

# ON24 Webinar Benchmarks Report

2013 EDITION

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# EXECUTIVE SUMMARY


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**433**  
AVERAGE WEBCAST  
REGISTRATION



**42%**  
AVERAGE  
ATTENDANCE



**53**<sup>MIN</sup>  
AVERAGE  
VIEWER TIME

Webinars have become one of the most important tools for companies for communicating with their employees, partners, customers and prospects. For global organizations, webinars erase the barriers of time and geography and make it easy for anyone to access content anytime, from anywhere.

2012 saw companies of all sizes adopt webinars for a variety of applications, including marketing, training and corporate communications, to more effectively communicate with their constituents. The global economic downturn served to accelerate the already rapid migration from live physical events to web-based communications.

## KEY FINDINGS

2012 saw webcasting play a more valuable role than ever:

- The average webcast captures 433 registrants
- Webinars are averaging a 42% registrant-to-attendee conversion rate
- Average viewership per webcast is 53 minutes

# EXECUTIVE SUMMARY [CONTINUED]

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## METHODOLOGY

The findings in this report were evaluated by ON24, the global leader in webcasting and virtual events. In 2012, ON24 supported over 23,000 webcasts globally, and this report is based on a random subset of those events. Variables were measured from webcasts that included the following criteria:

- Webcasts held between January and December of 2012
- Conducted from a cross section of 500 organizations
- 2300+ webcasts were included in the analysis

More specifically, the findings compared trends between live and on-demand webcasts. ON24 also measured attendee behavior with regard to participation in polls, surveys and Q&A sessions and event registration patterns.

Unless noted otherwise, webcasting event types are defined as:

- Live webcasts: audio or video-based events that are streamed on a specific day and time.
- On-demand webcasts: audio or video-based events that are streamed upon request anywhere, anytime. These also include live webcasts that have been archived for additional viewing.
- Audio webcasts: events that are primarily streamed with audio.
- Video webcasts: events that are primarily streamed with video.

Unless noted otherwise, audience information is defined as:

- Registrants: people who registered to view an event.
- Attendees: people who registered to view an event and attended that event.

# PRE-WEBINAR BENCHMARKS

## HOW TO PROMOTE YOUR WEBINAR

Driving registration remains one of the biggest challenges that companies face when delivering a webinar. However, our benchmark data suggests that there are many best practices that you can employ to improve your ability to deliver an audience for your events.

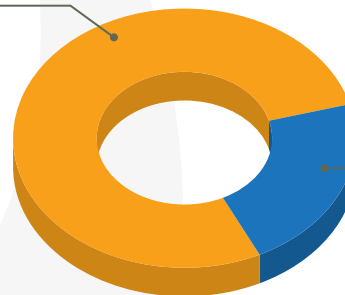
## MOST EFFECTIVE MARKETING TOOLS FOR DRIVING WEBINAR REGISTRATION

There has never been more competition for the time and attention of your target audience. Effective webinar promotion utilizes a broad mix of marketing tools to increase the reach of your message and the chance of catching your prospects at a time of receptivity.

## MARKETING MIX

### 80% OF THE MIX

- 1 Email
- 2 Website
- 3 Emails from sales
- 4 Third party content syndication, newsletters and list rental



### 20% OF THE MIX

- 5 Partners
- 6 Banner ads / text ads
- 7 SEM
- 8 Social media\*

\*Note: while promoting your webinars with social media applications like Twitter and LinkedIn remains on the list of less effective methodologies, we expect that these tools will have increasing value as more companies build their social profiles and learn best practices for leveraging them.

# PRE-WEBINAR BENCHMARKS [CONTINUED]

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## BEST PRACTICES

Emails to your database remains the most effective methodology to drive webinar registration. We recommend creating at least two email drops with uniquely different messages. This will give you an opportunity to promote your webinar multiple times, from multiple angles.

### Example:

**Email #1:** Promoting the business “pain” addressed in the webcast

**Email #2:** Promoting featured speakers

Additionally, promoting your webinar from your company website, third-party sites and via direct invitations from your sales teams can be very effective at driving registration to your events.

