

YOUR EARBUDS KNOW MORE THAN YOU THINK

*How hearables could become powerful
data collection tools.*



SWIPE TO LEARN MORE



THEY DO MORE THAN PLAY AUDIO

Hearables are audio devices worn in or around the ear that combine listening with digital capabilities.

Recent and emerging hearable innovations could unlock new consumer insights.



READING FACIAL MOVEMENTS

Some can detect facial movements like eyebrow movements, blinks, and jaw clenches.



Example Technology: Naqi Neural Earbuds



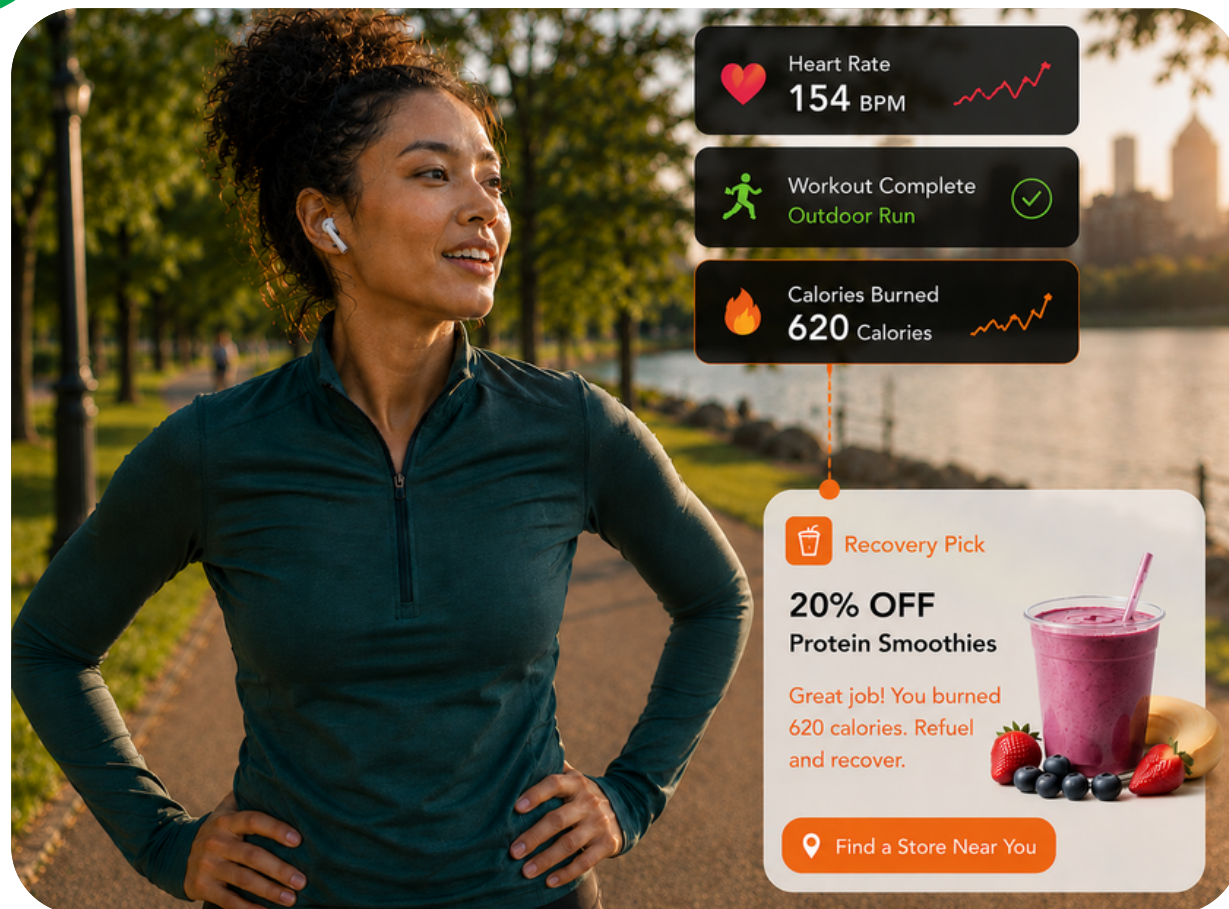
Brands could monitor consumer facial reactions to personalize experiences and gauge insights.

TRACKING BIOMETRIC SIGNALS

Some can monitor heart rate, physical activity, and estimate calories burned.



