

# DIGITAL EXPERIENCES BENCHMARK

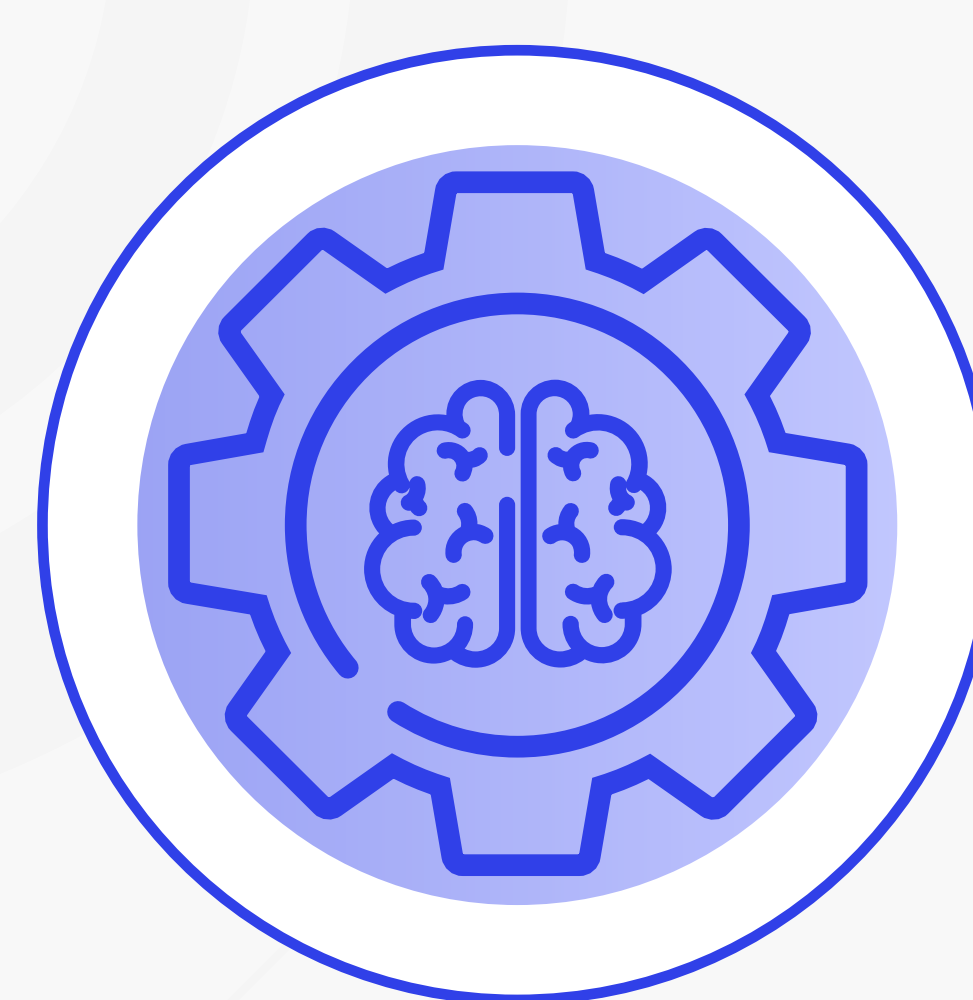
## Q1 2021 REPORT

### QUARTERLY ANALYSIS

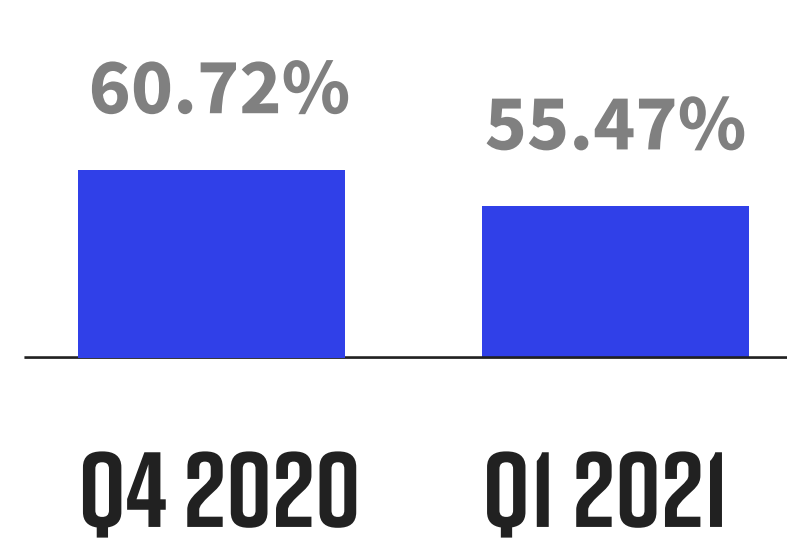
The first quarter of 2021 marks the year anniversary of marketers' big pivot from physical events. In the past year, marketers have become more adept at creating digital experiences and are deploying digital experiences with more opportunities for engagement. In turn, audiences are thoroughly engaged in these experiences and engagement metrics continue to rise.

