

# A Case Study

entertainmentnews  
by 7digital



# 50%

Have heard  
advertising through  
Amazon device!

We commissioned research for GoCompare partnership activity on the Amazon Alexa platform:

- 50% of Amazon device users are aware of the GoCompare Alexa campaign.
- Strong agreement that this is not only a 'new and innovative way to advertise' but it's a 'clever way to advertise' and as such it 'would stand out'.
- 42% agree they are more likely to consider GoCompare having heard the activity.