Virtual Environments
Take Your Marketing, Training and Recruiting to the Next Level

The ON24 Virtual Environment platform is designed for companies seeking an engaging, dynamic solution for high-quality lead generation, corporate training and recruiting. It is an interactive virtual environment providing a persistent online destination to showcase products and engage audiences. Its features and functionality include:

- Customizable three-dimensional virtual environment
- Ability to add webcasts or update content at any time
- Social media features like scheduled chats, Twitter, and sharing with popular social networks
- ON24’s market-leading reporting system

Applications for the ON24 Virtual Environment solution include marketing, demand generation, sales enablement, partner training, employee training, and college recruiting. This combination of engaging environment, interactive features, and social networking allows companies to engage and interact with audiences of all types.
ON24 Virtual Environment Features

Global Virtual Locations

• 10 engaging 2D or 3D virtual locations
• Video greeting or greeter delivers personalized message
• Nine lobby template options
• Custom registration page design and fields
• Pre-configured support for 15 languages

Community & Networking Features

• Ability to add live webcasts and scheduled chats to attract visitors
• Group and 1:1 chat for post-webcast networking
• Social networking including “Share This” and Twitter
• RSS feeds to add blogs, corporate news, and job listings
• Idea generation features for feedback / innovation applications
• Ability to contact staff members or general email address
• Surveys to gain insight into viewer interests
• Giveaways to reward activities such as completing surveys

Content Management

• Content management system for creating, editing and managing your webcasts and resources
• Virtual theater for presenting & organizing your webcasts
• Resource lists of documents, webcasts, videos and more
• Multiple search filters for quick content retrieval
• Scrolling marquee for real-time messaging
• Search engine optimization uses content to organically attract viewers

Reporting

• Real-time reports capture user behavior, content popularity, and social networking interactions
• Dashboard provides activity snapshot and summary information
• Custom lead reports provide detailed viewer activity