



ON24

2023

Digital Engagement Benchmarks

How webinars and content experiences performed in 2022 and what marketers can look forward to in 2023

Introduction

Marketing innovation is a slippery slope. Push too far beyond the tried-and-true tactics, and you risk missing that quarter's pipeline target. Pivot constantly and you never get a chance to build a foundation for scale. Stay stagnant, and you can lose pace with competition, or even worse, become irrelevant and disconnected from your prospects and customers.

That's why benchmarking our marketing is so critical - it gives us a way to understand the industry baseline so we can set attainable business targets and make measurable progress toward success. Benchmarking helps us build realistic plans with predictable outcomes, and drive alignment across our go-to-market functions. And, with benchmarks in place, we have the opportunity to optimize our digital channels, so we can figure out where to get quick wins while building toward long-term revenue goals.

Now, after several years of disruption and many "new normals," benchmarking matters more than ever. As we rebalance our marketing mix, we can't afford for a reset on the fundamentals to unintentionally set back our progress.

After all, marketing has led B2B's digital engagement revolution, and, with all the lessons learned and best practices we've gained, we can continue to shape its future.

Read on to understand the current state of digital engagement based on thousands of digital experiences created and delivered by leading B2B brands to millions of professionals in 2022. From webinars to content hubs to personalized landing pages, you'll understand the latest trends in audience engagement, ways your fellow marketers are adapting and how you can also evolve your marketing to not only meet, but exceed, digital engagement benchmarks this year.

And by using these insights to evaluate your current digital engagement strategy, you'll be ready to think differently about driving revenue growth in 2023.



Cheers,
Callan Young
CMO, ON24

A stylized, handwritten signature in black ink that reads "C Young".

Executive summary

Digital engagement is key for businesses to connect and convert with today's buyer

B2B buying, marketing and selling has never been more complex. In fact, Forrester's latest research on B2B buying behavior reports that over the past three years, the total number of interactions buyers need to make a purchase decision has increased by 59% and more than 40% of buying decisions have more than six members involved.

So, how are marketers confronting this challenge?

By adopting a digital engagement strategy, marketers are able to leverage a mix of digital experiences, such as webinars, content hubs and personalized landing pages, to deepen their prospect interactions and grow pipeline in a scalable and repeatable way.

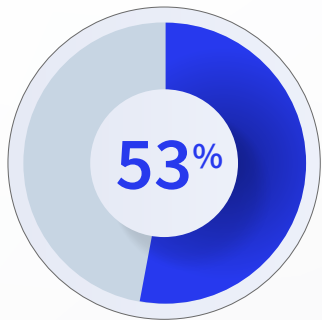
And, in 2022, this approach proved successful. Audience digital engagement grew year-over-year with significant gains in buying intent and conversion rates. The correlation between the two is clear — the more engaging an experience, the more audiences interact and self-educate, the more ready they are for a sales conversation.

Here are the key shifts in audience behavior in 2022, and opportunities for marketers to continue to improve performance and drive revenue growth in 2023:

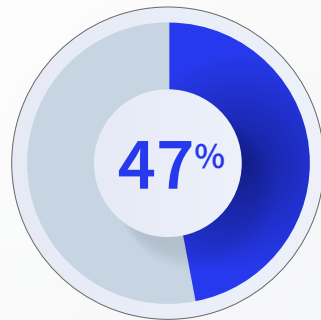
- 1. Audience engagement is intensifying:** Marketers have an opportunity to drive deeper, more meaningful interactions
- 2. Audiences want to engage and self-educate on their schedule:** Marketers have an opportunity to maximize results with an on-demand strategy
- 3. Audiences are craving new and different types of digital engagement throughout their journey:** Marketers have an opportunity to diversify their experience mix
- 4. Audiences are committing their time further in advance:** Marketers have an opportunity to turn promotions into ongoing, integrated campaigns
- 5. Audiences are demonstrating higher levels of buying intent:** Marketers have an opportunity to generate and capture buying signals across digital experiences

