

# MAKING METRICS MATTER

TAKING MEASUREMENT  
MAINSTREAM

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**LONDON**

15-16 JUNE 2016



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# Pete Pedersen

VP Global Communications, Sonos



# SONOS

# Data at the Intersection of Strategy and Creative



**SONOS**

SONOS

**Why are we here today?**

**Can music  
out loud  
change the  
way we  
connect at  
home?**



**But, first**

to FILL EVERY  
HOME with MUSIC.



- the ULTIMATE HOME  
- MUSIC EXPERIENCE -



**Frictionless audio  
to accompany  
domestic life**



**Customize to  
my home + life**



**Elegant  
minimalism**



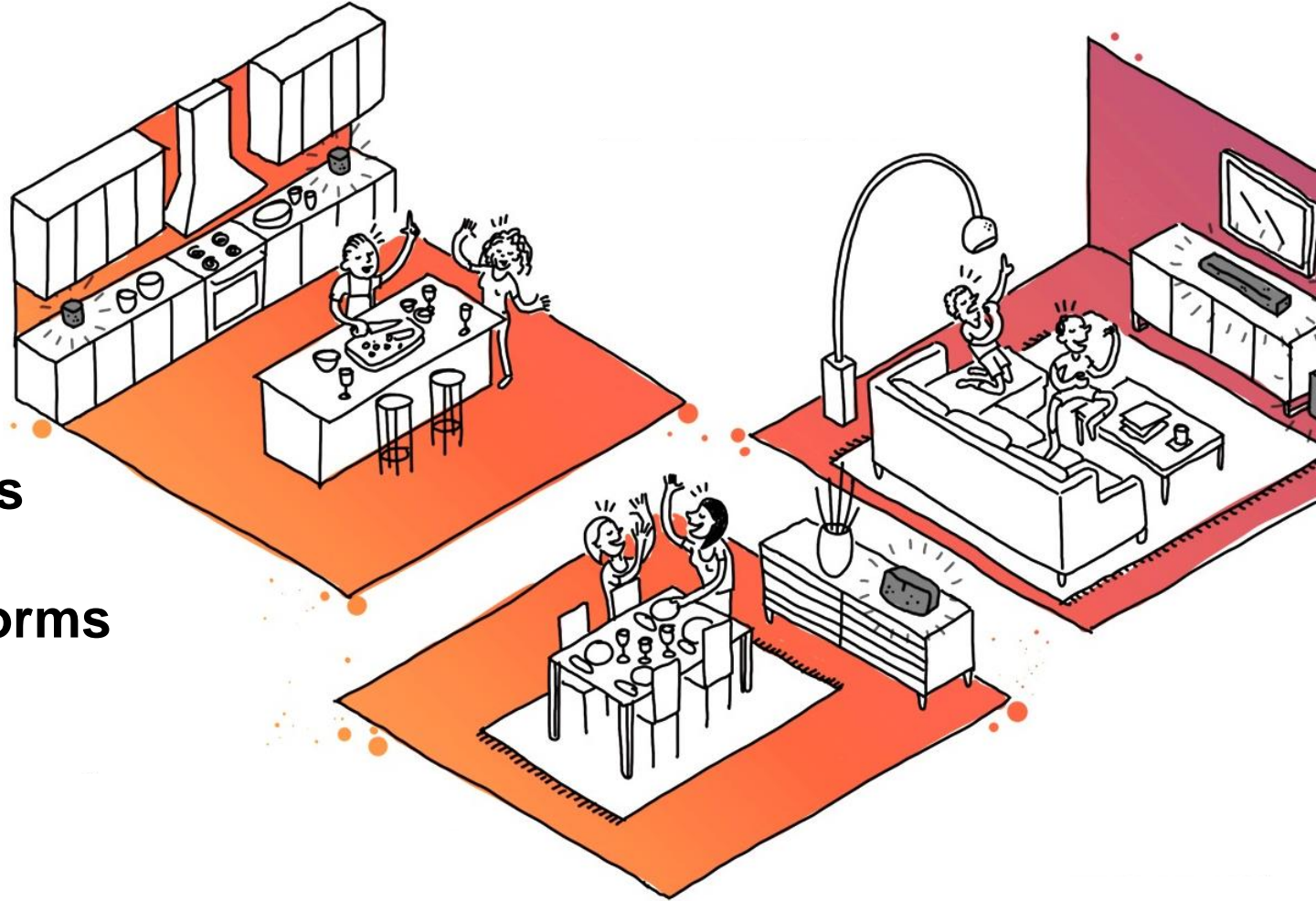
**Aggregates all  
of my music**



**Always music  
& immersive**

**Background**

**For years,  
we've heard  
amazing  
stories from  
our customers  
about how  
Sonos transforms  
their home.**



LIVING

# This

Melissa Loe

## Actively instrum academ

There's li  
to play a  
great for

Science h  
children  
their brai  
process s  
otherwis  
develop  
distincti  
sounds th  
which co



Kimberly Sena Moore Ph.D.  
Your Musical Self

# Why Music Listening Makes Us Feel Good

The Chemical Link Between Music and Emotion

Like 637

Posted Jan 20, 2011

SHARE TWEET EMAIL MORE



It can be argued that music is a core function in our brain. Our brains are wired from the beginning to process and understand music. Yet music has always been sort of a mystery, especially since it's not typically considered "necessary" for survival. That is reserved for the trifecta of food, sex, and sleep.