Evaluating Q1 2020 to Q1 2021, the rate of creation for webinars rose 39.8%. In tandem, engagement metrics, like questions asked, engagement during experiences and engagement following sessions (Calls to Action, CTAs), all increased. Additionally, average time on experiences also increased from Q4. This is a strong signal about the success and long term opportunities for digital experiences: as marketers deploy experiences with more engagement opportunities, audiences consume and reciprocate on those actions.

Importantly, registration to attendance conversion rates for content experiences and personalized experiences increased. This is a sign that audiences are taking advantage of on-demand content to consume. Marketers must evaluate how to incorporate these techniques into their marketing mixes, especially as conversations about the future of events and hybrid take center stage.

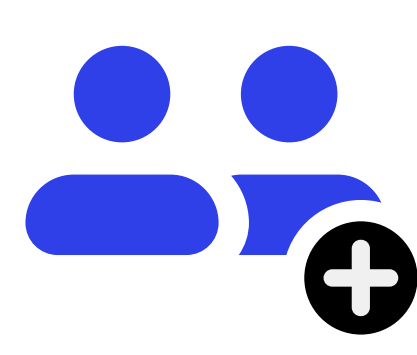


#### AUDIENCE



#### DIGITAL EXPERIENCE CONVERSION.

The conversion rate for live and on-demand consumption of webinars was 55.47% in Q1 of 2021. A dip of 5.25 percentage points from Q4 of 2020.



#### ATTENDANCE

The average number of webinar attendees in Q1 2021 was 110. This is a decrease from Q1 of 2020 of 9.5%.



53 MINS

#### ATTENDEE TIME

The average attendee duration **rose to 53 minutes**. This is an increase from Q4 of 5 minutes and an increase of 7 minutes from Q1 2020.

#### ENGAGEMENT

##### QUESTIONS

Not all digital experiences include engagement with Q&A. Of those that did, the average number of questions was 19.7. This is a **23% increase** from the previous quarter.

##### CALLS TO ACTION

Attendees continue to engage with conversion tactics during digital experiences, leading to buying signals. The CTA conversion in **Q1 rose 237%**. This can be explained by more marketers deploying CTAs like book a meeting, demo or join a free trial.

##### ENGAGEMENT ACTIONS

Digital experience attendees became more engaged during events in Q1. The rate of engagement rose **18.75% from Q4 2020 and 136% from Q1 2020**.



#### CONTENT EXPERIENCES

##### CONVERSION

Average conversion from registration to attendance rose for curated experiences by **7.4 percentage points** from Q4 2020 to Q1 2021.

##### ATTENDEE LENGTH

The average length of attendance for Q1 2021 was **31 minutes**. This speaks to a trend in having more short form content available for audiences to consume.

##### CONTENT EXPERIENCE CURATION

The experiences marketers are building have continued to rely on video and webinar content. From Q4 to Q1 2021, the increase in webinar content and video content on these experiences **grew 8.5% and 10.2% respectively**.



#### PERSONALIZATION



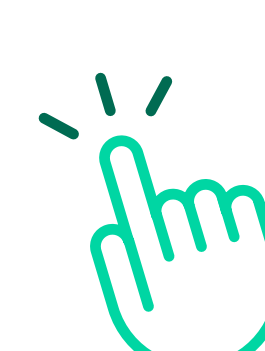
##### CONVERSION

The conversion rate for registration to attendance of personalized digital experiences rose over the past quarter to 65.9%. This is a **significant rise of 20.6 percentage points** from Q4 2020.



##### CONTENT CONSUMED

Audiences consumed more content through personalized experiences, rising **18.7% from Q4 2020 to Q1 2021**.



##### CALLS TO ACTION

Most importantly, audiences were increasingly likely to take a conversion action from a personalized experience. With the **total conversion actions taken rising 253.8%** from Q4 to Q1 2021.

## CONCLUSION

You may be asking yourself or hearing it from others within your organization, "Is there webinar fatigue?" However, audience engagement metrics continue to increase. While marketers may be feeling fatigued with digital experience creation, as evidence of the breakneck speed with which they have been leveraging digital marketing tactics, audiences continue to engage and deeply engage in them. Marketers must continue to innovate on creating engaging digital experiences and find new methodologies to deploy on-demand experiences as well.