2022 Benchmarks: Global

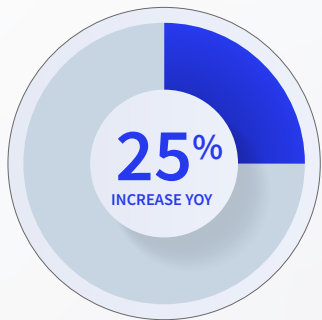
Webinars and content experiences



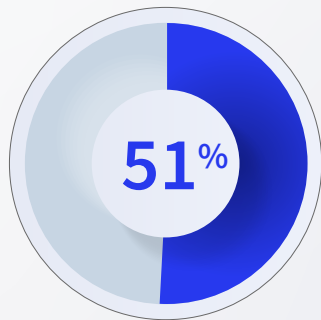
Total conversion of webinar registrations-to-attendee



Average conversion rate of content hubs



Average number of interactions per live webinar attendee



Average conversion rate of personalized landing pages

188

Average number of webinar attendees

15

Average number of questions asked per webinar

87

Average number of assets per content hub

55 MINUTES

Average duration of webinar engagement

26 MINUTES

Average duration of content hub engagement

28 MINUTES

Average duration of personalized landing page engagement

Audience engagement is intensifying

Marketers have an opportunity to drive deeper, more meaningful interactions

+25%

Increase in average interactions per webinar attendee YoY

55
MINUTES

Average duration of webinar engagement

~200

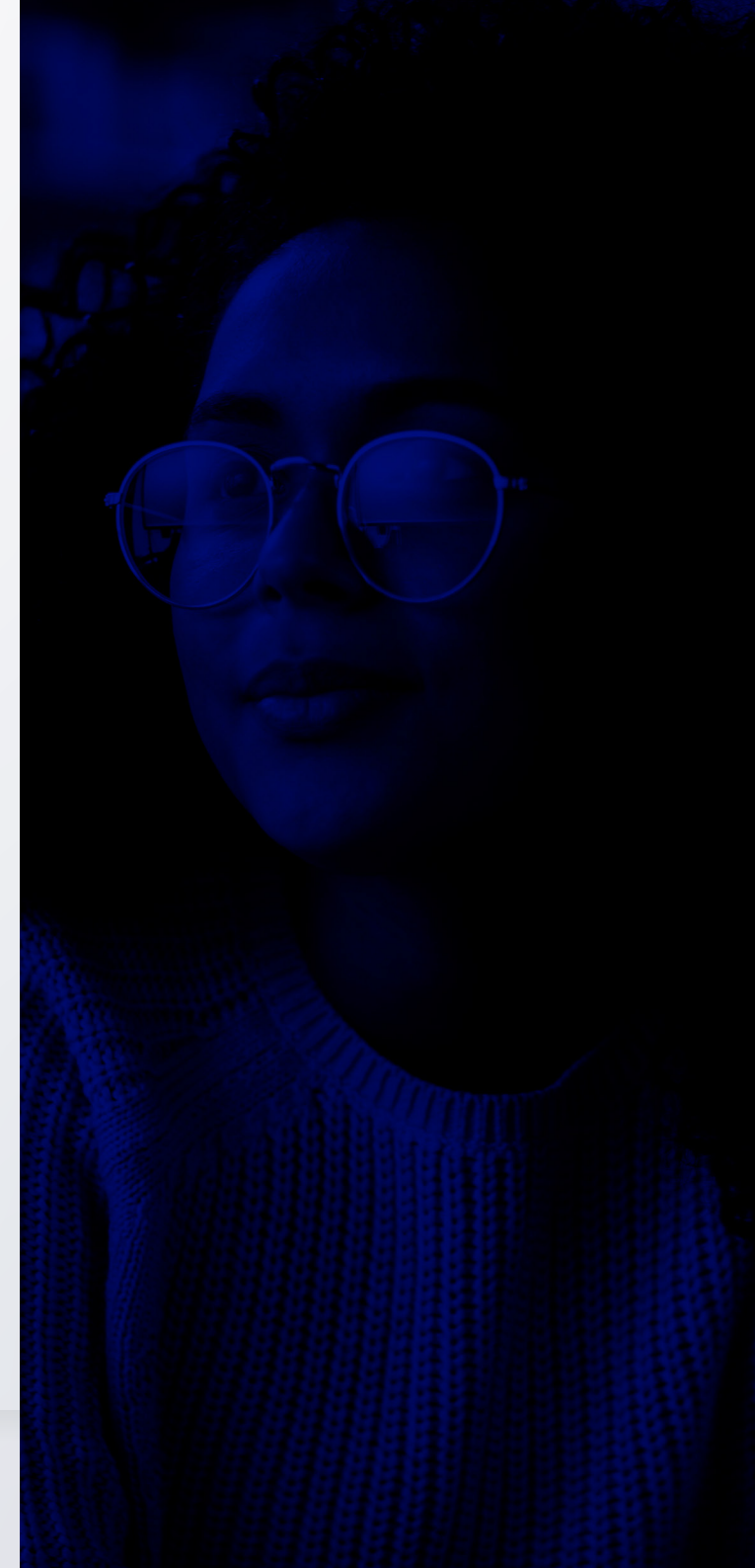
Average number of webinar attendees

Audience engagement was up across the board for live experiences and the number of interactions per webinar attendee increased by 25% between 2021 and 2022. Rising engagement levels shows that audiences are seeking opportunities to both self-educate, by exploring related resources, as well as interact directly with B2B brands, by asking questions, answering polls and sharing feedback.