Example Technology: Apple AirPods Pro 3



If brands could access this data in the future, they could deliver more timely recommendations based on consumer physical activity

UNDERSTANDING VISUAL CONTEXT

Future hearables could use tiny cameras to recognize objects and understand user surroundings.

Example Technology: Apple's Camera-Equipped AirPods (In Development)



This could help brands give recommendations that align with consumers' surroundings in real time.

LISTENING TO CONSUMER INTENT

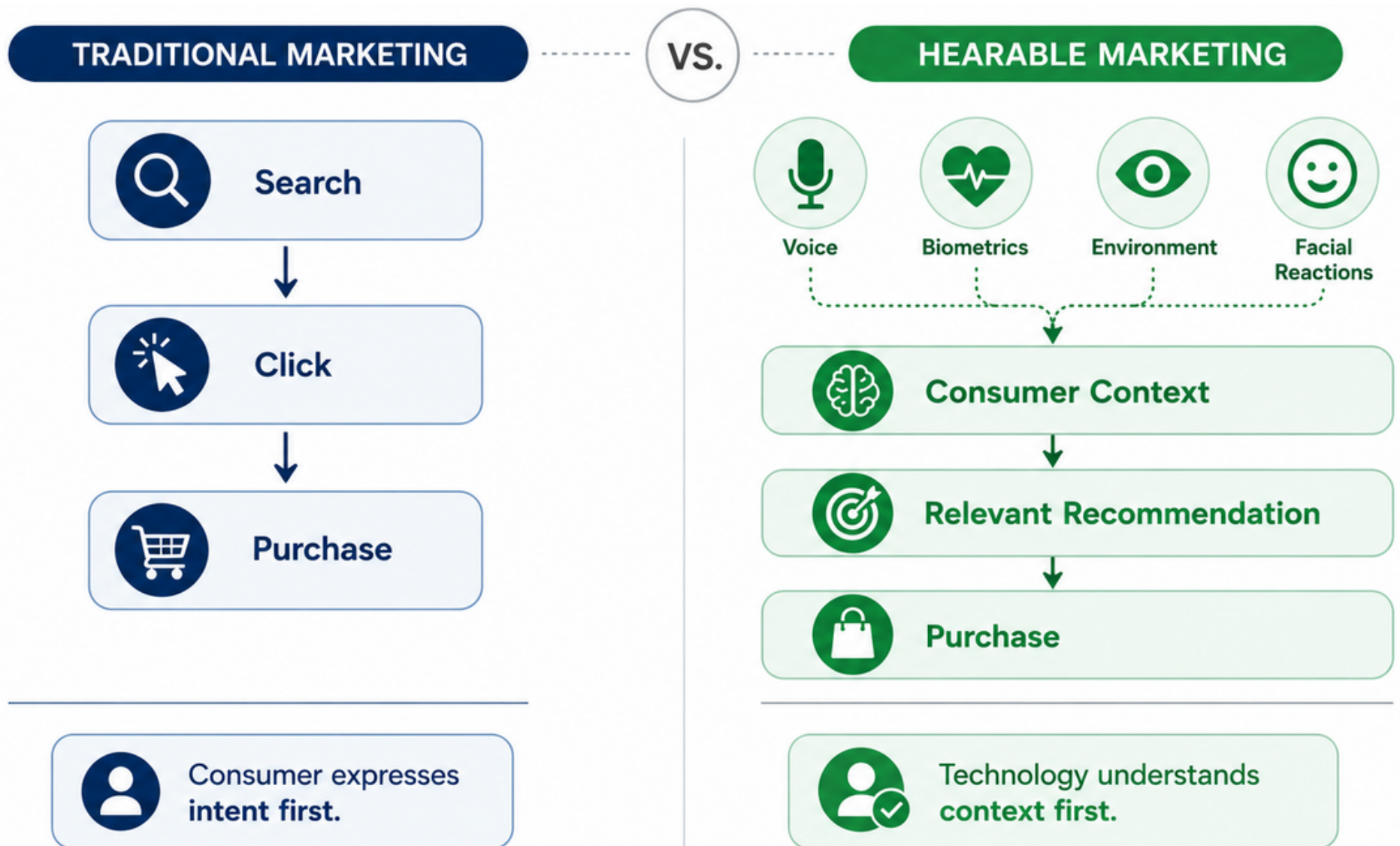
Future hearables could use built-in microphones to understand spoken interactions and consumer intent.



Voice interactions could help brands understand interests and deliver relevant recommendations.



FROM CLICKS TO CONTEXT



By understanding consumer context before a purchase, hearables could enable more timely, relevant, and proactive marketing.

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