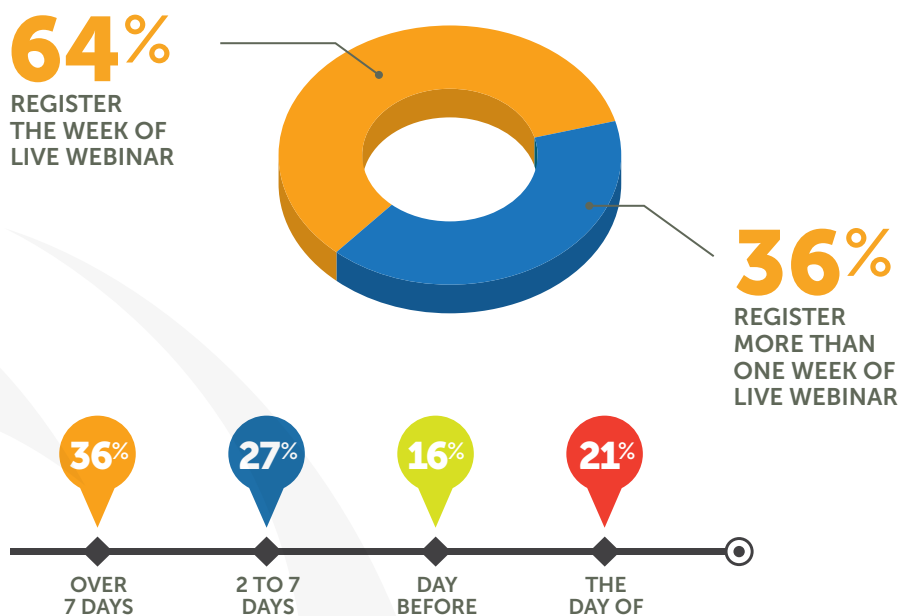
## WHEN TO PROMOTE

While a majority of your registrants will sign up within a week of the event, our benchmark data indicates that you can dramatically increase the size of your audience (up to 36%) by starting your promotions over seven days out. Another key finding is the importance of sending a final email within one day of your event, which can increase your registration by 37%.

Note: Same-day email reminders to the people that already registered for your webinar can increase overall attendance rates.

# PRE-WEBINAR BENCHMARKS [CONTINUED]

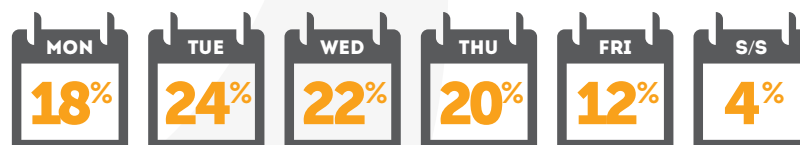
## START EARLY AND FINISH STRONG



Registration data indicates the value of a two-week promotional strategy.

## WHAT DAY TO SEND PROMOTIONAL EMAILS

Day of the week with most registrants:

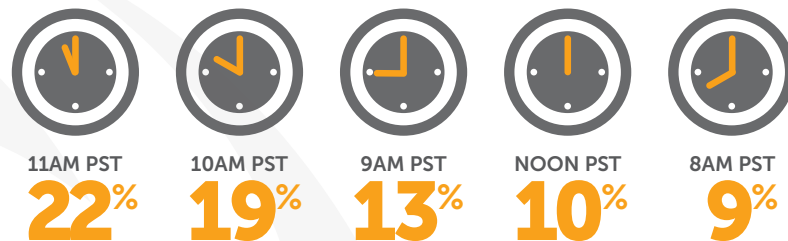


# PRE-WEBINAR BENCHMARKS [CONTINUED]

## WHAT TIME TO SCHEDULE YOUR EVENT

Choosing the best time of the day to hold your webinars will naturally be influenced by the geographic reach and scope of your event. For webinars aimed primarily at a US audience, choosing a time that is convenient for both coasts is optimal:

### Webinars by Time of Day – Top 5





# WEBINAR BENCHMARKS

## CONVERSION



## ATTENDANCE



## REGISTRANT TO ATTENDEE CONVERSION

While this survey included companies supporting webinars of all sizes, the average registration-to-attendance conversion rate seems to have stabilized over the past few years. This year's average conversion rate is 42% (\*marketing events only). This number can be affected by wide range of factors, including company size and reputation, speakers, advertised content, or even when the event is being held. Webinars being delivered for training and corporate communications purposes typically experience a much higher attendance rate. Our benchmark data aggregating marketing, training and corporate communications events showed a 60.4% conversion rate.