In addition to audience engagement intensifying, it is also lengthening in duration. In 2022, the average duration that audiences spent engaging with a live webinar increased by approximately 4%, for a total of 55 minutes.

Live Webinar Attendee Engagement

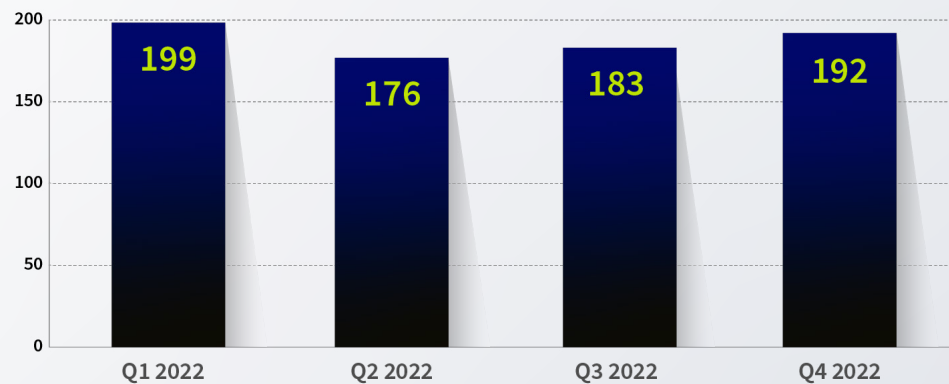
2021	2022
53 minutes	55 minutes



The volume of webinar attendees in 2022 remained consistent with the levels seen in 2021, at an average of 200 attendees per webinar. Given this year-over-year consistency, marketers can expect the same volume of live webinar attendees in 2023.

As live webinar audience size remains high, marketers need to ensure they are able to maintain their webinar channel's conversion rate to pipeline. Having the ability to capture webinar interactions and share them with sales will help to prioritize and qualify prospects as well as enable more personalized follow-up.

Average number of attendees

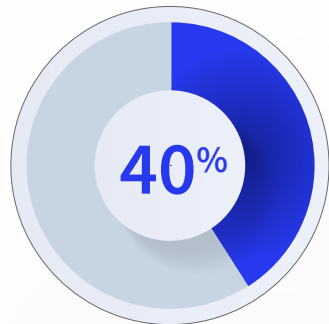


Overall, this uplift in engagement levels within digital experiences validates a distinct shift in audience preferences for online, self-driven interactions. For brands who are struggling to increase their engagement with accounts and

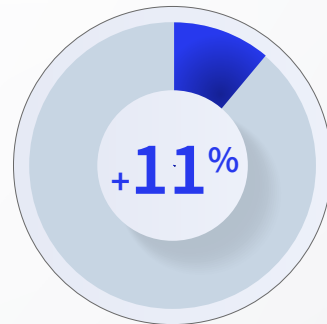
prospects, they should consider the relative level of engagement within the channels in their digital mix and prioritize those that offer the greatest number of interactions.

