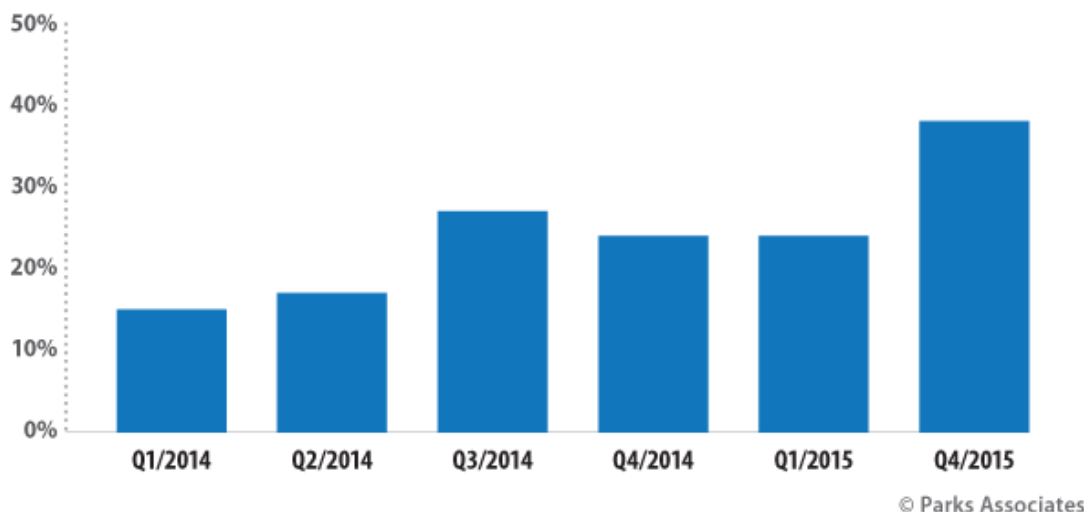


High Intentions to Purchase a Smart Home Device

Among All U.S. Broadband Households



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SYNOPSIS

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.

ANALYST INSIGHT

“Smart home products and services are poised to explode in relevance and adoption over the next decade. The capability exists for autonomous devices to identify each other and communicate, but this may still be an abstraction for customers who seek practical value at a reasonable price. Multichannel marketing efforts must articulate clear value propositions. A creative marketing mix is paramount to break into the mass market. Age and income are key demographics in the current early adopter market, and a mix of Internet, TV, retail, and word-of-mouth is necessary to continue growth. Mass-market advertising with a clear call-to-action will help speed up the market adoption.”

— Eddie Accomando, *Research Analyst*, Parks Associates

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