

# DIGITAL EXPERIENCES BENCHMARK

## LIFE SCIENCES ANNUAL & Q4 2021 REPORT

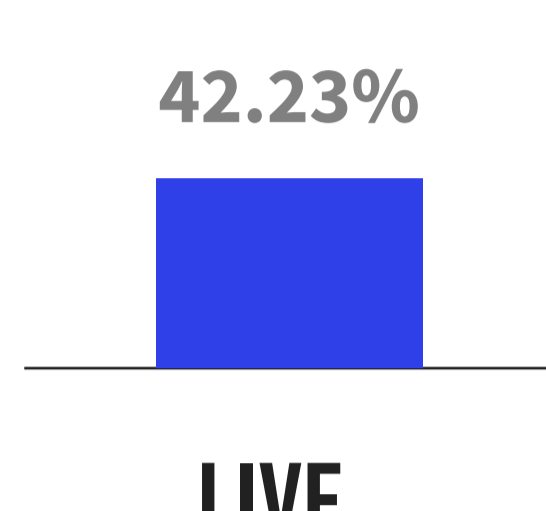
This report will evaluate the performance of digital experiences in the life sciences industry. It looks at how companies are deploying digital experiences and how audiences are consuming and interacting with this content. It also evaluates this data against all industry data, providing takeaways for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

Life sciences audiences convert to attendees at a rate much higher than other industries, outpacing them year over year by 13.5 percentage points for live and on-demand webinars. Average length of attendance also rose slightly from 2020, by one minute. Personalized experience conversion increased dramatically, 33.87 percentage points, from 2020. This is 7.94 percentage points higher than other industries.



## ANNUAL SNAPSHOT

### AUDIENCE



LIVE

### DIGITAL EXPERIENCE CONVERSION

The conversion rate for live consumption of webinars was **42.23%**, **7.69 percentage points higher than all industry average**. The conversion rate for on-demand was 14.1 percentage points higher than average.



52.75 MINS

### ATTENDEE TIME

Life sciences audiences attended webinars for **52.75 minutes**, a minute increase year over year and the same as the industry average.

### ENGAGEMENT

#### QUESTIONS

Life sciences audiences asked **17.74 questions per experience**, a decrease year over year, but outpacing other industries by 15.04%.

#### ENGAGEMENT ACTIONS

Life sciences audiences were more engaged in 2021, with a **7.87% increase from the previous year**.

#### CTA ENGAGEMENT

Life sciences audiences engaged with CTAs following the experience, **123.72% from 2020**.

### CONTENT EXPERIENCES & PERSONALIZED EXPERIENCES

#### PERSONALIZED EXPERIENCE CONVERSION

When evaluating conversion to attendance for personalized and curated content experiences, life sciences audiences outpace other industries. Life sciences audiences converted, respectively, **33.87 and 2.98 percentage points** higher than the previous year.