Audiences want to engage and self-educate on their schedule

Marketers have an opportunity to optimize results with an on-demand strategy



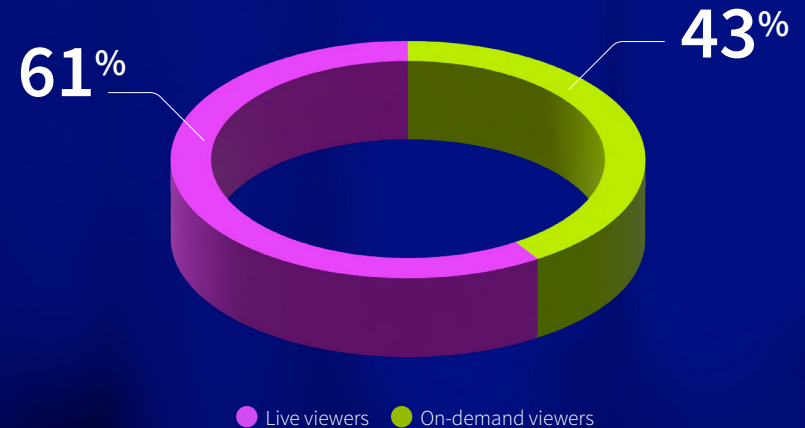
Webinar audiences engage on-demand



Increase YoY, On-demand engagement minutes per webinar attendee

Consumption of on-demand content is at an all time high, and B2B audiences expect that their professional buying experience is as convenient and seamless as it is in their personal lives. Evaluating the composition of webinar audiences in 2022 shows that 40% of audiences engaging with webinar experiences are now doing so in an on-demand format. And, similar to the lengthening of live webinar engagement, they are spending more time, increasing their duration of on-demand engagement by 11% YoY.

Webinar audience composition



On-demand attendee engagement

2021	2022
27 minutes	30 minutes

By having an on-demand strategy, marketers are not only improving audience satisfaction, they are also improving the efficiency of their own programming execution by repurposing existing content. However, how they repurpose the content matters - just providing a static recording is a missed opportunity to drive additional engagement.

Marketers need to engage with on-demand attendees in the same way they do with live attendees, providing ways to continue to interact and capture data. By doing so, B2B marketers can gain a new and compelling way to engage with hard-to-reach audiences and add incremental pipeline.

Audiences are craving new and different types of digital engagement throughout their journey

Marketers have an opportunity to diversify their experience mix

57%

of digital experience mix consists of live webinars

43%

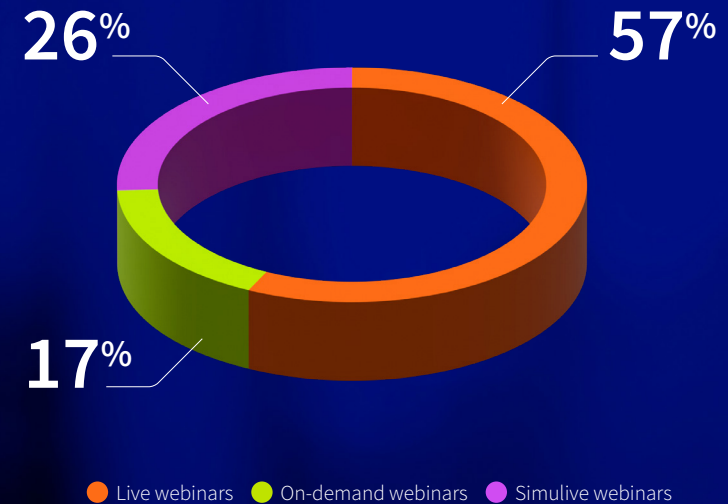
of digital experience mix consists of simulative and on-demand webinars

2X

increase in webinar breakout rooms YoY

Traditionally, digital marketing was a way to generate a high volume of leads at the top of the sales funnel. Now, with a more sophisticated digital engagement strategy, marketers are leveraging webinar experiences across the entire buying journey and the types of experiences are growing more diverse. For example, high performing marketing teams will run an average of 3 - 5 webinar experiences per month, comprising multiple content topics and media formats. A typical webinar marketing mix will include a thought leadership webinar, a live networking event, a best practices session, a virtual product demo and a customer story.