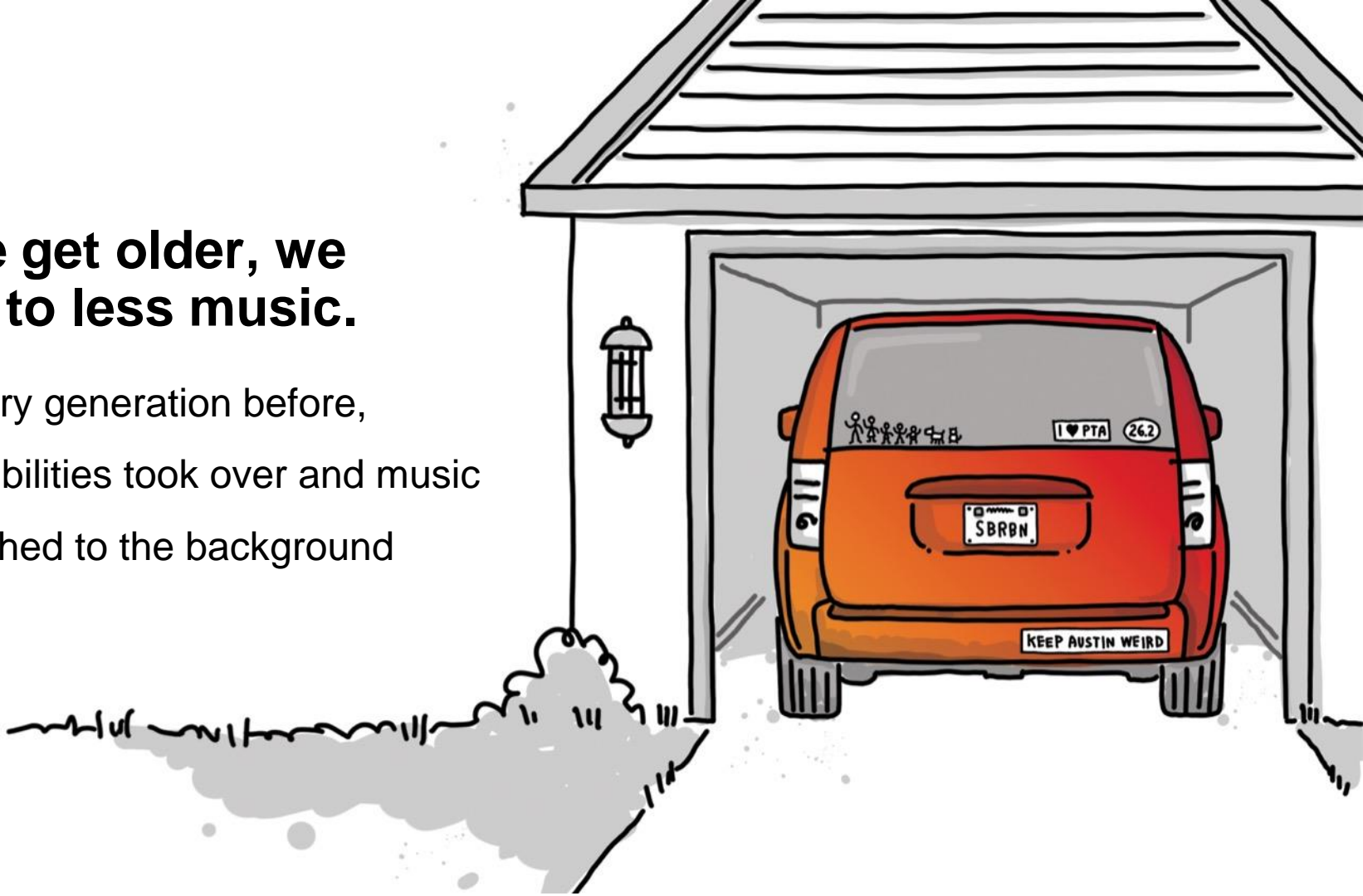
another important piece of information as we continue to figure out how our brain processes music. When we satisfy our desire to eat, to sleep, or reproduce, our brain releases dopamine--the "feel good" neurochemical involved when we experience pleasure and reward.