## AVERAGE NUMBER OF PEOPLE ATTENDING WEBINARS

As webinars increasingly become a primary tool for companies to communicate both internally and externally, we see the size of webinars continues to rise. While a majority of events average between 200 and 400 attendees, over 15% of webinars in our study had over 500 attendees.

## WEBINARS BY TOTAL NUMBER OF ATTENDEES

- 51.8% have over 200 live attendees
- 30.9% have over 300 live attendees
- 15.2% have over 500 live attendees
- 4.4% have over 1,000 live attendees

Note: statistics taken from events that had a minimum of 100 attendees

# WEBINAR BENCHMARKS [CONTINUED]

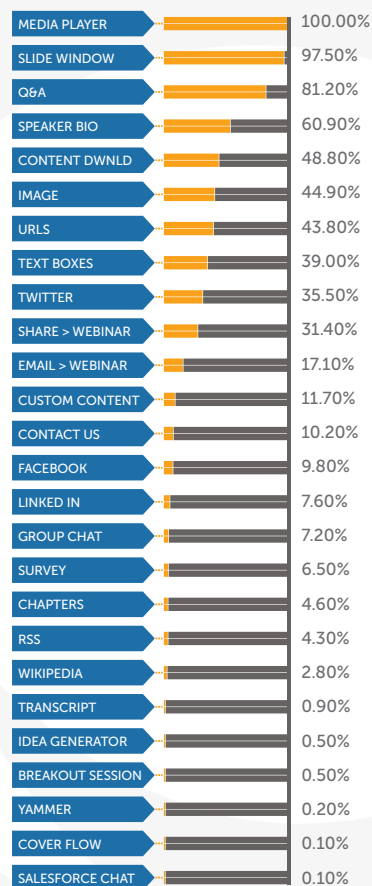
## VIEWING TIME

AVERAGING IN LENGTH BETWEEN 45-60 MINUTES



**53**<sup>MIN</sup>  
AVERAGE VIEWER TIME

## ON24 WIDGET USAGE



## AVERAGE VIEWING TIME

In 2012, viewers stayed engaged with webinars longer than ever. This is largely attributable to the increasingly interactive nature of modern webcasts which provide a highly engaging viewing experience.

## USAGE OF INTERACTIVE TOOLS IN WEBINARS

The evolution of webcasting technology has enabled companies to integrate a number of interactive tools directly into the webcast console, allowing them to engage their webinar participants in a real-time dialogue. This high level of direct engagement benefits both the webinar viewer and host. Audience members now have the ability to question presenters, interact with each other, share their thoughts, or recommend your webinar through a variety of social media applications. Companies hosting webinars can leverage this information to learn more about the interests and needs of their attendees – raising the value of their leads.

Each year, we see the usage of these tools continue to rise.

# POST-WEBINAR RESULTS

## ON-DEMAND ATTENDANCE BY REGISTRANTS



## ON-DEMAND VIEWING TIME

AVERAGING IN LENGTH BETWEEN 45-60 MINUTES



## INTEGRATION OF WEBCAST

VIRTUAL ENVIRONMENTS



## ON-DEMAND VIEWING

Even after the initial live date of an event has passed, webinars can still have a lot of value. By archiving your webinar and offering it “on demand,” you can extend the life of your event and increase the number of people that are exposed to your content.

Our benchmark data shows that an average 25% of those who registered for a webinar, prior to the live date, viewed the archived version of the event after the live date had passed.

## INTEGRATING WEBCASTS INTO VIRTUAL ENVIRONMENTS

Another emerging trend is integrating webcasts directly into virtual environments, where they can be accessed as a part of a larger collection of content. Virtual environments include:

- Virtual Briefing Centers
- Virtual Learning Centers
- Virtual Trade Shows and Conferences

14% of webinars in 2012 were integrated into virtual environments.