Webinar portfolio mix



To support this mix, marketers are managing a portfolio of experience types, running 57% live webinars, 17% on-demand and 26% simulative webinars. While the production varies, they are all now predominantly video-based, which underscores the importance of presenters having the ability to engage audiences through video. Another shift in experience types was the use of breakout sessions to continue engaging audiences after the main live webinar event, with a 2X increase in breakout rooms YoY. This trend further reinforces the evolution of webinars from being used as a top-of-funnel, one-to-many tactic to being an opportunity for peer-to-peer networking and sales conversations.

Audiences are committing their time further in advance

Marketers have an opportunity to turn promotions into ongoing, integrated campaigns

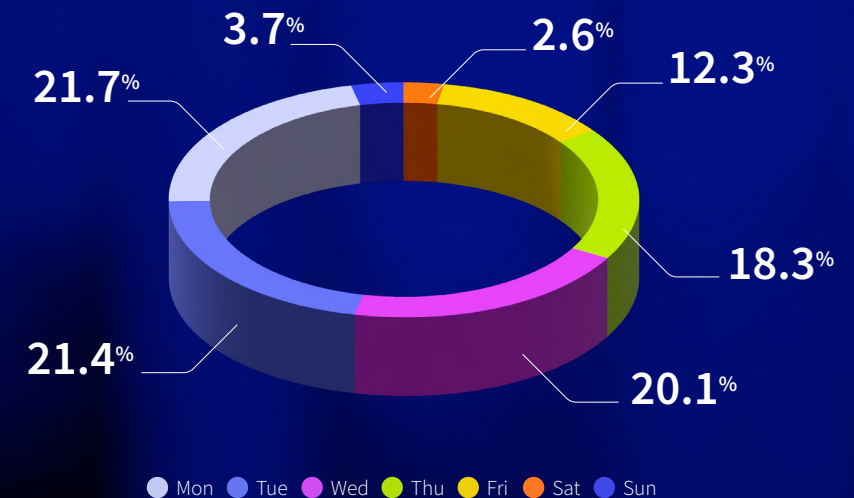
In 2021 and 2020, audiences were waiting until the last minute to register for webinars, with 20% of registrations occurring the day of the live event, a noticeable change in behavior from previous years. Audience registration behavior in 2022 returned to pre-pandemic trends, giving marketers the ability to plan their promotions further in advance and build momentum through a balanced promotional mix over a three-week, or longer, timeframe. This shift in registration behavior gives marketers a greater opportunity to build interactions pre-webinarlive-experience, and enable sales teams to take advantage of the period between registration and the live webinar experience to connect and engage prospects.