Getty Images

## As we get older, we listen to less music.

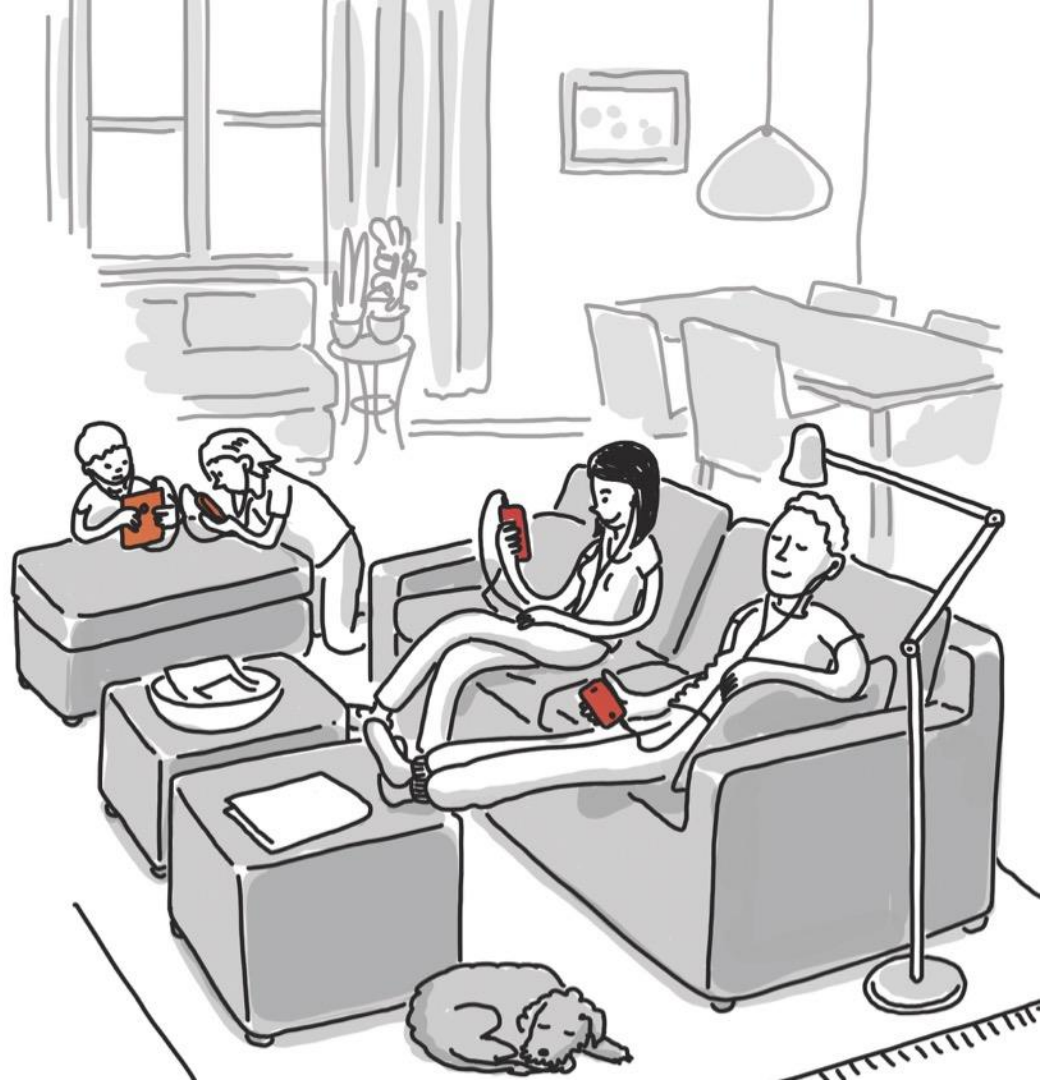
Like every generation before, responsibilities took over and music was pushed to the background



# The Result

The lack of music exacerbates the problems of modern home life:

- ❑ Ruled by routine
- ❑ Alone together / privatized music
- ❑ Emotionally distanced
- ❑ Pleasure starved