# WEBCASTING BEST PRACTICES

Webcasting platforms continue to evolve to meet the needs of companies looking to expand the reach and effectiveness of their content. 2012 saw more companies than ever using webinars effectively for a variety of applications, including demand generation, product launches, company meetings, employee and partner training and internal communications.

Successful webinars were able to reach larger audiences and deliver a more engaging and interactive attendee experience. These emerging best practices can help you to increase the value of your webcasts for both you and your audience.

**"SAME-DAY"  
EMAILS  
HAVE A HIGH  
CONVERSION  
RATE.**



## DRIVING ATTENDANCE

- Start promotions two weeks out; promote from different angles.
- Embed social media links on landing pages, enabling registrants to share your event.
- Don't forget that "same-day" emails have a high conversion rate. Also, send same-day reminder emails to your existing registrants.
- Cross promote with partners and guest speakers.
- Remove any barriers to access. Make sure that your webinars are viewable from mobile devices to increase attendance. Also, make sure that there are no downloads or plug-ins required for viewing.

# WEBCASTING BEST PRACTICES [CONTINUED]

USE INTERACTIVE TOOLS, SUCH AS POLLS, SURVEYS, Q&A, AND CHAT, TO HAVE CONVERSATIONS WITH YOUR ATTENDEES"



YOU CAN INCREASE YOUR VIEWERSHIP BY OVER 25%



## ENGAGING YOUR AUDIENCE

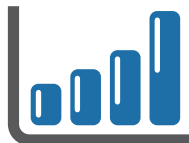
- Customize your webinar console to represent your brand, corporate ID and messaging. Make it graphically interesting. A bland console can be the first step to a bland webinar.
- Use interactive tools, such as polls, surveys, Q&A, and chat, to have a conversation with your attendees. This will create a more engaging event, and their feedback will be invaluable to you.
- Enable your attendees to "share" their thoughts, and your webinar, on social media applications without having to leave the webinar console. This will promote your content and your event.
- Upload relevant "bonus" content into the webcast console for easy download. This will increase the value of your event for your viewers.
- Choose engaging speakers, delivering compelling slides that are light on copy and strong on graphical content.

## EXTENDING THE LIFE OF YOUR WEBINAR

- Make your webinars available "on demand" as soon as your live event is over. You can increase your viewership by over 25%.
- Syndicate your content by creating webinar channels listing all of your on-demand events. These channels can be embedded on your website, partner sites and in social media and online forums.
- Continue to promote your archived events via emails, your website, SEM and social media outreach. This will promote your content and our event.

# WEBCASTING BEST PRACTICES [CONTINUED]

WEBINARS  
TODAY DELIVER  
DETAILED  
ANALYTICS  
ON ATTENDEE  
BEHAVIOR



## LEVERAGING WEBINAR RESULTS TO INCREASE ROI

Webinars today deliver detailed analytics that can be leveraged to provide unprecedented visibility into the needs and interests of your viewers. The following metrics can enable you to build a behavioral profile of your audience members which equates to more effective lead scoring and a higher event ROI.

Key Metrics:

- Total viewing duration: indicates level of interest.
- Results of polls, surveys, Q&A, and chat: provides detailed information on attendee mindset and needs.
- Content downloaded: tells you what specific products/services your viewers are most interested in.
- Use of social media: helps you get reactions to your content. For example, if a viewer tweets (using a pre-set hashtag), you can learn from their comments. Integrating social media applications also exposes a greater number of people to your webinar.



## ABOUT ON24, INC.

ON24 is leading the transformation of virtual communications with cloud-based webcasting and virtual environments that drive outstanding results for companies of every size and in every category. Our industry-leading platform helps organizations to communicate with employees, clients, prospects and partners with measurable and greater impact. More than 800 organizations, including IBM, CA Technologies, Merck, Unilever, JPMorgan Chase, Deloitte, Credit Suisse, Ernst & Young, Amazon and SAP, rely on ON24. ON24 is used enterprise-wide for applications such as demand generation, partner enablement, training, product launches, company town hall meetings and user conferences. ON24 is headquartered in San Francisco, with offices throughout the world.

*For more information on the benefits of the ON24 virtual environment, contact us at 877.202.9599 or visit [www.on24.com](http://www.on24.com).*