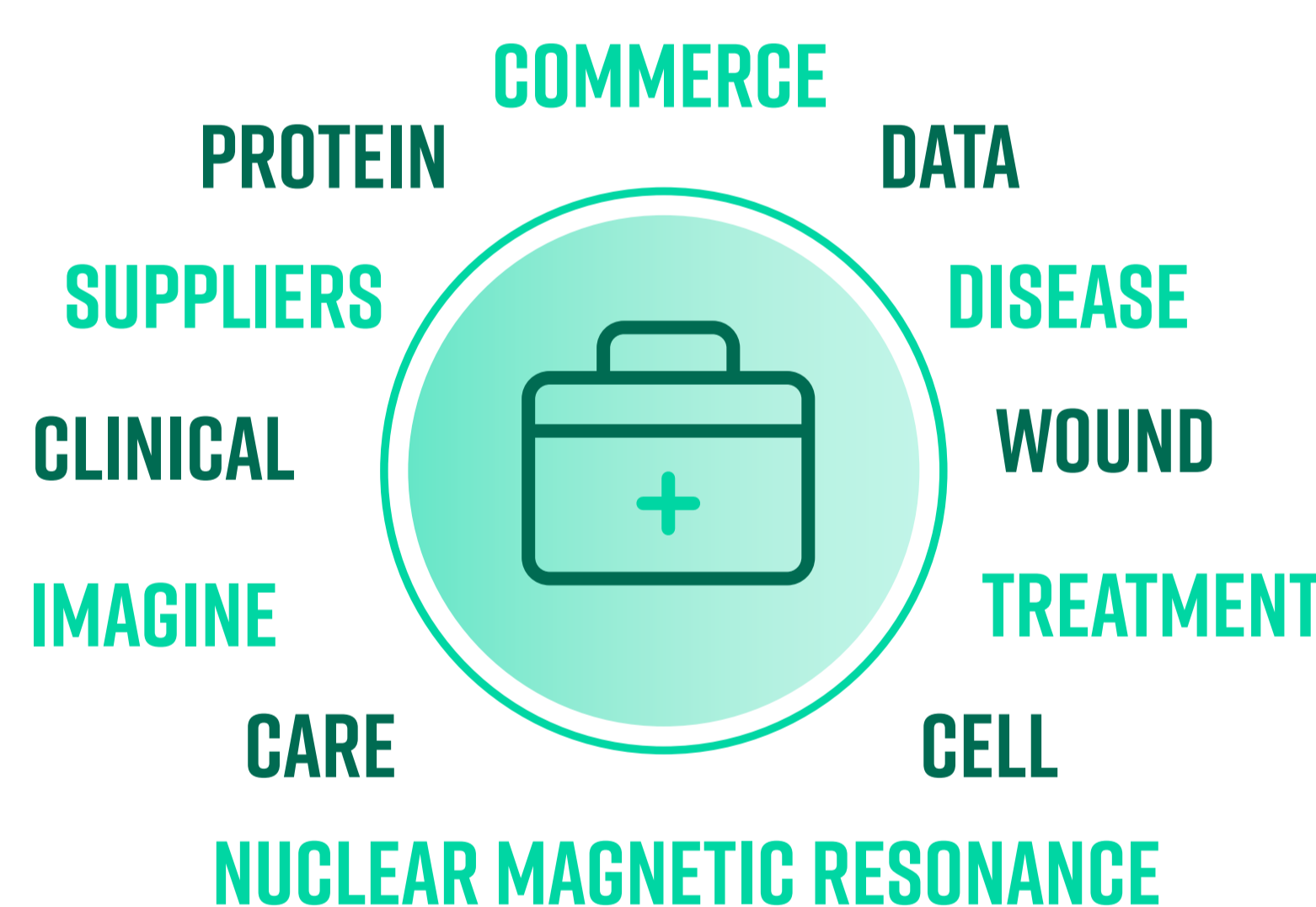
#### ENGAGEMENT ACTIONS

Life sciences audiences increased engagement during personalized experiences **192.31%** from 2020.