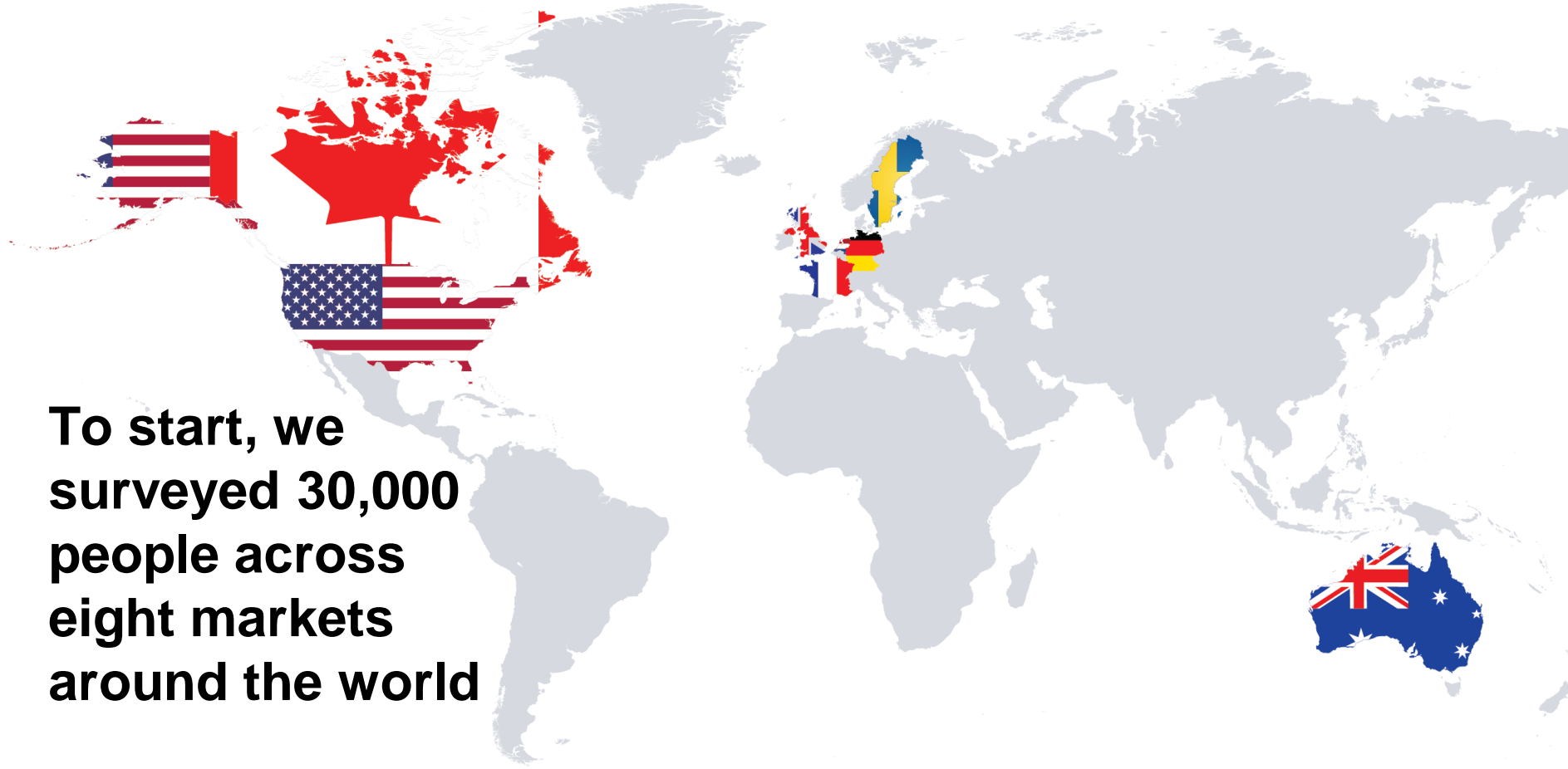
OUR THEORY

Listening to  
music out  
loud together at  
home  
strengthens  
relationships





**To start, we  
surveyed 30,000  
people across  
eight markets  
around the world**



## A few fun insights

FAMILIES THAT PLAY **MUSIC OUT LOUD** THE MOST VS THE LEAST

---

**2 HOURS & 20 MINUTES**

---

ADDITIONAL TIME SPENT TOGETHER PER WEEK

# A few fun insights

People who routinely listen to music out loud have sex more often than couples who don't



