

# DIGITAL EXPERIENCES BENCHMARK

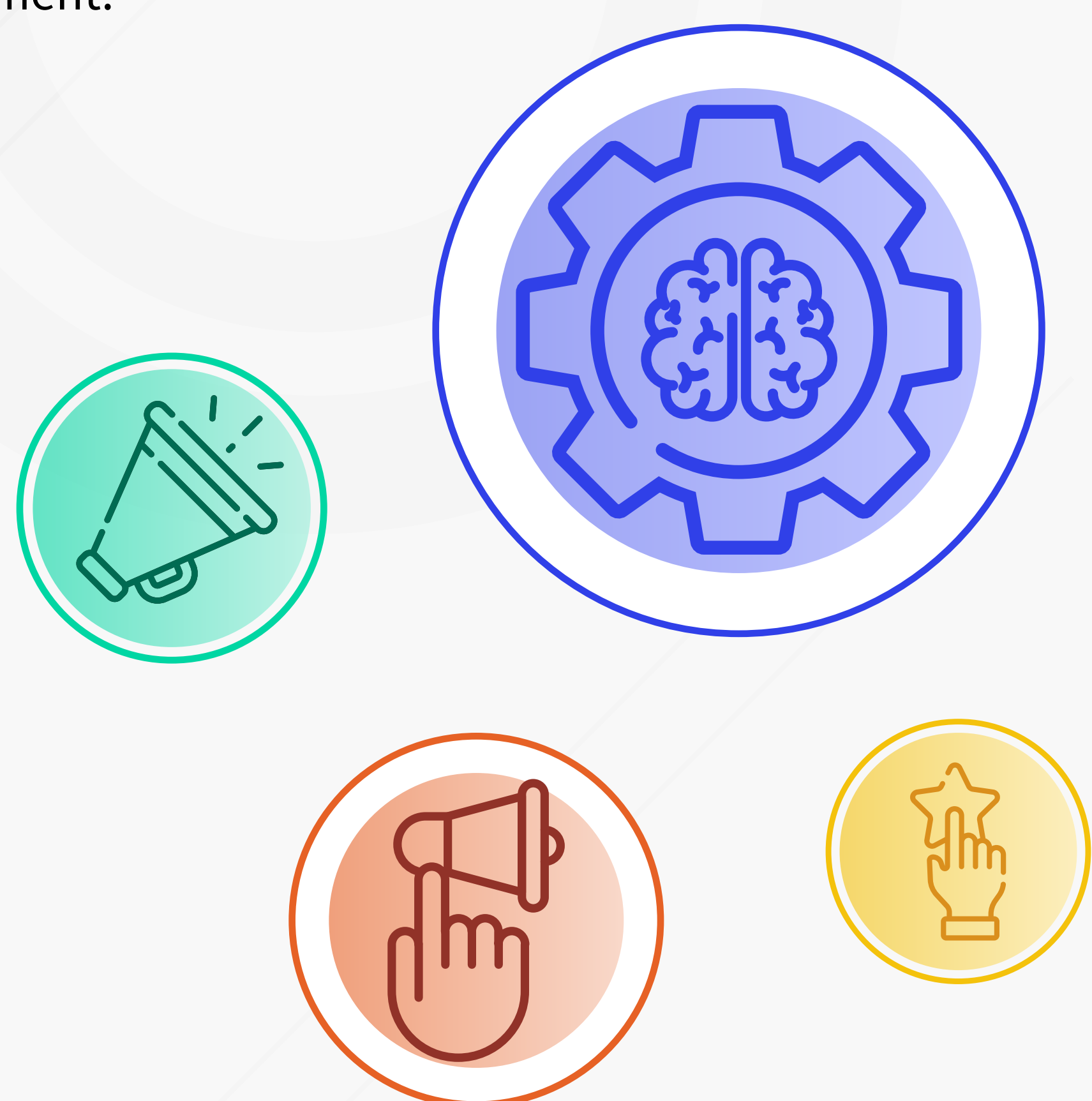
## FINANCIAL SERVICES Q2 2021 REPORT

### QUARTERLY ANALYSIS

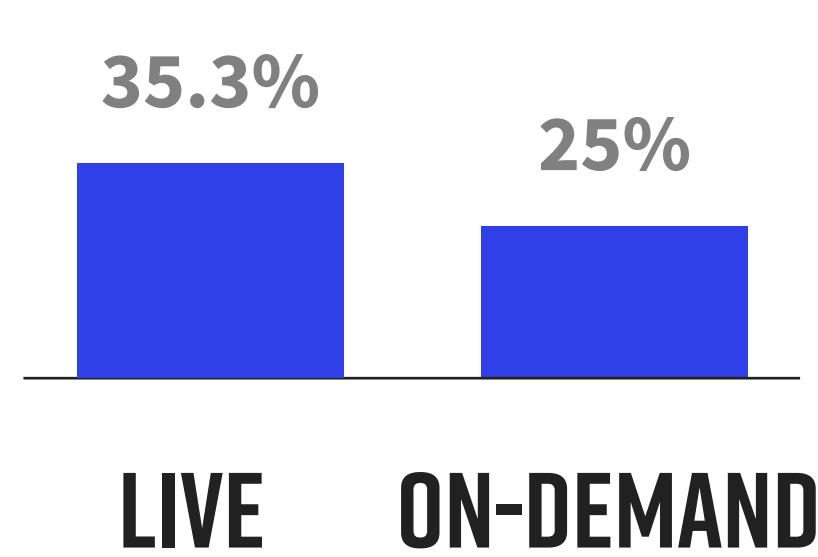
This report will evaluate the performance of digital experiences in the financial services industry. It looks at how companies are deploying digital experiences and how audiences are consuming and interacting with this content. It also evaluates this data against all industry data, providing takeaways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

Conversion rates to live and on-demand webinars continue to be in line with all industry average. Additionally, conversion rates from Q1 to Q2 in the financial services industry were relatively constant. The average length of attendance increased quarter over quarter by a minute, to 45 minutes. However, the average number of questions asked during experiences dropped to 14. Yet, financial services webinars had significantly more (56%) engagement through Calls to Action than other industries in Q2.

For personalized experiences, conversion rates increased within the industry and outpaced all industry average. A strong signal that financial services marketers should consider the curation of content for specific customers and use cases.

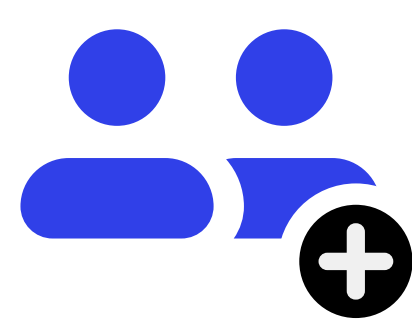


#### AUDIENCE



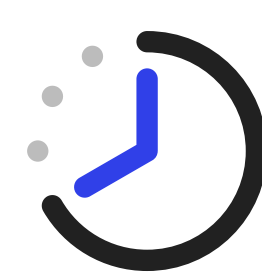
#### DIGITAL EXPERIENCE CONVERSION

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 35.3% and 25% for on-demand versions.**



