

# STATE OF DIGITAL EXPERIENCES ANNUAL REPORT

Many marketers hit their stride for digital experiences in 2021. There were some start stops as vaccine rollouts and an urge to return to physical events drew some marketers to plan hybrid or in-person events. However, regional breakouts and new variants had marketers on their toes with needing to shift plans again— limiting in-person attendees or switching to digital events.

Talk of digital fatigue swirled the industry but there has been a consistent increase in audience engagement through digital experiences. As marketers deploy more engagement opportunities and align experiences to appropriate CTAs aligned to the buyers' journey that audiences engage at an even higher rate. Engagement is the currency of marketing and 2021 has many learnings for marketers as they look to improve engagement in digital experiences.

This report will look at annual and quarterly trends we saw in 2021. We will discuss the overall digital experiences landscape, which includes webinars, curated experiences and personalized experiences.

## THE YEAR AT A GLANCE

AUDIENCE ENGAGEMENT IN EXPERIENCES SAW SIGNIFICANT GAINS IN 2021



There was not a sharp drop-off in the total number of digital experiences in 2021, a decline of 8.17% in webinars from 2020 to 2021. This is still an increase of 135.57% from 2019. The Center for Marketing Transformation considers this the beginning of a This speaks to a leveling out in the total number of digital experiences.

Conversion rates from 2020 to 2021 remained relatively stable. This is an area of opportunity for growth in marketers in better understanding the registration funnel for attendees and updating to better accommodate the shortened promotion cycle required for digital experiences. There is also a lot to be learned here in how to share additional content and build audience engagement before an experience even begins.

Average length of attendance rose 7.99 year over year. Additionally, engagement during experiences, measured by per audience member average of interacting with engagement tools, polling, content, etc., rose 31.45% year over year. Calls to Action taken year over year also increased exponentially, with Book a Meeting growing 1028.06%

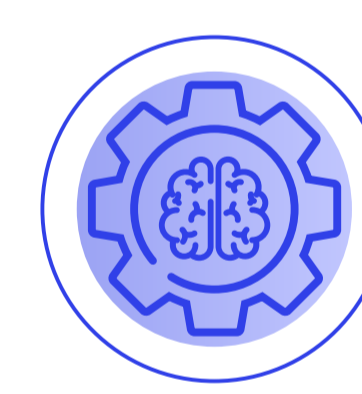
Curated content experiences continued to grow in popularity for marketers. Total experiences grew 30.73% from 2020 to 2021. This will become increasingly important as marketers adopt buyer enablement strategies. Conversion rates for these experiences also increased year over year by 15.08 percentage points.

Personalized experiences were also increasingly used to engage target audiences. Audiences were actively engaged in these types of experiences, and converted at 18.46 percentage points higher than 2020. Engagement with CTAs in those experiences increased dramatically, more than 3,106.82%.

