

# DIGITAL EXPERIENCES BENCHMARK

## FINANCIAL SERVICES Q1 2021 REPORT

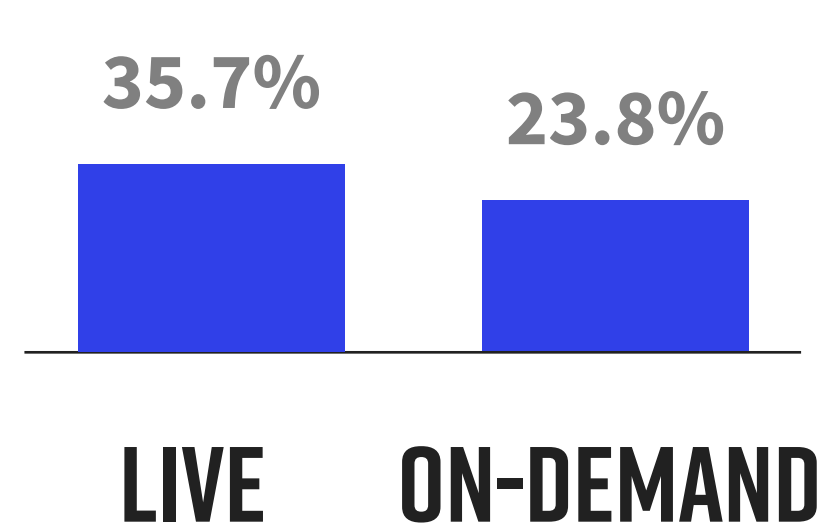
### QUARTERLY ANALYSIS

This report will evaluate the performance of digital experiences in the financial services industry. It looks at how companies are deploying digital experiences and how audiences are consuming and interacting with this content. It also evaluates this data against all industry data, providing takeaways for areas of improvement.

Conversion rates in financial services webinars are hovering near industry average. However, the average length of attendance is much less. While this isn't alarming, financial services marketers must take note of this and ensure that content lines up to the attention rates of audiences. Importantly, engagement rates are low, leading to the need for financial services marketers to think about their methodologies for aligning engagement opportunities during digital experience and CTAs.

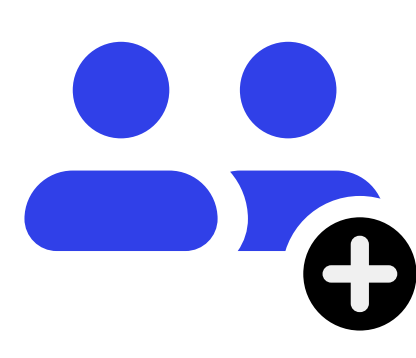


#### AUDIENCE



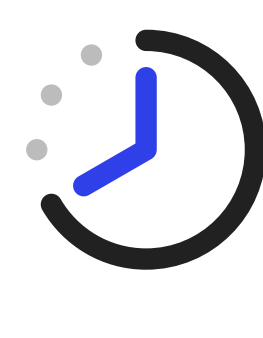
#### DIGITAL EXPERIENCE CONVERSION

Financial services audiences converted to live and on-demand webinars at rates very similar to the all industry average. For financial services webinars, the conversion rate to live attendees was **35.7%** and **23.8%** for on-demand versions.



#### ATTENDANCE

The average number of webinar attendees in Q1 2021 was 110 overall. The financial services industry trailed that average with **70.8 attendees per webinar**.



**45 MINS**

#### ATTENDEE TIME

The average length of attendance for a financial services webinar was **45 minutes**, compared to 53 for other industries.

#### ENGAGEMENT

##### QUESTIONS

Financial services webinars are lacking engagement through questions from audience members, with an average of 5 questions per webinar, **74.6% less than all industry average**.

##### CALLS TO ACTION

Financial services audiences were also **71.8% less likely to click a CTA** out of a webinar.

##### ENGAGEMENT ACTIONS

Financial services audiences were less engaged during digital experiences, **taking 68.5% less engagement actions** during digital experiences.



#### CONTENT EXPERIENCES & PERSONALIZED EXPERIENCES

##### PERSONALIZED EXPERIENCE CONVERSION

Financial services audiences converted on pace with the all industry **average for conversion for personalized experiences at 64%**.

##### CONTENT EXPERIENCE CONVERSION

Financial services audiences converted to attendees of content experiences at a rate that was dramatically lower than industry average, by **13 percentage points**.

##### PERSONALIZED EXPERIENCE LENGTH OF ATTENDANCE

Financial services audiences outpaced industry average by **7 minutes at 35.8 minutes for average length of session** within a personalized experience.

##### CONTENT EXPERIENCE LENGTH OF ATTENDANCE

However, financial services audiences that joined content experiences **stayed 26.4% longer** than all industry average.



#### THEMES

The key themes coming from financial services organizations for digital experiences include:

**TRADING**  
**MARKET**  
**RETIREMENT**  
**INVESTMENT**  
**EARNINGS**



**RISK**  
**FINTECH**  
**BANK SECRECY ACT**  
**WORKSHOP**  
**VIRTUAL**

## CONCLUSION

Financial services marketers must reimagine engagement during digital experiences. This will come down to leveraging engagement techniques through technology platforms but also training subject matter experts on how to engage audiences during content. As financial services marketers look to outpace the competitors, they must evolve to better engage audiences in order to better understand their audiences and act on these signals across their organizations.