Global audience registration behavior

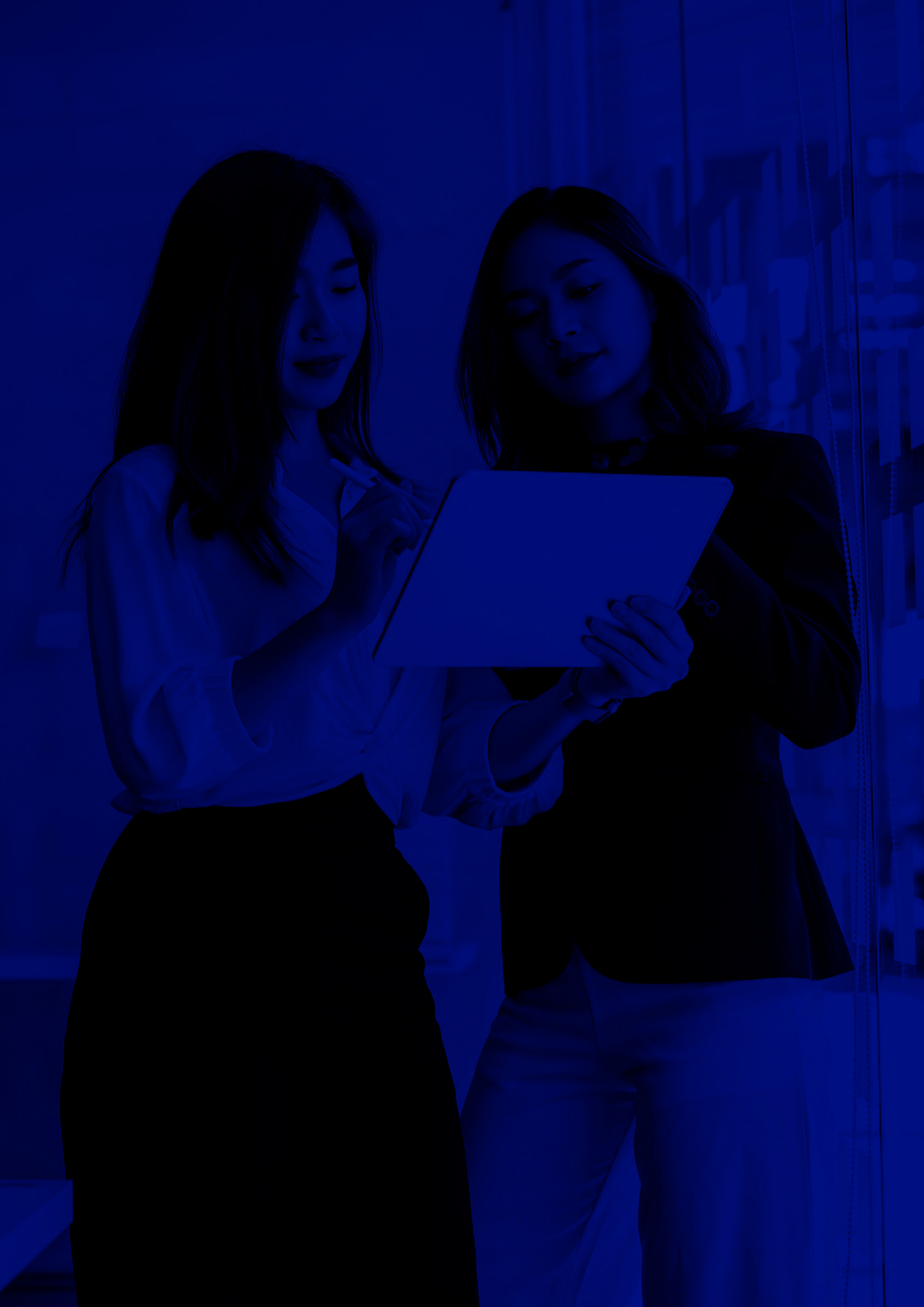
	2019	2020	2021	2022
Day of	10%	15%	20%	9%
1-7 days before	33%	45%	46%	41%
8-14 days before	29%	20%	17%	21%
15+ days before	28%	20%	17%	29%

Further supporting this point, the day for the highest volume of webinar registrations is nearly evenly split across the first four days of the work week.