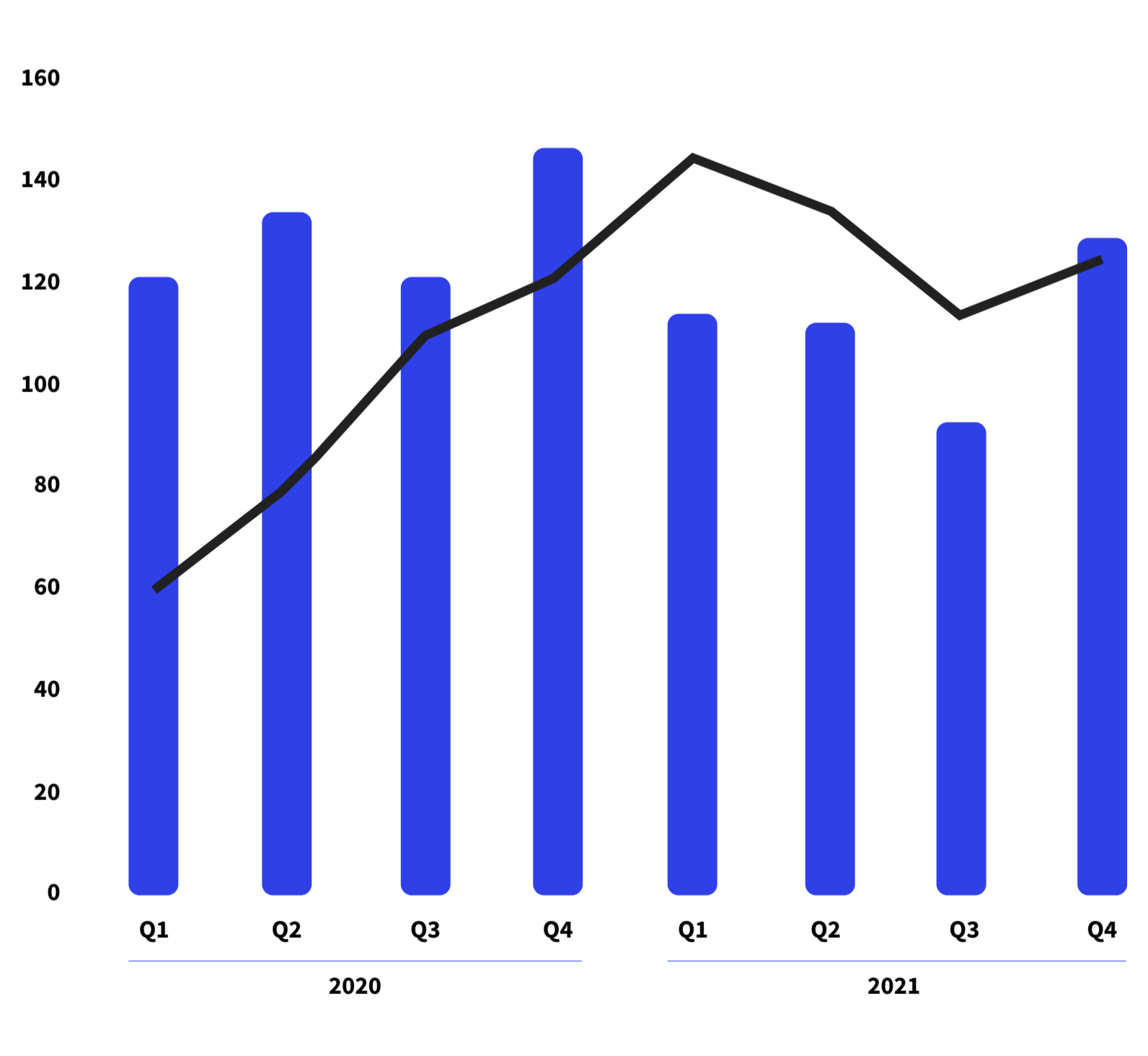
### 2020 VS. 2021 AT A GLANCE

	2020	2021	DELTA
TOTAL DIGITAL EXPERIENCES	—	—	18.17% decrease ▼
CONVERSION TO LIVE WEBINARS	36.28%	34.54%	1.74 percentage points decrease ▼
CONVERSION TO ON-DEMAND WEBINARS	25.39%	23.89%	1.51 percentage points decrease ▼
CONVERSION TO LIVE AND ON-DEMAND WEBINARS	59.83%	55.42%	4.41percentage points decrease ▼
AVERAGE NUMBER OF WEBINAR ATTENDEES	123.15	111.66	11.50% decrease ▼
LENGTH OF WEBINAR ATTENDANCE	48.72 MINS	52.61 MINS	7.99% increase ▲
AVERAGE NUMBER OF WEBINAR QUESTIONS	19.30	15.42	3.88% decrease ▼
WEBINAR ENGAGEMENT	—	—	31.45% increase ▲
CONTENT EXPERIENCE CONVERSION TO ATTENDEE	16.24%	31.32%	15.08 percentage points increase ▲
AVERAGE LENGTH OF ATTENDANCE	54.27 MINS	28.61 MINS	47.28% decrease ▼
PERSONALIZED CONTENT CONVERSION TO ATTENDEE	46.46%	64.92%	18.46 percentage point increase ▲
AVERAGE LENGTH OF ATTENDANCE	54.46 MINS	29.38 MINS	46.05% decrease ▼

