## 2020 DIGITAL EXPERIENCES

## ANNUAL REPORT

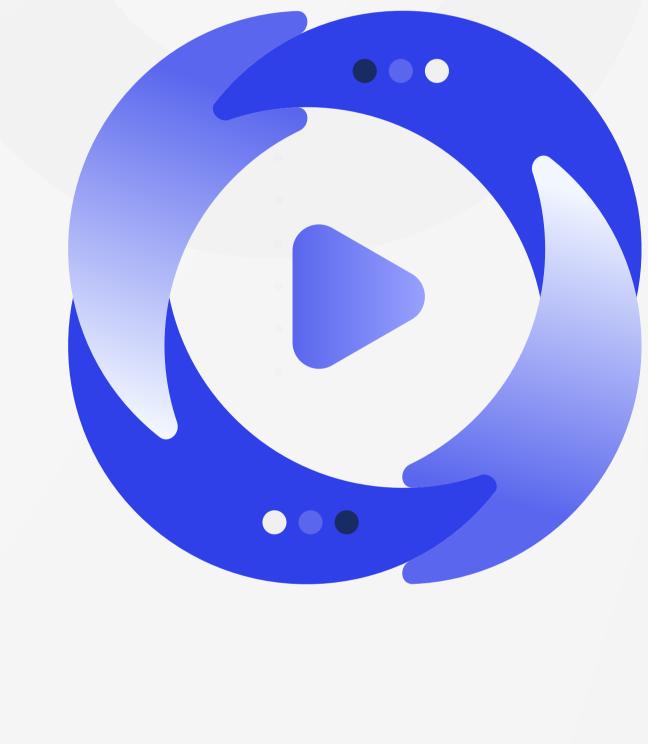
2020 was a year where digital experiences, from a production and consumption perspective, were thrust into the limelight. While the trend towards the digitization of the buyer's journey had already been started, the global pandemic accelerated this trend in ways that no one could have imagined.

Overnight, marketers shifted resources from large scale physical events into digital experiences and then readied themselves to have continuous and predictable methodologies to continue to build, drive and deliver digital experiences across the buyer's journey for the rest of the year.

This report will look at annual and quarterly trends we saw in 2020. We will discuss the overall digital experiences landscape, which includes webinars, on-demand digital experiences, personalized digital experiences and virtual conferences. We will also dive specifically into those types of digital experiences.

# AT A GLANCE

THE YEAR



jaws, when it comes to evaluating digital marketing trends from 2019 to 2020. Not surprisingly, the total number of digital experiences, from webinars to virtual events to on-demand and personalized experiences increased dramatically year over year. While conversion rates dropped slightly, we saw an increase in the average number of webinar attendees and their length of attendance. Even more importantly, engagement in webinars rose dramatically throughout the year, showing the strides towards creating more engaging webinars that marketers made have resonated with audiences. ON-DEMAND EXPERIENCES EXPLODED WITH MORE MARKETERS ADOPTING THIS STRATEGY TO LENGTHEN

The year over year analysis is fairly unproductive, if not just to drop

## THE LIFETIME OF THEIR DIGITAL EXPERIENCE CONTENT. This was also important as people navigated creating bingeable experiences as audiences juggled the demands of home being

merged with workday hours. For personalized experiences the increase was dramatic. While COVID was an accelerator, the move to engage with specific accounts, be it

for account-based marketing or renewals started this trend in years prior. An important insight is that even with growth the conversion rate from registration to these personalized experiences to attending the experiences remained the same at a healthy 46.46% in 2020.

## INCREASE IN TOTAL DIGITAL EXPERIENCES FROM 2019 TO 2020

16046%

Conversion to Live Webinars	44.11%	36.28%	<b>↓ 7.83</b> Percentage Points
Conversion to On-Demand Webinars	32.12%	25.39%	↓ 6.73     Percentage Points
Conversion to Live and On-Demand Webinars	62.58%	59.83%	<b>↓ 2.75</b> Percentage Points

123 105

+17.45%

2019

Average Number of Webinar Attendees

**CONTENT EXPERIENCE** 

RATE OF CREATION

2020

+ 165.83%

2019

+7.45%

45M 49M

Length of Webinar Attendance

2020

2020 2019

+8.86%

**AVERAGE LENGTH** 

**OF ATTENDANCE** 

Average Number of

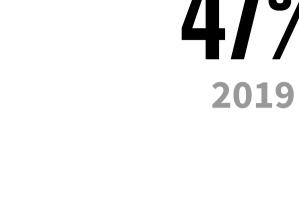
**Webinar Questions** 

Calls to Action Taken (Live + On Demand)

1,462.87%,,

PERSONALIZED EXPERIENCES

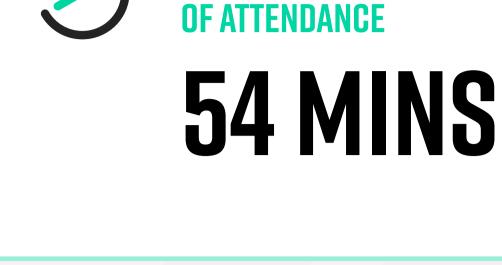
+ 1,213.45%



**CONVERSION** 

46%

2020



54 MINS 🕘





**RATE OF CREATION** 

This is important because marketers are trying to calibrate their mixes to build for the long term and have an aligned digital-first marketing strategy. The fact that audiences have become more engaged in digital experiences is a strong signal that b2b marketers must acknowledge and account for in their practices.

This section of the report will **focus on the changes from Q3 to Q4.** It was no surprise that

we saw dips across many categories from Q2 to Q3. This is a season trend we see year over

year, as Q3 includes traditionally slower times for marketers, the summer months, and there

tends to be a pullback in activity following a busy Q2 events season. Many of the metrics for

a signal for digital fatigue but more for companies reaching a point of normalized operating in digital marketing. Most marketers spent Q2 and Q3 playing catch up and trying to plug the digital experiences gap that was presented.