2,1x as often



2,2x as often



twice as often



1,6x as often



1,4x as often



1,6x as often



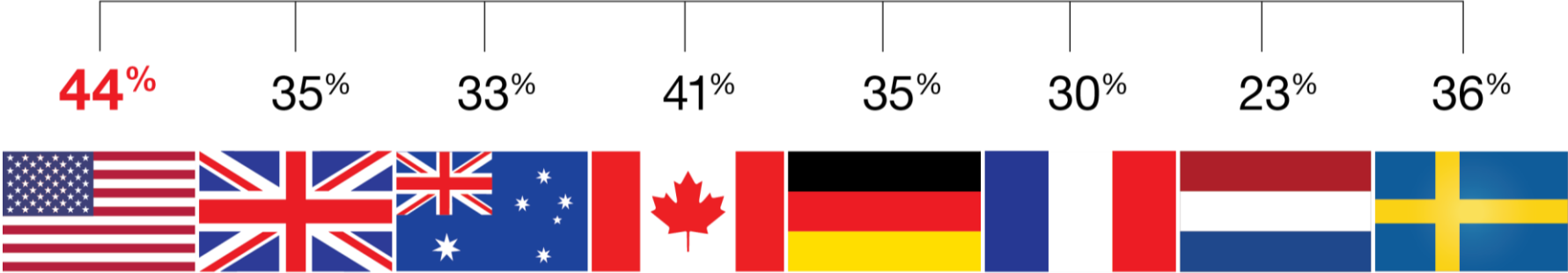
1,5x as often



1,7x as often

# A few fun insights

Food tastes better when you listen to music out loud

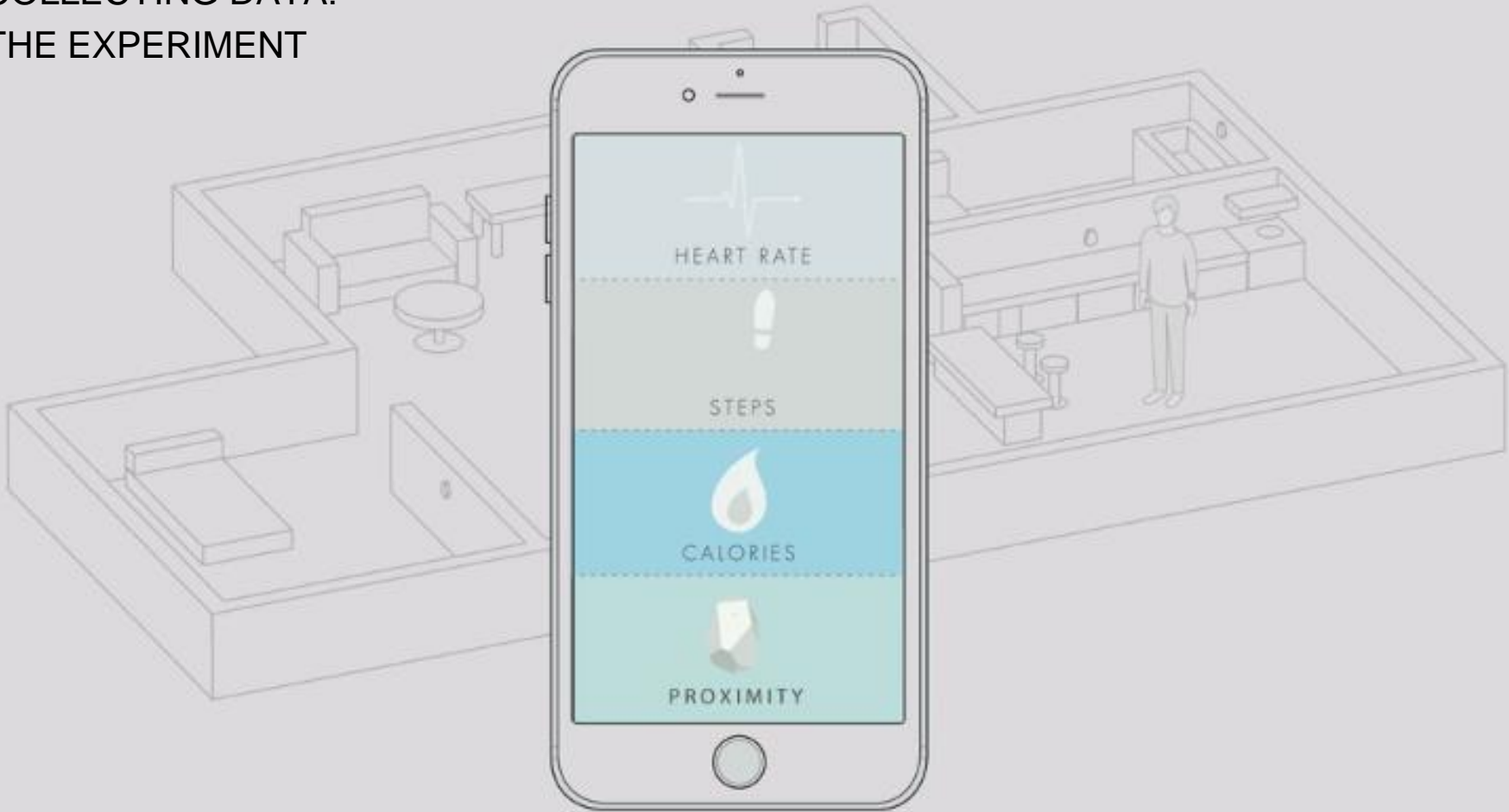


APPLYING THOSE LEARNINGS:  
THE EXPERIMENT

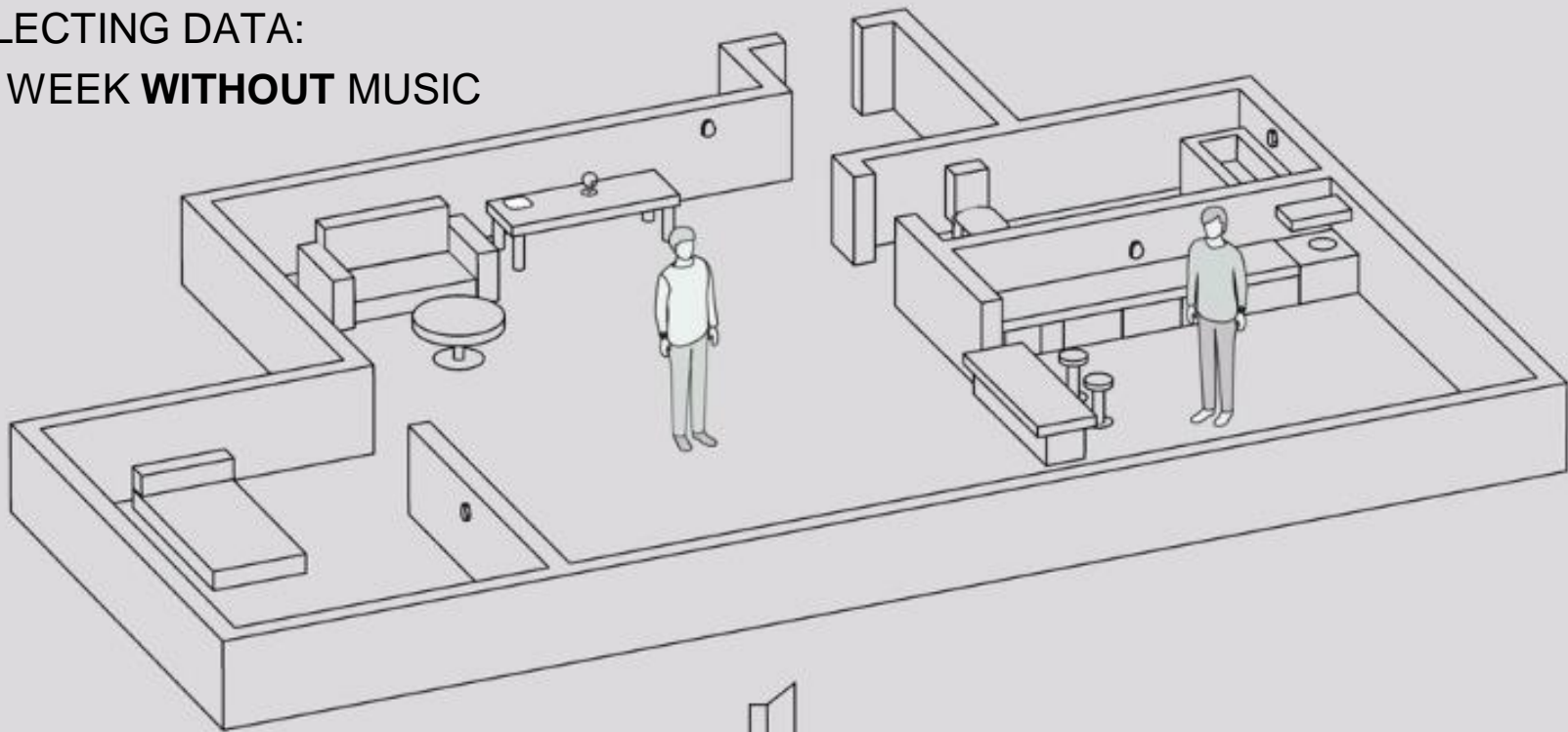
A look inside 30 homes  
around the world



