditation experience for voice-enabled technology. This resulted in a meditation experience that was simpler, more seamless and more accessible than ever –the *Headspace: Guided Meditation for Everybody* Alexa skill.

The Alexa experience features custom audio to lead guided exercises, as well as a robust conversational repertoire with nearly 500 responses and reprompts. The skill enables subscribers to link their accounts for a personalized experience, but also allows non-subscribers to access the “basics” as a way to drive trial and new subscription conversion.

To capitalize on the release of Echo Buds in Q4 2019, Headspace and RAIN updated the skill to enable two special “on-the-go” meditations - walking and running – suggested to customers using geo-location-enabled mobile devices.

Alexa.
Meet Headspace.



Go-To-Market

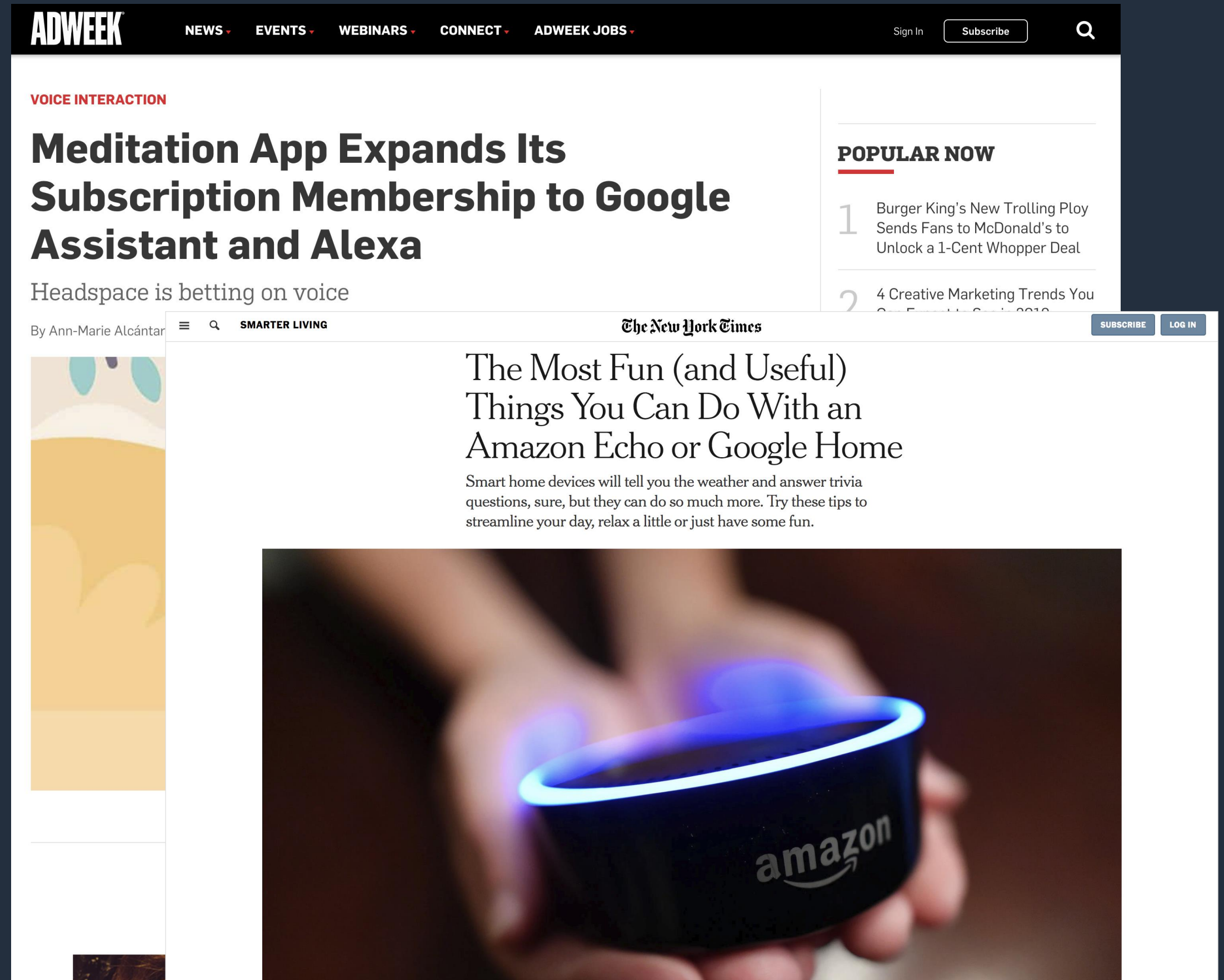
Go-To-Market Approach

Headspace's commitment to continually iterating on its voice product offerings has provided a basis for a sustained drumbeat of communications to current and prospective customers.

In addition to voice-specific website pages, the company's social channels frequently spotlight the Alexa skill and its newest functionalities (most recently Sleepcast).

As an early adopter of new features, Headspace has also received featured placements in the skill store.

Headspace's voice efforts have garnered coverage in *AdWeek*, *Venturebeat*, *PC Mag* and even *The New York Times*.



Results



1.1MM+

Total unique users
since December
2018

Source: Headspace

25%

Of users engage
weekly or more
frequently

Source: Headspace

42%

Of users complete
account linking once
prompted

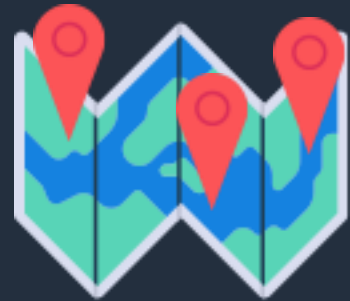
Source: Headspace

Top 5

Rankings in the Alexa
store for both
Lifestyle and Health
& Fitness categories

Source: Alexa Skill Store

Headspace's Learnings



Treat your voice experience like any other **first-class digital product**, complete with a vision, roadmap and a frequent release of new innovations, including features that capitalize on the affordances of new Alexa functionalities.



Invest in **premium, original audio content** to keep users engaged. Focus on ownable sound design to help differentiate your experience.



Drive retention and conversion with existing and prospective **members** through features such as account-linking and cross-functional compatibility.