60.72%

04 2020

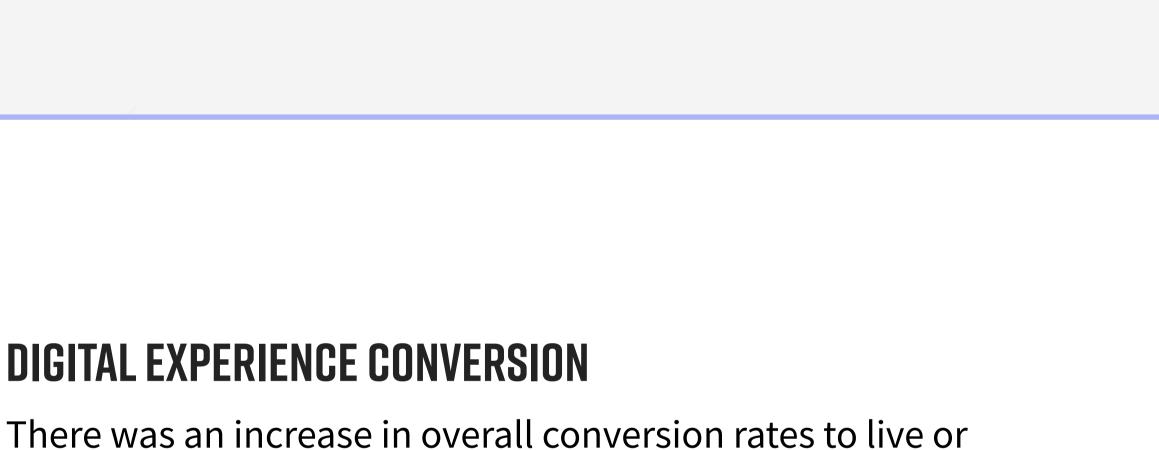
While there was growth in many places, there were also places

where numbers have stabilized or retracted. This isn't necessarily

audiences and marketers rebounded or exceeded Q2 trends.



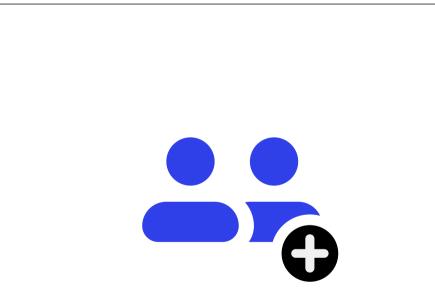




**AUDIENCE** 

53.93%

03 2020



## **ATTENDANCE** The average number of attendees per webinar experience **rose**

experiences from 23.21% in Q3 to 28.36%.

DIGITAL EXPERIENCE CONVERSION

Q2 as well. **ATTENDEE TIME** Attendees stayed on webinar experiences for an average of one

minute longer than in Q3, rising from 47 to 48 minutes.

**52.31% in Q4**, an increase and outpaced the average number from

on-demand webinar experiences, rising to 60.72% in Q4 from

rose from 32.86% in Q3 to 35.14% in Q4, and for on-demand

**53.93% in Q3**. Specifically, the conversion rates for live experiences



The average number of questions

at 16. This is a drop from Q2 but

can be accounted for in marketers

per webinar remained steady in **Q4** 

**48 MINS** 

**CALLS TO ACTION** The total amount of calls to action taken by webinar

attendees rose dramatically, 20.11% to Q3 to Q4. This

includes downloads of content, poll and survey responses.

There was a significant uptick in conversion actions taken

(book a meeting or book a demo) on the platform by

audience members, rising 437.08% from Q3 to Q4.

### taking advantage of additional engagement techniques in webinars, not relying on Q&A only.

## **CONTENT EXPERIENCES**

ATTENDEE LENGTH

**OUESTIONS** 

**ATTENDANCE** There was a **stabilization of attendance** to on-demand content experiences in Q4, with a slight dip of 3.17% from Q3.

The average length of attendance saw a dip to

46 total minutes, down from 55 minutes in Q3.

RATE OF CREATION As personalized experiences take time to curate and promote, it

**PERSONALIZATION** 

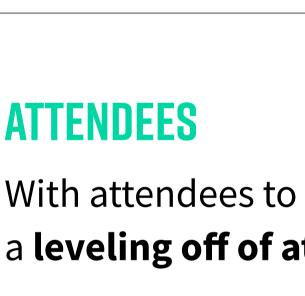
**CONVERSION** 

**CONTENT EXPERIENCE CURATION** 

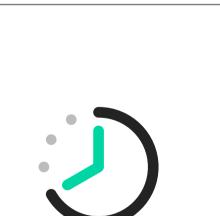
### Marketers continued to turn to the creation of content experiences and created 11.59% more of them in Q4 compared to Q3.

RATE OF CREATION

and 21.50% respectively.



**CONVERSION RATES** 



**52 MINS** 

## **ATTENDANCE** The average length of time attendees joined personalized digital

Conversion rates to personalized experiences came in at 45.28%,

while lower than Q3 they were higher than in Q2.

CONCLUSION Marketers crave data that will help them build their pipelines predictability. Much of 2020 was an anomaly when it comes to evaluating and understanding digital experiences. In these times, we must rely on what we've learned from audiences behavior and the key trend here is that audiences are engaging more with us in digital experiences. They are taking more actions within the experiences to download content, ask questions and respond to polls and surveys. They are also taking more actions leaving the experiences, booking meetings and demos, which are the critical buying signals marketers and sales crave. If there are silver linings to glean from the year, these are it.