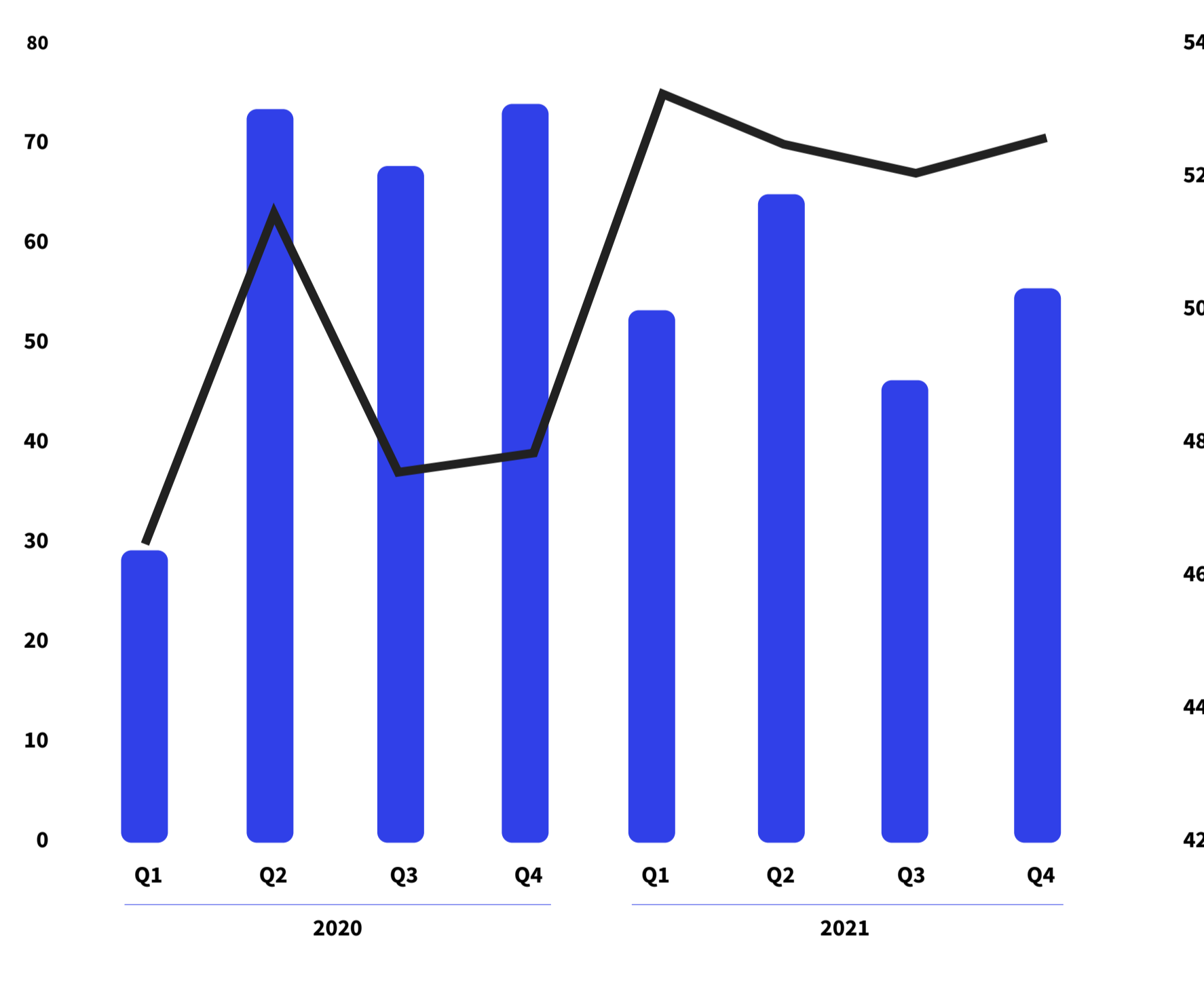
Importantly, despite more experiences being run by marketers, engagement metrics, including length of attendance and interactions during experiences continue to rise.



