

DIGITAL EXPERIENCES BENCHMARK

Q2 2021 REPORT

QUARTERLY ANALYSIS

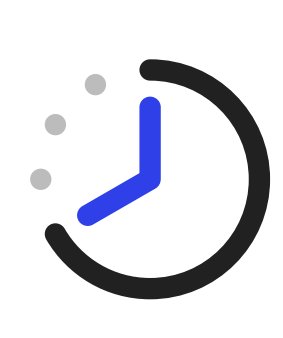
There was an increase of 21.7% in number of webinars from Q1 2021 to Q2 2021. Even with that increase, the average length of attendance was 52 minutes. This is a strong signal about the impact that digital experiences are having on audiences.

Despite more experiences, attendee length and conversion rates remain high. Attendees continue to engage with conversion tactics during digital experiences, leading to buying signals. The CTA conversion in Q1 rose 26.7%. This can be explained by more marketers deploying CTAs like book a meeting, demo or join a free trial. Importantly, engagement actions taken during experiences also remained at Q1 levels even with more experiences.

With increased conversion rates to curated content experiences, we also saw average attendee length remain steady at 30 minutes. Conversion rates for personalized experiences remained steady at 64.2%. Audiences also consumed more content through personalized experiences, 20.8% more than in Q1 2021.



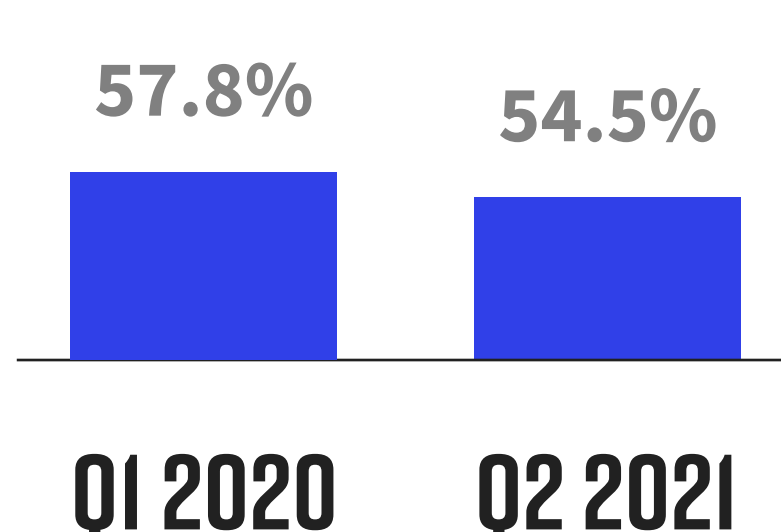
AUDIENCE



52 MINS

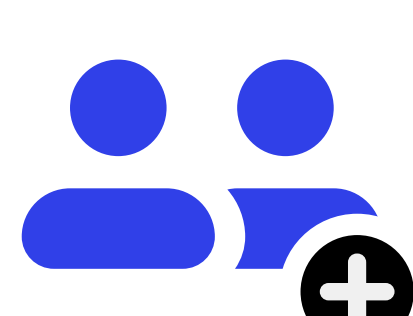
ATTENDEE TIME

The average attendee was **52 minutes**, a slight decrease from Q1 2021 (53 minutes).



DIGITAL EXPERIENCE CONVERSION

The conversion rate for live and on-demand consumption of webinars was **54.5%** in Q2 2021, a dip of 3.4 percentage points from Q1.



ATTENDANCE

The average number of webinar attendees in Q2 2021 was **112**. This is just a slight decrease from Q1 2021, 114.

ENGAGEMENT

QUESTIONS

Not all digital experiences include engagement with Q&A. Of those that did, the **average number of questions was 14.7**. This is a drop of 4.8 from the previous quarter.

CALLS TO ACTION

The CTA conversion in **Q2 rose by 26.7%** from Q1 2021.

ENGAGEMENT ACTIONS

Attendees took on average **5 engagement actions** per digital experience, on par with Q1 2021. This is up from 3 engagement actions on average in Q2 2020.



CONTENT EXPERIENCES

CONVERSION

Average conversion from registration to attendance **rose dramatically for curated experiences by 17.7 percentage points to 40.5%**.

CONTENT EXPERIENCE CURATION

The experiences marketers are building have continued to rely on webinar content with **63.3% of content** being webinars in these experiences.

ATTENDEE LENGTH

The average length of attendance for Q2 2021 was **30 minutes**.



PERSONALIZATION



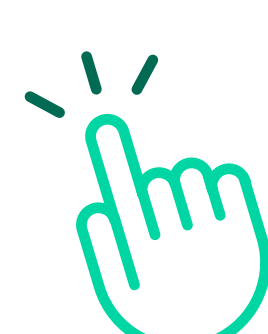
CONVERSION

The conversion rate for registration to attendance of **personalized digital experiences was 64.2%**. This was a decrease of 1.9 percentage points from Q1 2021.



CONTENT CONSUMED

Audiences consumed more content through personalized experiences, rising 20.8% from Q1 to Q2 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 24.7% from Q1 to Q2 2021.

CONCLUSION

Despite more experiences being created, audiences continue to consume and engage more in the experiences. In Q2, many of the audience metrics rose across digital experiences. This is important as historically Q2 is a busy events season for b2b marketers. As marketers experiment more with on-demand experiences, they must continually innovate on the appropriate content for consumption and CTAs in these experiences. Any marketers seeing results that are below average must consider how to innovate on the content within the digital experiences — from format to timing to presenters.