#### ATTENDANCE

The average number of webinar attendees in financial services in **Q2 2021 was 117.**



**45 MINS**

#### ATTENDEE TIME

The average length of attendance for a financial services webinar was **45 minutes**, compared to 52 for all industry average.

#### ENGAGEMENT

##### QUESTIONS

Financial services webinars are on the decline with an average **number of questions asked being 14 in Q2**, a drop of 4 from Q1.

##### CALLS TO ACTION

However, financial services audiences conversion to meetings was **58 percent higher** than all industry average.

##### ENGAGEMENT ACTIONS

Financial services audiences were less engaged during digital experiences, taking **2.2 less engagement actions** per experience than the previous quarter.



#### CONTENT EXPERIENCES & PERSONALIZED EXPERIENCES

##### PERSONALIZED EXPERIENCE CONVERSION

Financial services audiences converted on pace with the all industry average for conversion for personalized experiences at 71%. This was an **increase of 8 percentage points.**

##### CONTENT EXPERIENCE CONVERSION

Financial services audiences converted to attendees of content experiences at a rate that was lower than industry average, **by 8 percentage points.**

##### PERSONALIZED EXPERIENCE LENGTH OF ATTENDANCE

Financial services audiences outpaced industry average by 14 minutes at **42 minutes for average length of session** within a personalized experience.