Average Attendees per Webinar vs CTA Click Average



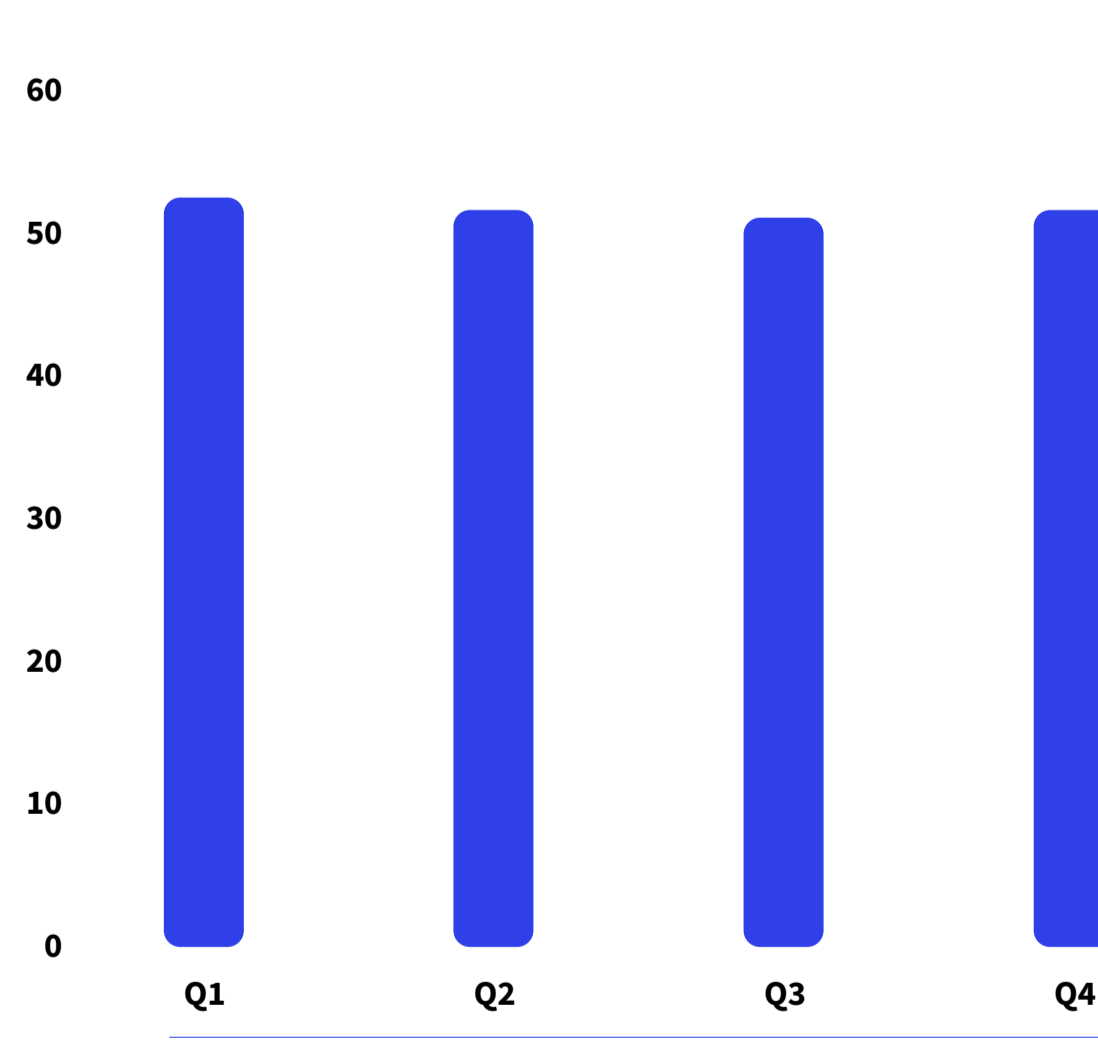
Number of Webinars vs Length of Attendance



