

DIGITAL EXPERIENCES BENCHMARK

MANUFACTURING Q2 2021 REPORT

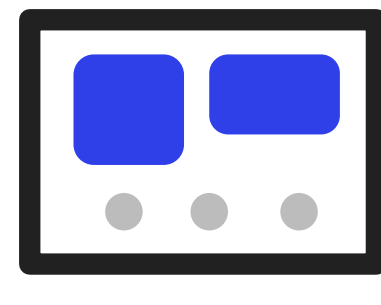
QUARTERLY ANALYSIS

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.

Manufacturing audiences outpaced all industry average for live conversion in Q2 2021 by 2 percentage points. While average length of attendance dipped slightly in Q2, manufacturing audiences outpaced all industry average by 20 minutes. However, manufacturing audiences took less part in engagement actions during a webinar and had less conversion on CTAs at the conclusion of them. This should be an area of focus for manufacturing marketers, identifying and aligning the appropriate engagement opportunities based on the content within the experience.

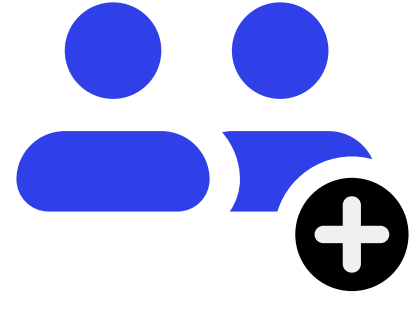


AUDIENCE



DIGITAL EXPERIENCE CONVERSION

The conversion rates for live and on-demand consumption of webinars **were 36% and 22.8% respectively.**



ATTENDANCE

The average number of webinar attendees in Q2 2021 was 112 overall. The manufacturing industry **surpassed that average with 154 per webinar.**



72 MINS

ATTENDEE TIME

The average length of attendance for manufacturing webinars was 72 minutes. This is **20 minutes more than the all industry average.**

ENGAGEMENT

QUESTIONS

Manufacturing audiences had a drop from Q1 to Q2 in Q&A engagement, dropping 27% to **19 questions.** This still outpaces all industry average however.

ENGAGEMENT ACTIONS

Manufacturing audiences were less engaged as other audiences during webinars, with an engagement rate during the event that was **3.6% lower than average.**

CALLS TO ACTION

Manufacturing audiences were less likely to take a CTA following a digital experience with audiences **taking 57% less CTAs.**



CONTENT EXPERIENCES & PERSONALIZED EXPERIENCES

CONVERSION

For curated content experiences, manufacturing audiences converted at 43.8%, **3 percentage points higher than all industry average.** For personalized experiences, the rate was 63.2%, just shy of a percentage point less than all industry average.

ATTENDEE TIME

On curated experiences, manufacturing audiences spent **7% longer in the experiences than all industries.**

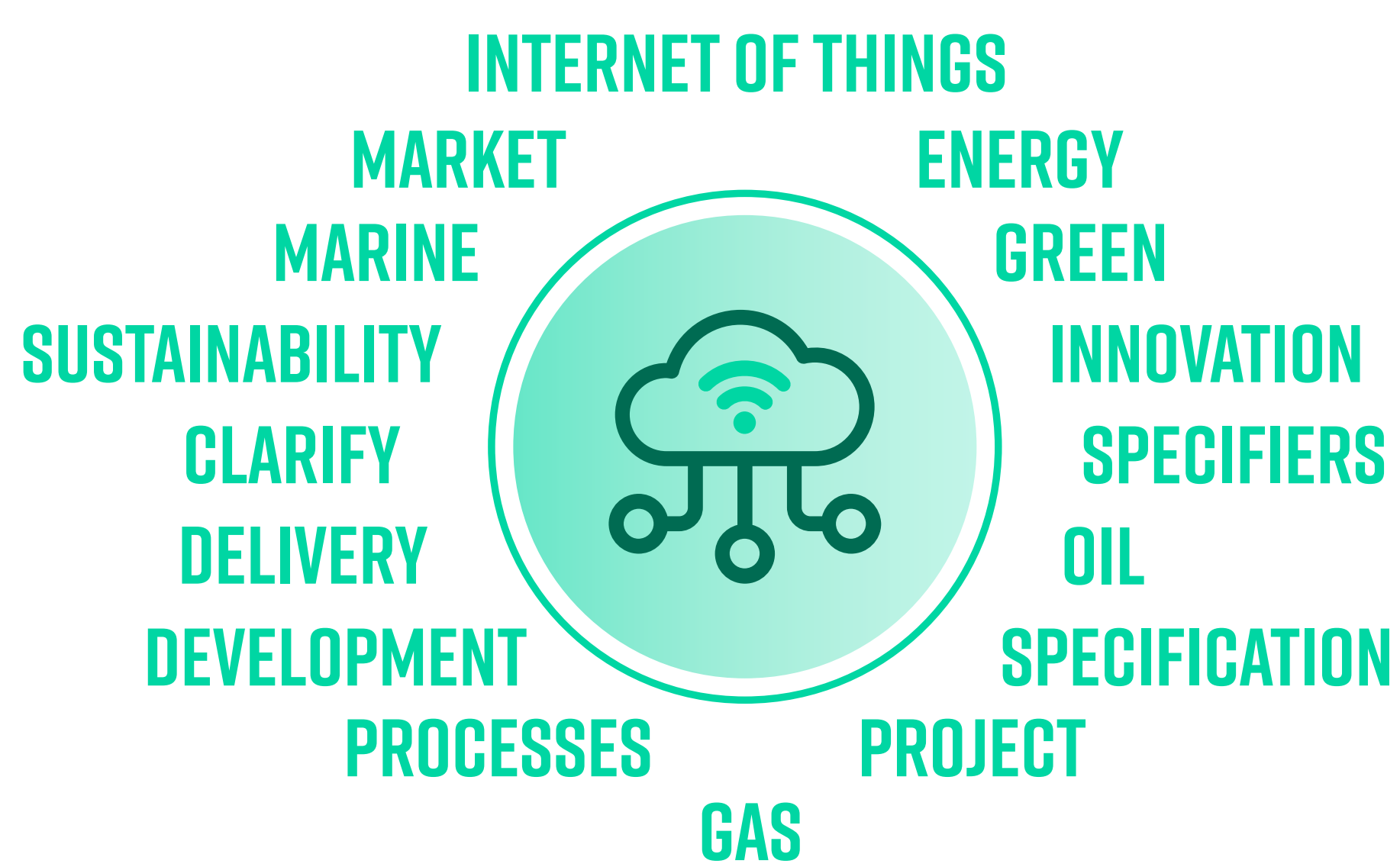
CALLS TO ACTION

For personalized experiences, attendees were significantly **less likely to take a CTA** than other audiences.



THEMES

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



CONCLUSION

Manufacturers must rethink engagement techniques for audiences. With high conversion rates and relatively high questions asked, there is a significant opportunity to find new and innovative ways to engage these audiences during and following an experience. One method would be to incorporate networking following a session to keep the discussion going. Manufacturing marketers will be able to capture additional first party data by adding additional sensors for these engagement signals from audiences.