COLLECTING DATA:  
THE EXPERIMENT



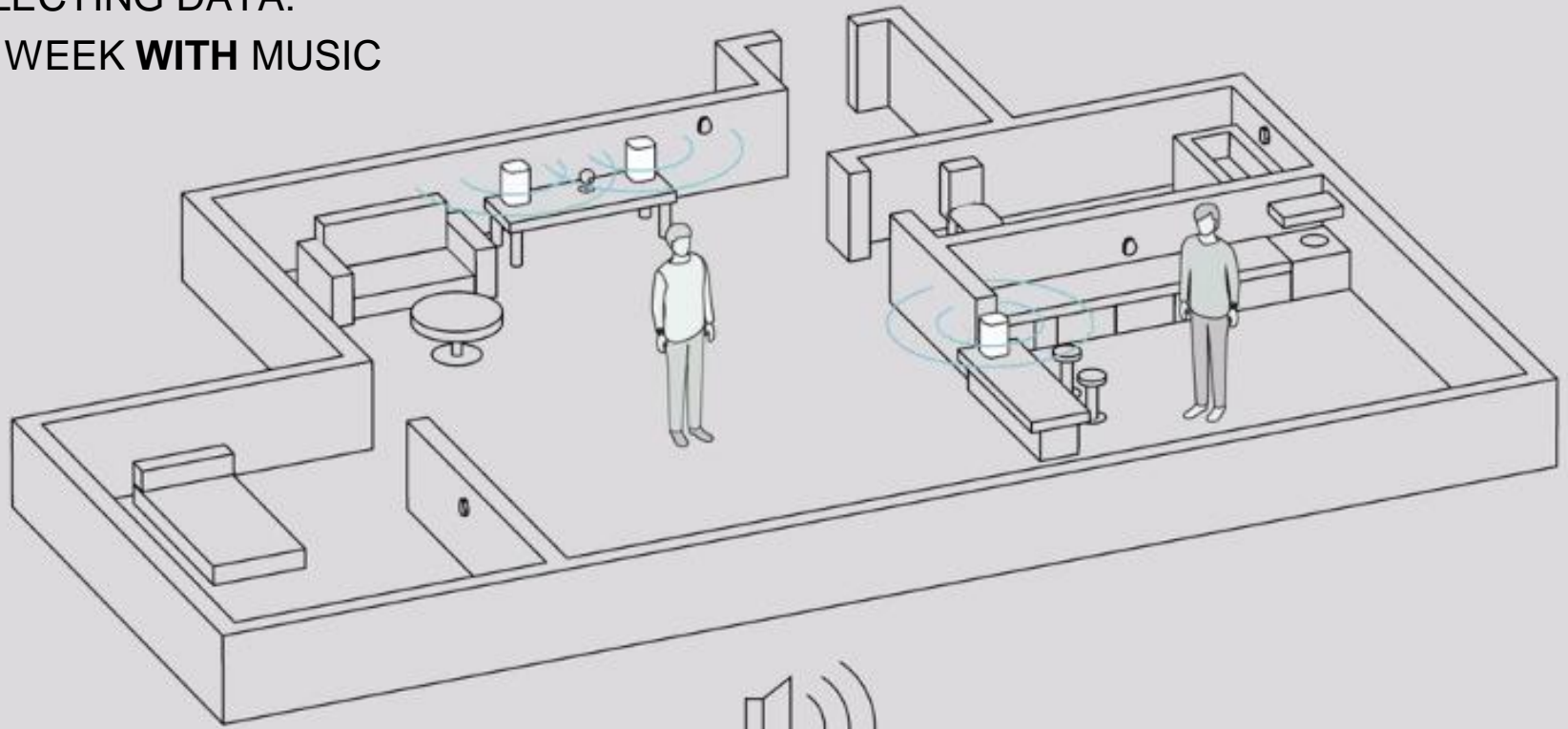
COLLECTING DATA:  
ONE WEEK **WITHOUT** MUSIC



WEEK 1

WEEK 2

COLLECTING DATA:  
ONE WEEK **WITH** MUSIC



WEEK 1

WEEK 2



**What we learned**



Using data in  
a visually  
interesting way



Using data in  
a visually  
interesting way



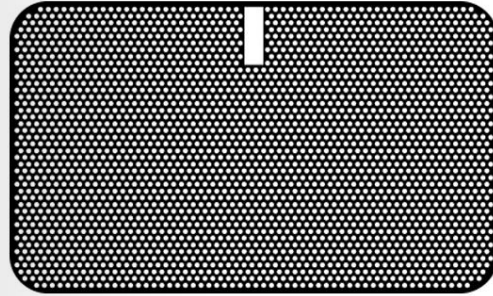
**First base made easier.**

18% made the first move because of a song they heard out loud.



Using data in  
a visually  
interesting way

Tastes like music.



Segals

Canada

Highlights

Most played artist:

Beck

# Tracks played:

261

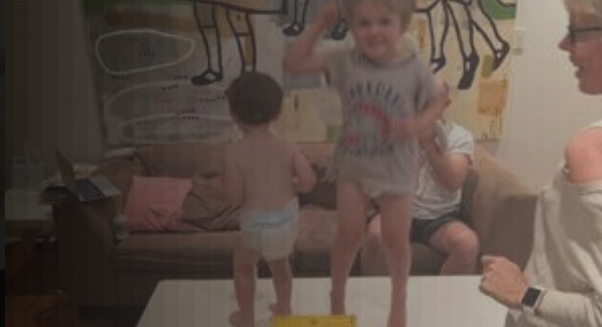
Most played genre:

Alternative

Total time listened to music:

16.93 hrs

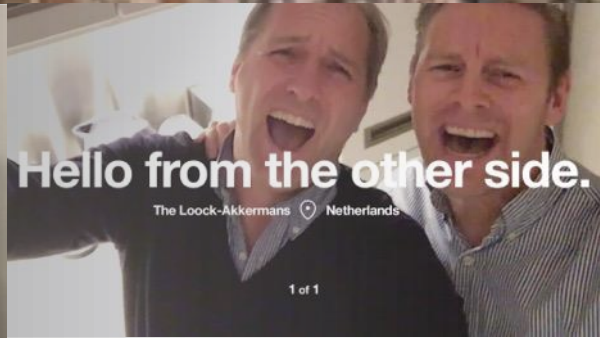
# Humanizing the story with our families



Music made the first move.