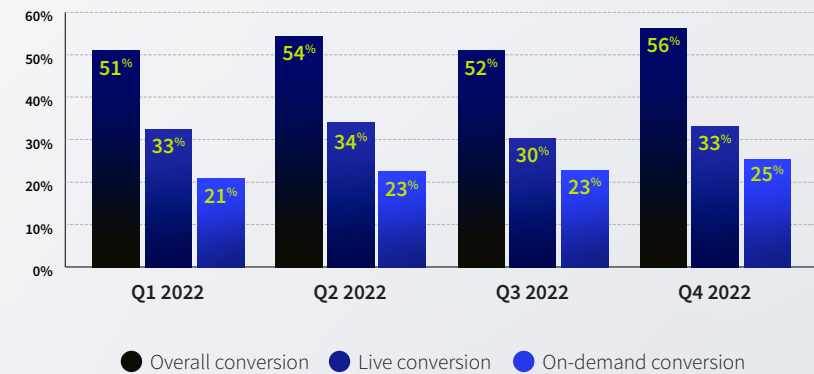
Global audience registration behavior: day of week



Seasonality did impact webinar registrations in 2022 when looking at the change in conversion rates quarter over quarter. By building an annual plan for their webinar channel, marketers can factor this into projected results and consider a higher proportion of on-demand experiences.



Webinar conversion rates



Overall, registration behaviors demonstrate that B2B professionals are making brand engagement with vendors a part of their daily work routine—consider how your webinar experiences can fit into your target audience’s typical business schedule and align the timing of your live experiences to natural breaks in their work day. Another way to make your webinar experiences feel part of an ongoing habit is to develop a recurring webinar series that happens on a regular cadence at the same time on similar topics. That way, your audience can plan on it every week, month or quarter.

Audiences are demonstrating higher levels of buying intent

Marketers have an opportunity to generate and capture buying signals across digital experiences

The final notable shift in B2B audience behavior in 2022 is the rise in buying intent. Across all digital experiences, engagement with high-intent calls-to-action (CTAs), such as “get demo,” or “request pricing,” had the highest increase in comparison with 2021.

For webinars, specifically, 2022 marked a significant jump in chat bot engagement with a 143% increase year-over-year. In addition, webinar audiences are raising their hand for demo requests at a higher rate with a 77% improvement in conversion rate.

Buying signals across webinar experiences

143%

increase YoY in chatbot engagement within webinar channel

77%

higher conversion rate to “request demo” YoY within webinar channel

Buying signals across content experiences

5X

increase YoY in CTA engagement within content experiences

3X

increase YoY in free trial CTA engagement within content experiences

2X

increase YoY in price request CTA engagement within content experiences

Content hubs continue to grow in popularity with audiences, as conversion rates from anonymous visitors to form-fills increased by 8 percentage points, year-over-year, to 45%. Significantly, the number of prospects engaging with CTAs in these experiences increased by more than 5X YoY. And, prospects spend a significant amount of time consuming and engaging with content hubs, at an average duration of 26 minutes in 2022.

When it comes to personalized experiences, audiences engaged more with free trial and price quote requests, year-over-year, at 221% and 107% respectively. Overall, personalized landing pages saw growth in CTA utilization on a quarterly basis.


The significant rise in buying intent means marketers must build a strategy for driving audiences to CTAs within digital experiences, and take deliberate approach for integrating them across every type and format, whether live or on-demand. And, as more digital-native millennials become B2B decision-makers, having a plan to drive sales conversions through virtual channels will become increasingly more important.

A best practice to optimize CTA conversion rates is to determine the offer based on the business goal, content being delivered and intent of the audience being engaged. For example, a thought leadership webinar with a third-party speaker aligning to an education stage of a buying journey would be best served with CTAs that empower audiences to subscribe to additional content or join discussion groups on best practices. Whereas, for prospects who are already qualified or involved in a deal cycle, delivering a product demo with a CTA to “request pricing” is more ideal.

Conclusion

Analysis of digital engagement throughout 2022 proves that there has been a permanent shift in how B2B buyers expect to interact with brands – in short, they now expect more. Audiences want experiences that are engaging and interactive, available anytime and anywhere, and ultimately provide an opportunity for a human conversation.

The companies that are using these trends to evolve their sales and marketing strategies will be rewarded with improved pipeline and revenue growth, as proven by the significant uplift in buying signals and conversion rates across digital experiences this past year. And, with Gartner predicting that 80% of B2B sales interactions will occur in digital channels by 2025, those that don't adapt quickly, will be left behind.



By ensuring your marketing is ready for today's digital-first buyer, you can make sure you're ready for growth in 2023.