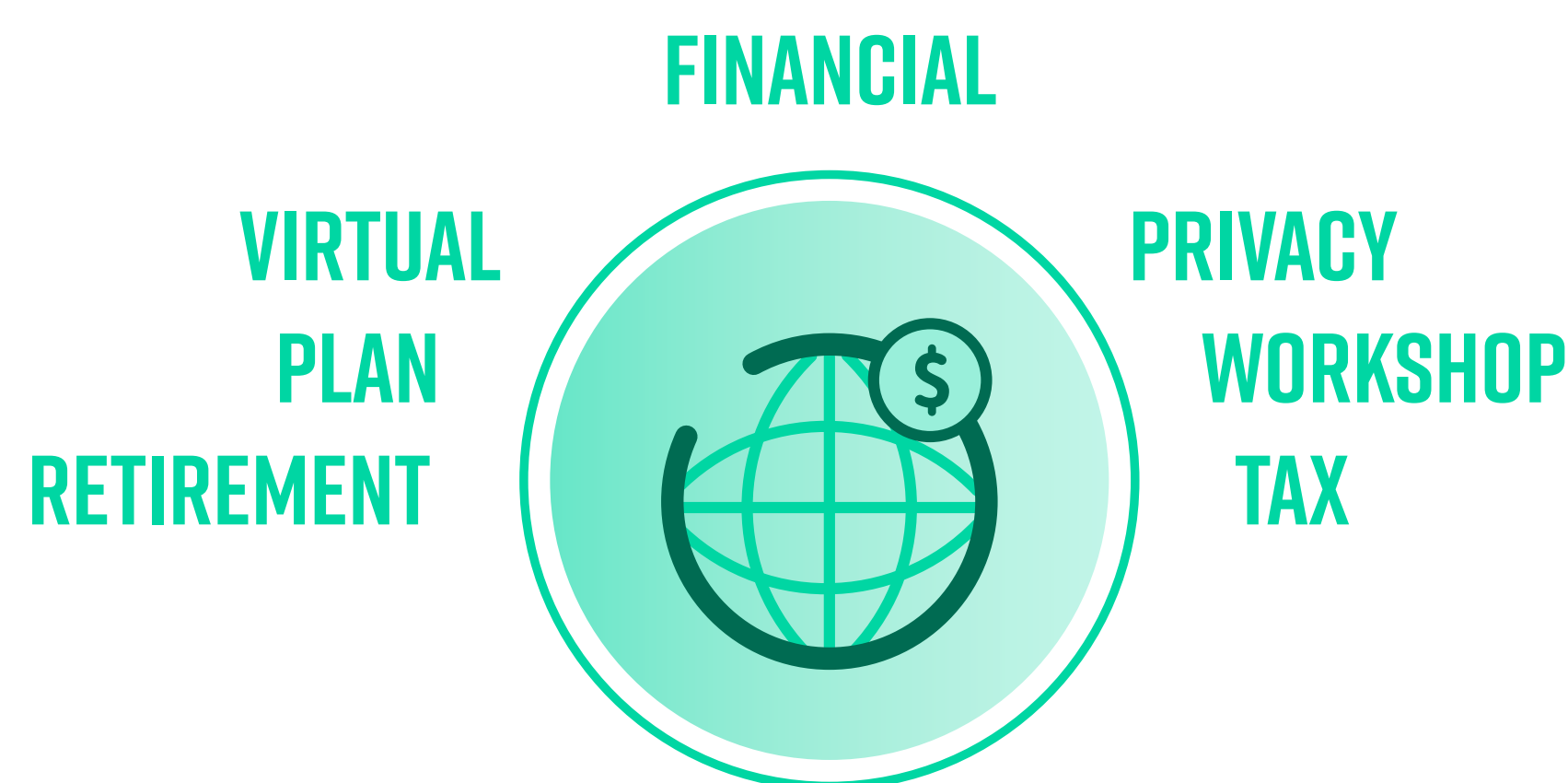
##### CONTENT EXPERIENCE LENGTH OF ATTENDANCE

Interestingly, financial services audiences that joined content experiences stayed **9 percent longer than industry average.**



#### THEMES

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



## 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 competitions, they must evolve to better engage audiences in order to better understand their audiences and act on these signals across their organizations.