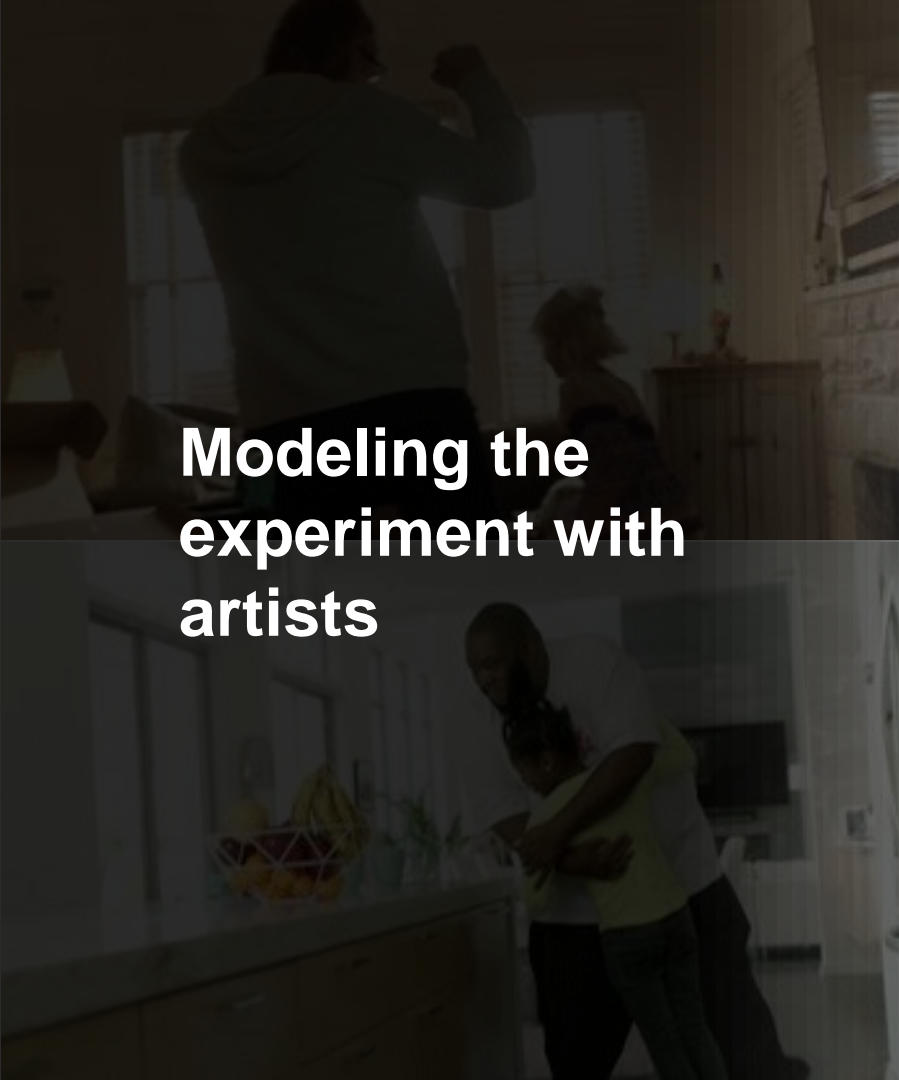
Breakfast be like



Hello from the other side.

The Loock-Akkermans Netherlands

1 of 1



**Modeling the  
experiment with  
artists**







# The results

# A global news cycle that sparked a conversation around the benefits of listening to music together

Videos Mashable VIDEOS SOCIAL MEDIA TECH BUSINESS MORE 100 Fest

ABOUT ©2016 VICE

Tech

AdChoice

## Music brings my family closer together—as long as I'm not the one choosing it

By Joel Stein

UNTIL I LIVED WITH MY WIFE, I HAD NO IDEA OTHER PEOPLE'S brains worked differently from mine. And by differently, I mean worse. Many people, for instance, don't like to read with music blaring. Or be interrupted over and over again by the world's funniest jokes. Because of their inferior brains.


So when Sonos asked us to be one of 31 families participating in a study to see if music brings people closer together, I feared I would throw off their results. However, I cared far less about science than about trying Sonos' amazing wireless speakers, each of which can play its own music that you choose from an app. They're one of the things you're required to have as a rich person now, along with a Tesla, an Apple Watch and parents who were rich.

Sonos had conducted a survey that found families that played music in their house spent more time together, ate dinner together more often, had twice as much sex and—because, I'm assuming, the polling company made Sonos come up with one more question—had more dance parties. The most surprising finding was that 7% of people who do not play music at home have dance parties there anyway, which is either a testament to the human spirit or a warning to stay away from 7% of people.

**ONE COULD ARGUE** that the kind of people who play music are also the kind of people who dance, eat together and have sex. In other words: South Americans. So Sonos decided to conduct an experiment. For one week, we were not allowed to play music out loud in the house; the following week, we'd set up the speakers and dance-party all night. Our behavior was tracked through an app Sonos built, our biometrics were measured on Apple Watches, our movements by iBeacons on our ceilings and our feelings through therapy sessions with Daniel Levitin, a neuroscientist who wrote the best-selling book *This Is Your Brain on Music*, contributed jokes to Jay Leno, engineered Grateful Dead albums, jammed on saxophone with Sting, played himself on *The Big Bang Theory* and worked with me at the *Stanford* newspaper. Most of our session involved me wondering why I hadn't accomplished more since college.

