

Headspace aids sleep and meditation through Actions on Google

Challenges

Founded in 2010 and based in Santa Monica, California, [Headspace](#) is a global leader in meditation and mindfulness with their meditation app and online content. They back their services with deep knowledge of the time-honored tradition and practice of meditation, translated into modern applications. Over forty million members in 190 countries use Headspace.

“We wanted our members to feel mindful throughout the day and have seamless access to our content,” says Ashok Bania, Headspace director of product. “We also found in our research that our members don’t want to see a screen before falling asleep. So how might we offer them content for better sleep without accessing it through a graphical app?”

Solution

As a result, Headspace developed an Action for the Google Assistant in 2017. Their research showed they needed to reach three types of Headspace members. Some members were on a path in the middle of a pack and wanted to continue their practice; some weren’t sure what to do and used daily meditation as a way to feel mindful; and some wanted help to fall asleep without the aid of a screen.

“We wanted an Action that identifies member journeys, gives them a daily meditation, and helps them to fall asleep,” Bania explains. “Since this was a new platform, we made a few changes on the paywall. We provided unlimited daily meditation free for members and even for non-users who haven’t connected an account.”

The company built their Action from scratch in about three months. “Headspace is meditation made simple,” Bania says. “Our Action makes it even simpler to build a meditation practice that fits into your daily schedule.”

Results

Headspace believed that providing their content on various platforms, including voice, would offer seamless access and increase engagement. For them, the two key success metrics are (1) the number of weekly active meditating users (WAU) and (2) engagement, measured by the number of days during a two-week period that a member meditated. “WAU ensures we have a volume of users, and engagement ensures we have members with regular and healthy habits,” Bania says.

“Our Action makes it even simpler to build a meditation practice that fits into your daily schedule.”

Ashok Bania
Director of Product
Headspace

“Members are more engaged on voice and mobile”, Bania adds. “Most voice sessions come at the end of the day in a bedtime routine. Daily engagement/content consumption of Headspace via the Google Assistant are growing and five times higher than the general user base, mostly from non-subscribers.”

Headspace is now considering their next Action for the Google Assistant. “We’re thinking of launching a series of sleep sounds and one-off Actions to fulfill intents such as rain, ambient, thunderstorm, and fireplace sounds, plus white noise, etc.,” Bania says. “We’re also thinking of introducing recommendations to our members on the platform by checking in with them with a few questions.”

“We wanted an Action that identifies member journeys, gives them a daily meditation, and helps them to fall asleep.”

Ashok Bania
Director of Product
Headspace