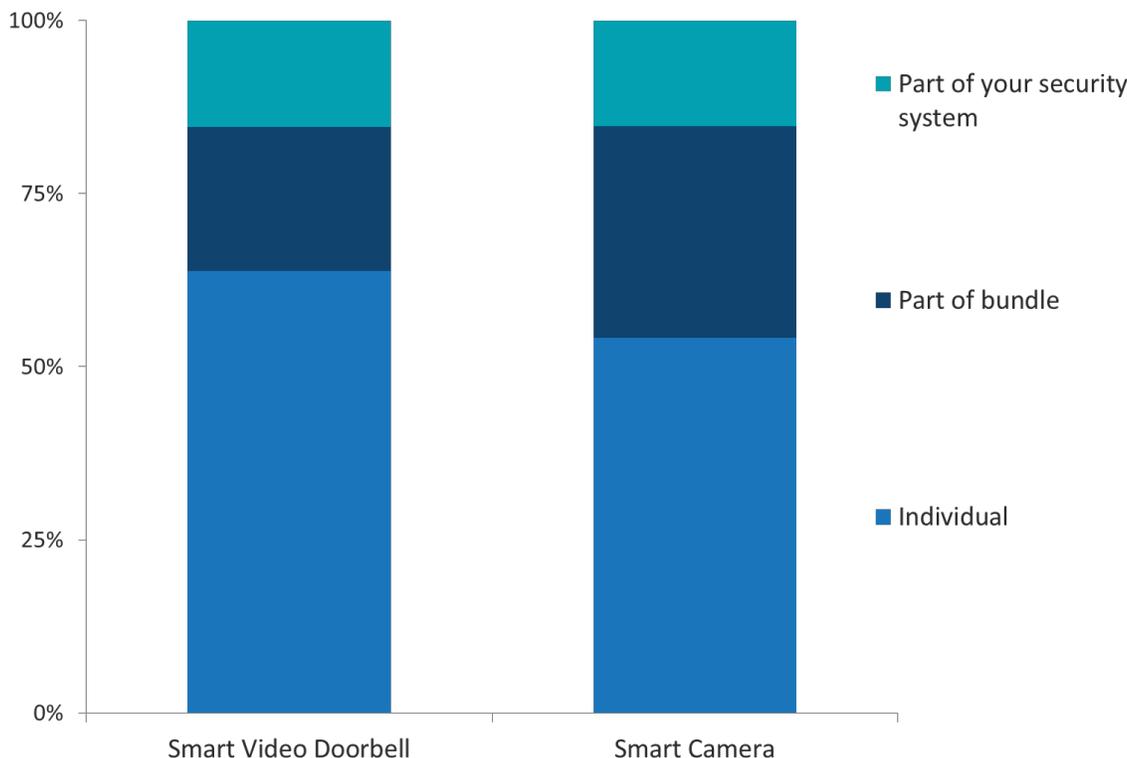


Smart Video Doorbell & Smart Camera: Individual Purchases vs. Bundle



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Consumer Analytics Team



Yilan Jiang, Senior Director of Consumer Analytics

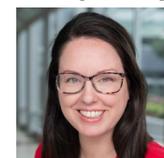


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SYNOPSIS

Video devices are among the strongest performing devices in the smart home ecosystem. In this Quantified Consumer study, Parks Associates quantifies household familiarity and adoption of video doorbells and smart cameras, as well as future purchase intentions. It explores the buyer journey for camera devices and important elements of the user experience. This study also tests top preferred features for new video devices, and preferences for AI-based smart camera services.

ANALYST INSIGHT

“Bundling these security devices with other useful devices will increase the attractiveness of all devices. Smart doorbells and thermostats are two worthy bundling partners.”

— Jennifer Kent, VP, Research, Parks Associates

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Appendix

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