My lovely wife Cassandra told Levitin that she was excited for the silent week, since I played music too loud and all of it was uncool. Levitin asked her if I'd always had crappy taste in music or if I tricked her during our courtship. This was the kind of bit I thought he should save for Leno. But Cassandra said, "When you're young and fall in love you overlook those things. After time it starts to wear on you." I had the feeling we were no longer talking about music.

When we talked to Levitin at the end of the week with music, however, she was very pleased, since she could change my music right on her phone. When he asked if we had more sex, she reported that we hadn't, but then had sex with me that night. Far more powerful than music is having your love life questioned



by a guy who has been on *The Big Bang Theory*.

Sonos' study showed that during the week when the music was on, families spent 13% more time together and were 12% closer when they were in the same room. The fourth most popular song people played was "Sex Dwarf" by Soft Cell. This made Cassandra's and my accomplishment seem pretty lame.

Even worse, our family somehow spent 51% less time together when we played music. When I delved into the data, the reason became clear: Cassandra and my son stopped wearing their Apple Watches and carrying their iPhones despite my pleas. When I asked Levitin how I could use music to get my family in line, perhaps the way the U.S. military did on Manuel Noriega, he said, "It's a healthy thing that even Lastlo at 6 is scoping out his own identity, as is your wife. Just because it's good for your career doesn't mean it's good for theirs." This would make sense if either one of them had a career.

**STILL, THE DATA** we did gather showed that when we were wearing our watches, we were 5% closer during the music week. Based on other research he's done, Levitin thinks this is due to the fact that sad music releases prolactin, which is a bonding hormone, and all music releases oxytocin, which is a hormone released during orgasm. "It effectively tricks the man into sticking around because he feels bonded to a woman," Levitin said. I told him not to tell his wife that or all the "Sex Dwarf" in the world wouldn't help him.

This is the worst-paying column I've ever written, since I'm buying all eight speakers Sonos lent me. Because I'm pretty sure we now spend more time eating, doing dishes, dancing and not talking about how my taste in music sucks. I'm going to need all those toys to be happier now that I realize I have no ability to get them to listen to me.

128 TIME February 22–29, 2016

MASHABLE > SWEDEN

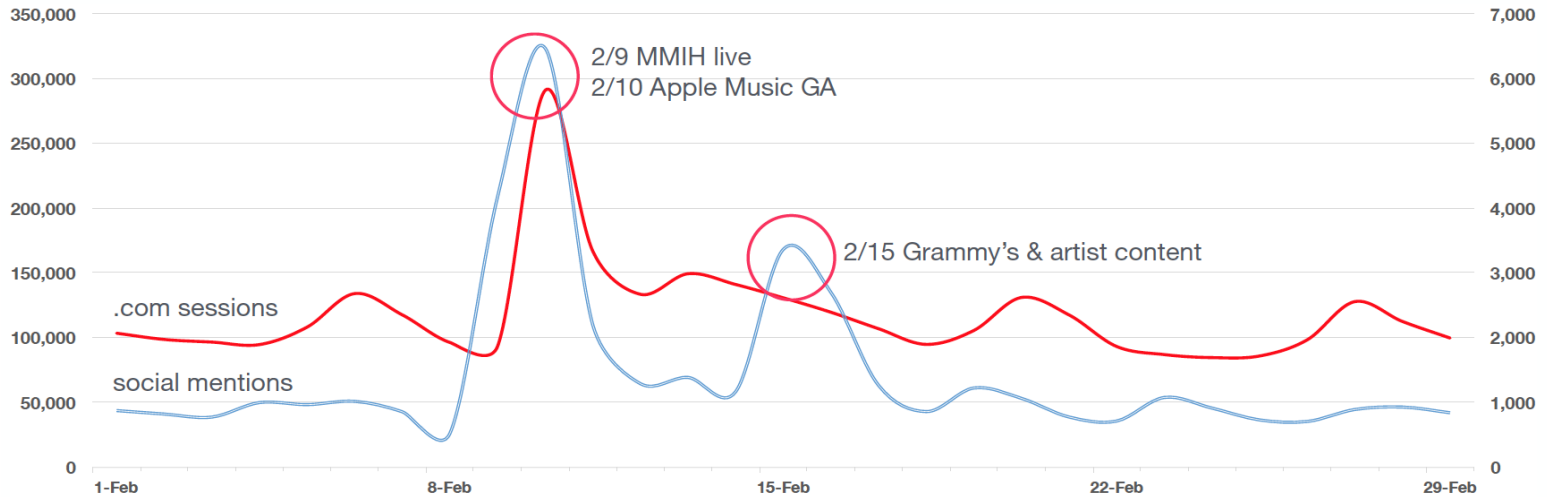
Play Music

FREE

CORBIS

# At a Glance.

Here's a quick look at what people were talking about this month and how it aligned with .com traffic:



## Traffic drivers:



Organic Search  
1,109,107  
32.85%



Direct  
915,465  
27.11%



Paid Search  
354,404  
10.50%



Referral  
320,516  
9.49%



Sonos App  
307,865  
9.12%



Email  
291,210  
8.62%



Social  
64,373  
1.91%



Affiliate  
13,841  
0.41%

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