

# DIGITAL EXPERIENCES BENCHMARK

## LIFE SCIENCES Q1 2021 REPORT

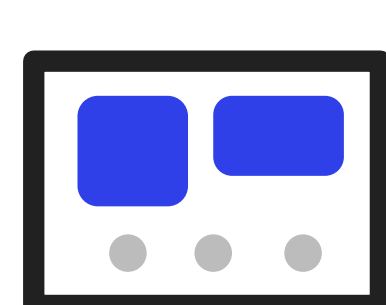
### QUARTERLY ANALYSIS

This report will evaluate the performance of digital experiences in the life sciences 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.

When evaluating life sciences' audiences, conversion to live and on-demand viewing is better than all industry average. Additionally, attendee length remains inline with other industries. However, life sciences marketers need to evaluate the engagement techniques for digital experiences. Seeing that during and post-event engagement rates come in lower than average, requires marketers to evaluate whether they are selecting engagement techniques aligned to the audiences' preferences.

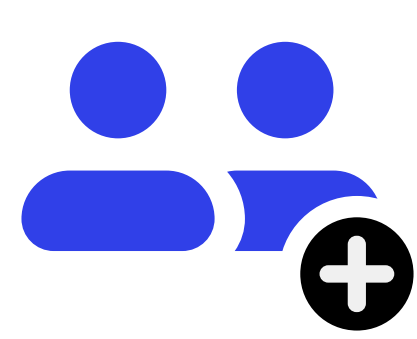


#### AUDIENCE



##### DIGITAL EXPERIENCE CONVERSION

The conversion rate for live and on-demand consumption of webinars was 62.9%, **7.5 percentage points higher than other industries average**. Interestingly, the conversion rate for live was 10.6 percentage points higher than average.



##### ATTENDANCE

The average number of webinar attendees in Q1 2021 was 110 overall. The life sciences industry surpassed that average with **188 per webinar**.



**54 MINS**

##### ATTENDEE TIME

While the all industry average for length of webinar attendance clocks in at 53 minutes, the **life sciences industry average was 54 minutes**.

#### ENGAGEMENT

##### QUESTIONS

Life sciences audiences are on par with all industry of average number of questions shared during a webinar, **at 19.7 and 18 respectively**.

##### ENGAGEMENT ACTIONS

Life sciences audiences were less engaged during digital experiences, **taking 44.2% less engagement actions** during digital experiences.

##### CALLS TO ACTION

Life sciences audiences also were **less likely (26.8%) to take a CTA** following a digital experience.



#### CONTENT EXPERIENCES & PERSONALIZED EXPERIENCES

##### CONVERSION

When evaluating conversion to attendance for personalized and curated content experiences, life sciences audiences outpace other industries. Life sciences audiences converted, respectively, **6 and 12.2 percentage points higher** than industry average.

##### ENGAGEMENT ACTIONS

Following trends seen in webinars, engagement actions taken by audiences also lacked for on-demand and personalized experiences. Average content views was **17.8% less for content experiences and 11.5% for personalized experiences**.



#### THEMES

The key themes coming from life sciences organizations for digital experiences include:

**CLINICAL**  
**SAFETY**  
**PATIENTS**  
**ANALYSIS**  
**PROTEIN**



**NMR**  
**VALIDATION**  
**COMMERCE**  
**CELL**

## CONCLUSION

Life sciences marketers have work to be done when it comes to creating more engagement opportunities during digital experiences. With higher than average conversion and length of attendance rates, there is a major opportunity to find ways to deploy more engagement techniques that will further drive engagement and opportunities for additional participation.

