

DIGITAL EXPERIENCES BENCHMARK

FINANCIAL SERVICES ANNUAL & Q4 2021 REPORT

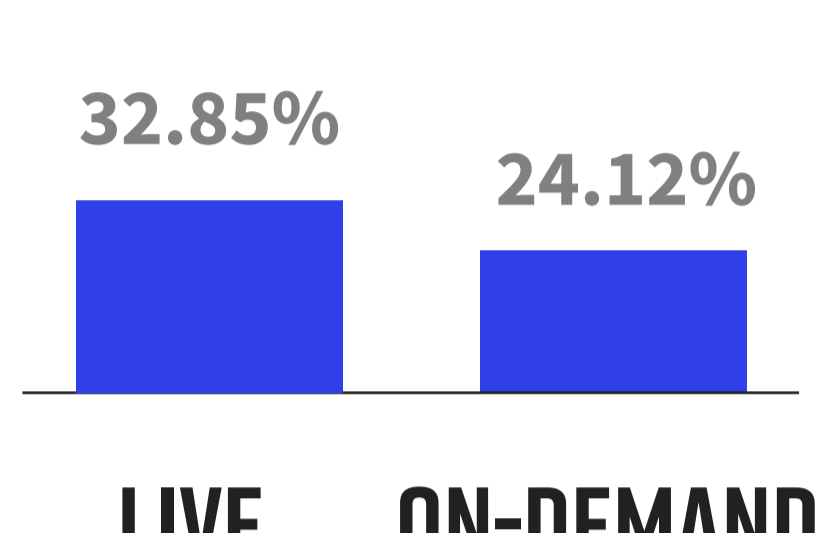
This report will evaluate the performance of digital experiences in the financial services industry. It looks at how companies are deploying digital experiences and how audiences are consuming and interacting with this content. It also evaluates this data against all industry data, providing takeaways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

Financial services audiences had significant growth in engagement in the past year. Overall engagement during webinars and engagement with CTAs at the end of experiences rose 74.04% and 2,602.55%. The industry saw some normalization of conversion to attendee rates throughout the year and ended 2.09 percentage points higher for on-demand viewing and 7.44 percentage points lower for live in 2021. This is important to note as financial services marketers think about promotion strategy for experiences in 2022.



ANNUAL SNAPSHOT

AUDIENCE



DIGITAL EXPERIENCE CONVERSION

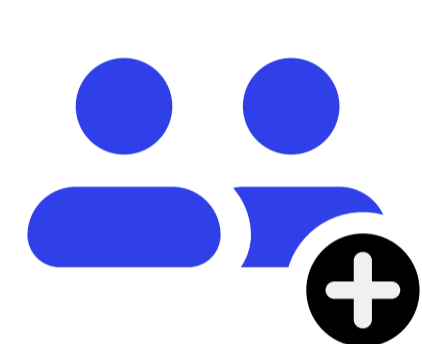
Financial services audiences increased conversion to on-demand webinars by 2.09 percentage points. Conversion to live dropped 7.44 percentage points year over year.



44.4 MINS

ATTENDEE TIME

The average length of attendance for a financial services webinar was 44.4 minutes, which was stable within a minute from 2020.



ATTENDANCE

The average number of webinar attendees in financial services in 2021 was 120.9, which outperformed other industries by 7.55%.

ENGAGEMENT

QUESTIONS

Financial services webinars had 15.65 questions per experience, a decline of 2.90 questions year over year. This slightly outpaces other industries by 1.51%.

CTA ENGAGEMENT

Financial services audiences conversion to meetings continued to outpace other industries and grew year over year by 2,602.55%.

ENGAGEMENT ACTIONS

Financial services audiences increased their engagement during the experience, taking 5.14% actions over the previous year.

CONTENT EXPERIENCES & PERSONALIZED EXPERIENCES

PERSONALIZED EXPERIENCE CONVERSION

Financial services audiences conversion rate was 67.43%, 38 percentage points higher than 2021.

PERSONALIZED EXPERIENCE ENGAGEMENT

Engagement during personalized experiences grew 676.76% year over year, this is significant as this increased despite average length of attendance decreased.

CONTENT EXPERIENCE CONVERSION

Financial services audiences converted to attendees of content experiences at a rate that was lower than all industry average, by 13.72 percentage points. However, this is an increase of 11.12 percentage points more than 2020.



THEMES

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



CONCLUSION

The financial services market had impressive growth in engagement in 2021. This is a testament to the work of marketers in understanding how these audiences want to be interacted with through digital delivery mechanisms. Innovation in 2022 for financial services marketers will include testing new CTAs and optimizing promotional strategies to improve conversion to attendance.

