

DIGITAL EXPERIENCES BENCHMARK

MANUFACTURING Q1 2021 REPORT

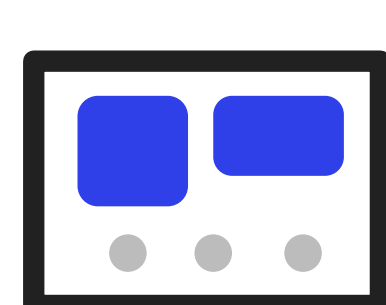
QUARTERLY ANALYSIS

This report will evaluate the performance of digital experiences in the manufacturing 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.

With a high percentage of attendees joining the on-demand version of webinars, it is not surprising to see that the average length of webinar attendance comes in at below all industry average. Knowing this behavior, marketers must orient content for consumption in an on-demand environment and have engagement techniques that work for those audiences. This is especially seen through a lower overall engagement rate and less questions. Importantly, CTAs taken following the experience exceeded all industries.

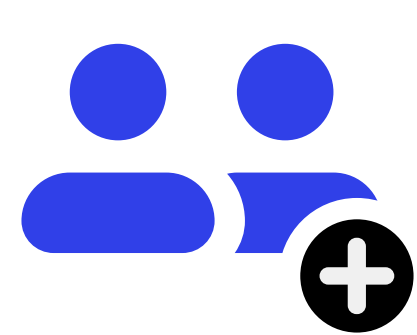


AUDIENCE



DIGITAL EXPERIENCE CONVERSION

The conversion rate for live and on-demand consumption of webinars was 64.4%, 9 percentage points higher than all industry average. **Conversion rates in manufacturing for on-demand was 45.18%**, significantly higher than the all industry average of 23.2%.



ATTENDANCE

The average number of webinar attendees in Q1 2021 was 110 overall. The manufacturing industry surpassed that average with **179 per webinar**.



44 MINS

ATTENDEE TIME

The average length of attendance for manufacturing webinars was **44 minutes**. This is 9 minutes less than the all industry average.

ENGAGEMENT

QUESTIONS

Manufacturing audiences were less engaged in Q&A during webinars, reporting an average of 12 per experience, compared to 19.7 for all industries.

ENGAGEMENT ACTIONS

Manufacturing audiences were less engaged as other audiences during webinars, with an engagement rate during the event that was **6.1% lower than average**.

CALLS TO ACTION

Manufacturing audiences were more likely to take a CTA following a digital experience with audiences **taking 24.8% more CTAs**.



CONTENT EXPERIENCES & PERSONALIZED EXPERIENCES

CONVERSION

When evaluating conversion to attendance for personalized and curated content experiences, manufacturing audiences outpace other industries. Manufacturing audiences converted, respectively, **8 and 12.6 percentage points higher** than industry average.

CONTENT CONSUMED

On personalized experiences, manufacturing audiences **consumed 46.7% more content** than all industries.

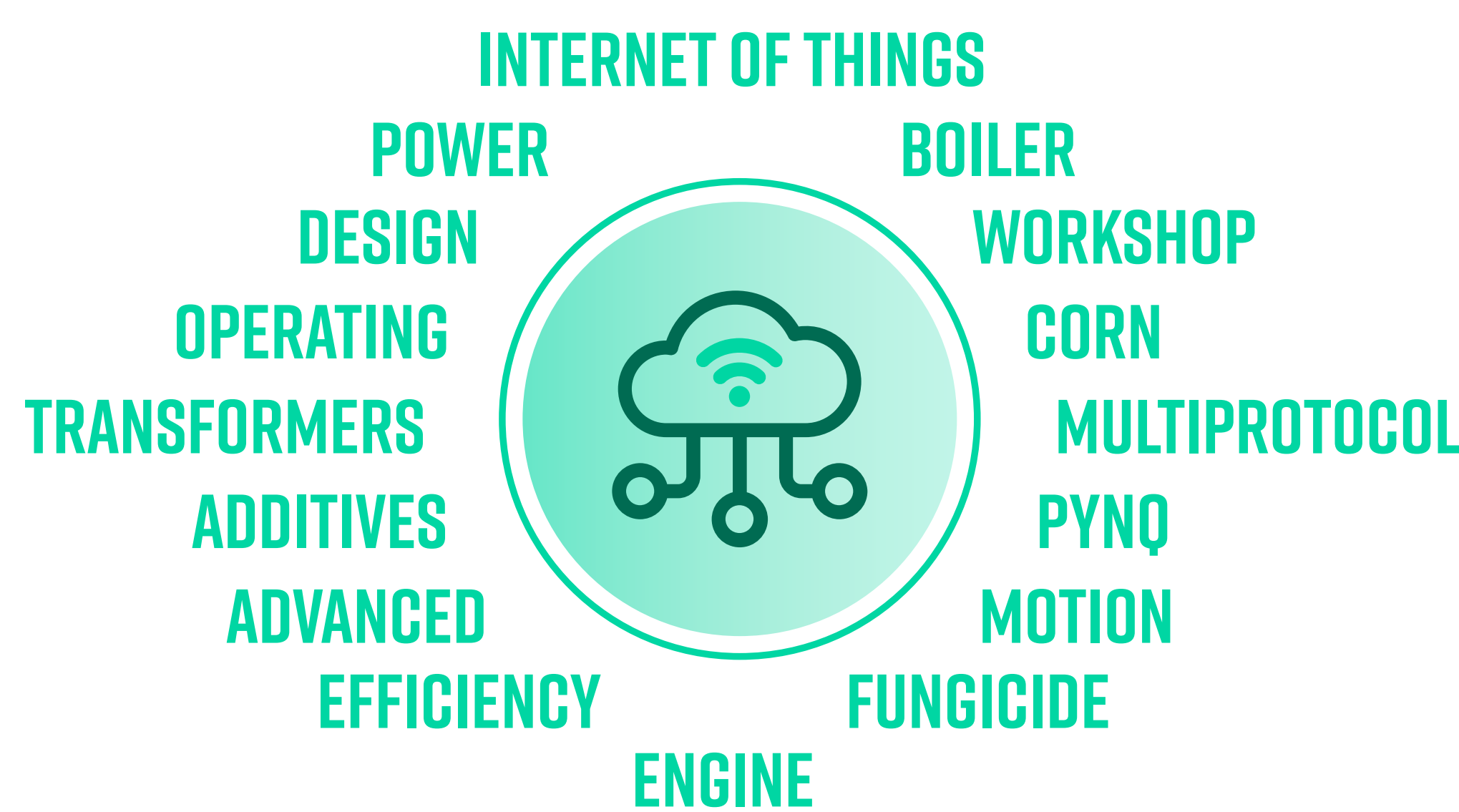
ATTENDEE TIME

For on-demand experiences, attendees joined for 35.3 minutes on average, **4 minutes longer than other industries**.



THEMES

The key themes coming from manufacturing organizations for digital experiences include:



CONCLUSION

With high consumption rates of on-demand webinars, curated and personalized experiences, manufacturers must rethink engagement techniques for those audiences. Manufacturers must also consider the average length of attendance for all digital experiences and ensure that future content and programming meets with behaviors. Manufacturing audiences, despite having lower engagement rates during experiences, are on-par with average for CTAs following the event, meaning that it is a priority for manufacturers to ensure that they are deploying the appropriate CTAs and acting on those buying signals.