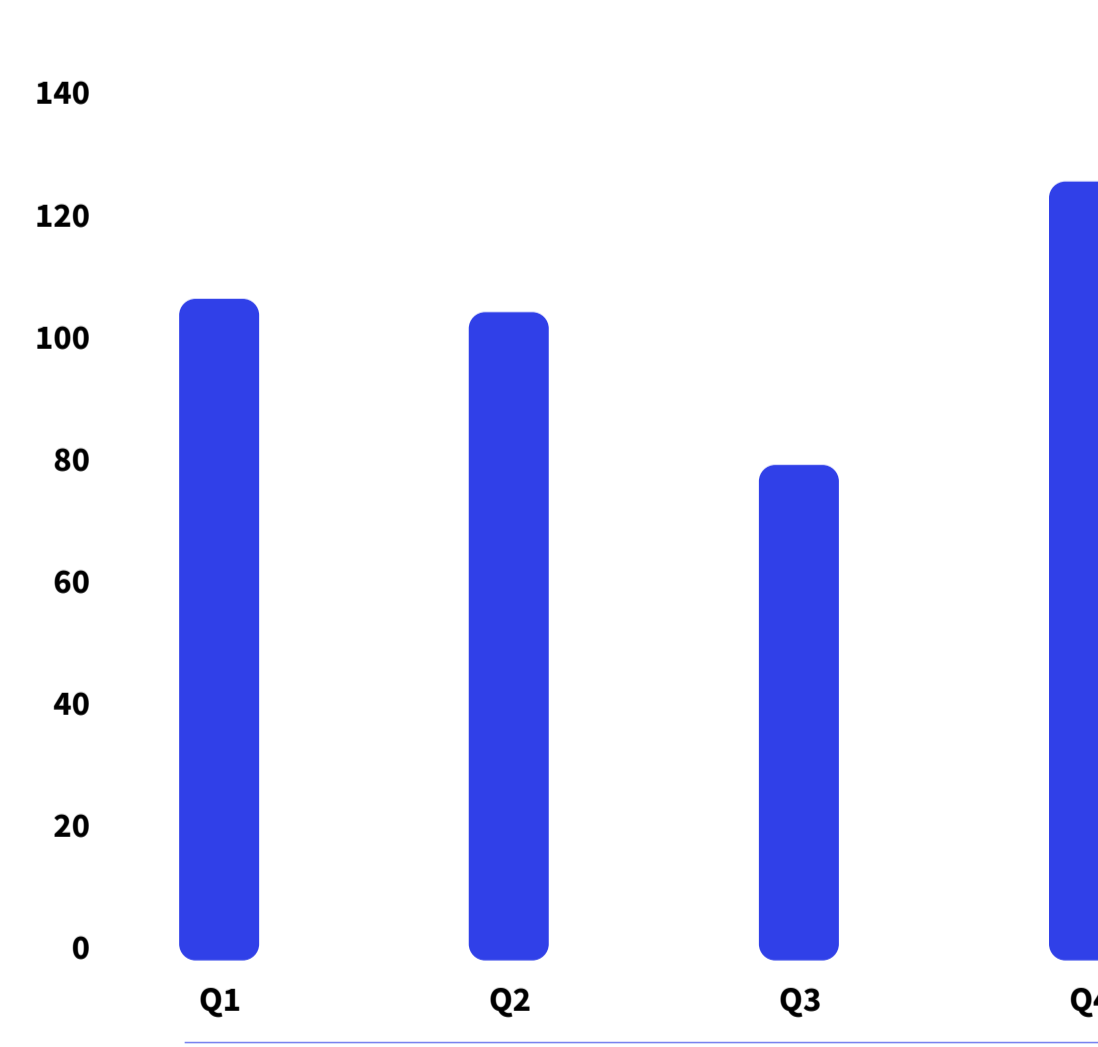
## QUARTERLY ANALYSIS

Analyzing 2021 quarter over quarter shows important access Q4 was a rebound from Q3, which had a seasonal dip as many marketers and audiences had summer and some companies experimented with in-person experiences. This was proven through average number of attendees per webinar and average length of attendance.

Webinar Length of Attendance Overall

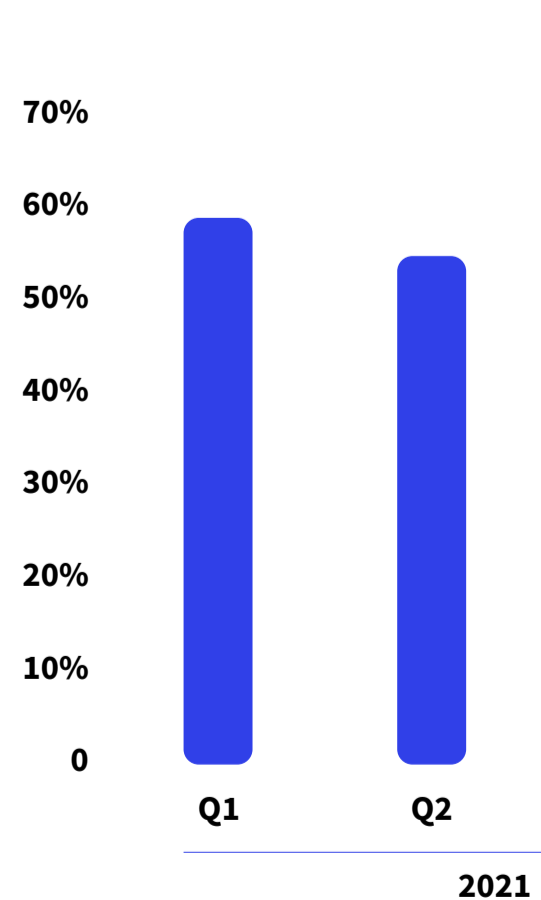


Webinar Average Number of Attendees per Webinar

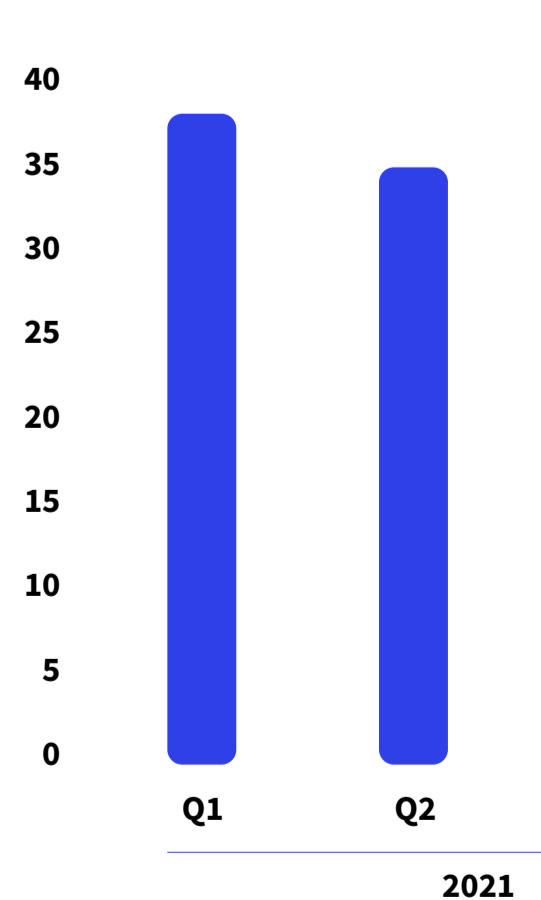


Conversion rates during digital experiences had consistency throughout 2021, with a seasonal dip in Q3 and strong rebound in Q4. That is important from an audience retention strategy and to understand where on-demand is performing best throughout the year.

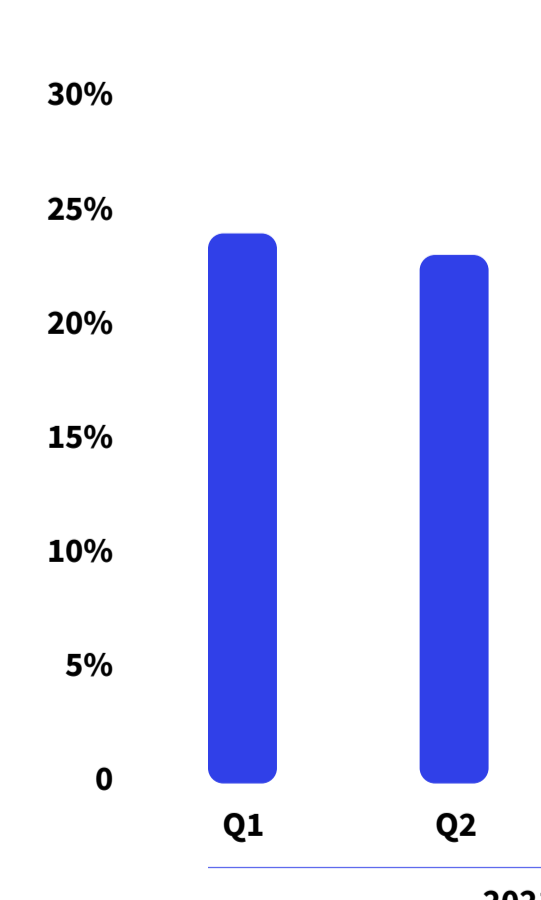
Webinar Conversion to Live or On-Demand



Webinar Conversion to Live



Webinar Conversion to On-Demand



## CONCLUSION

With more than a year of a digital-first marketing world under our belts, marketers are looking to improve conversion and effectiveness of their digital experiences. While there has been much hype about digital fatigue, that trend isn't applying for digital experiences. Audiences continue to attend and engage in experiences, at rates that outpace 2020. This is critical as marketers balance the need to measure consumption with creating and measuring conversion. As marketers evolve strategies in 2022, finding ways to create personalized experiences to move the needle with specific audiences, be it account-based strategies or experiences crafted for specific audiences, like late stage prospects.