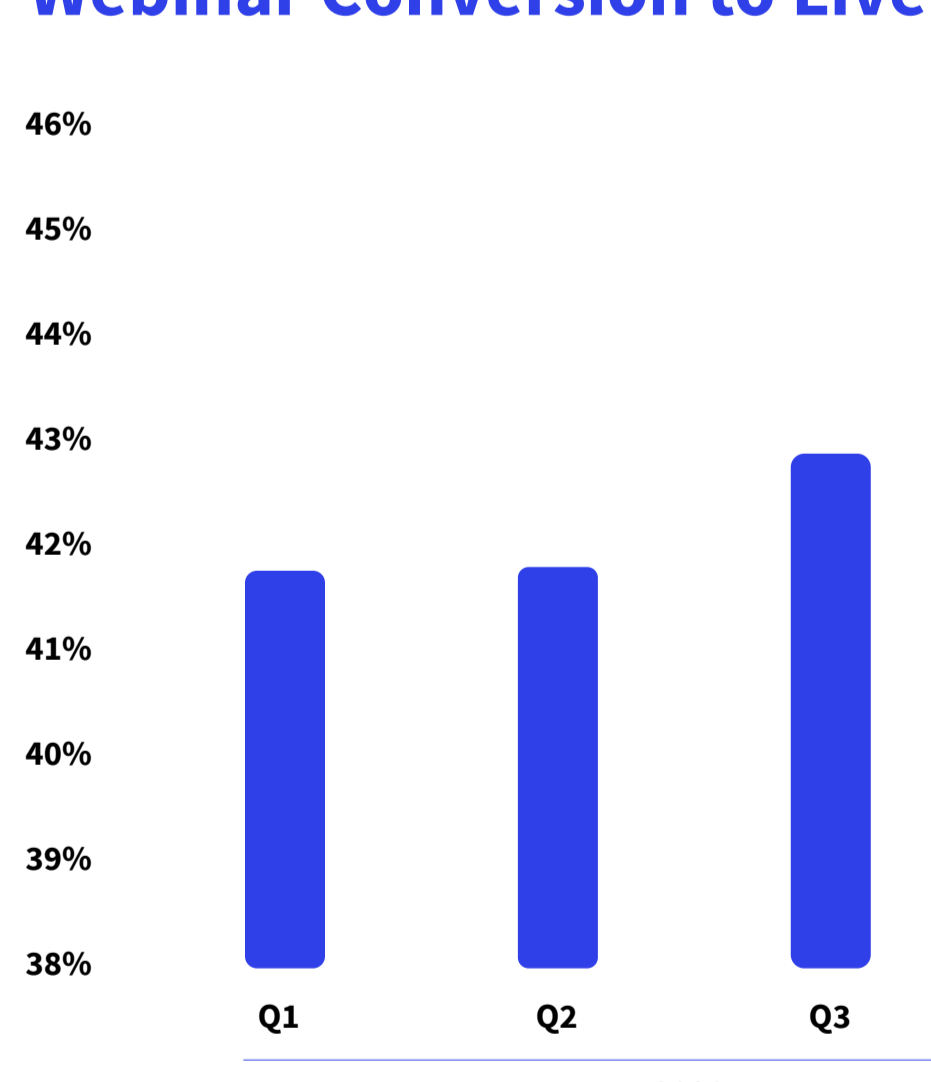
### THEMES

The key themes coming from life sciences organizations for digital experiences include:

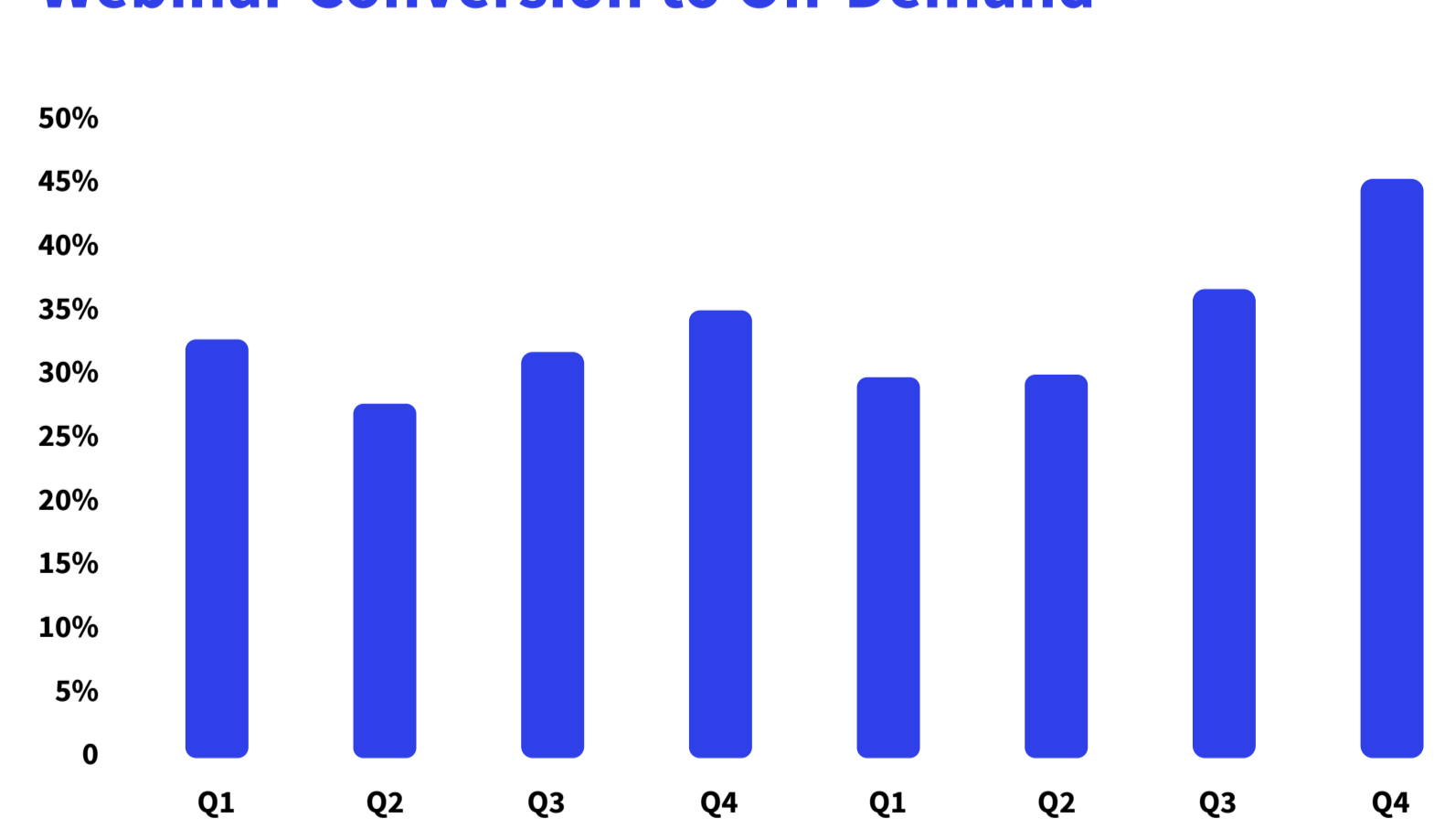


## QUARTERLY ANALYSIS

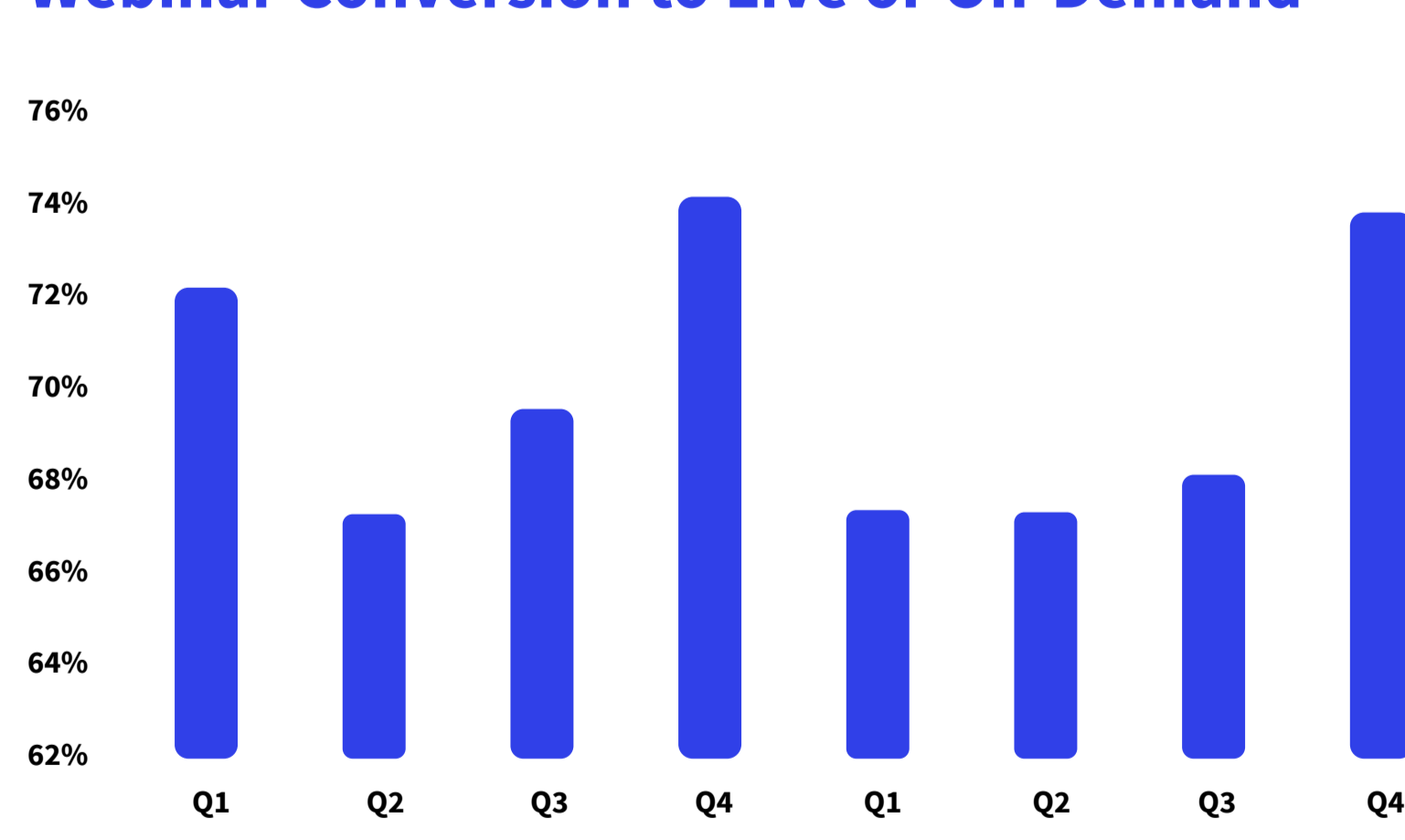
Webinar Conversion to Live



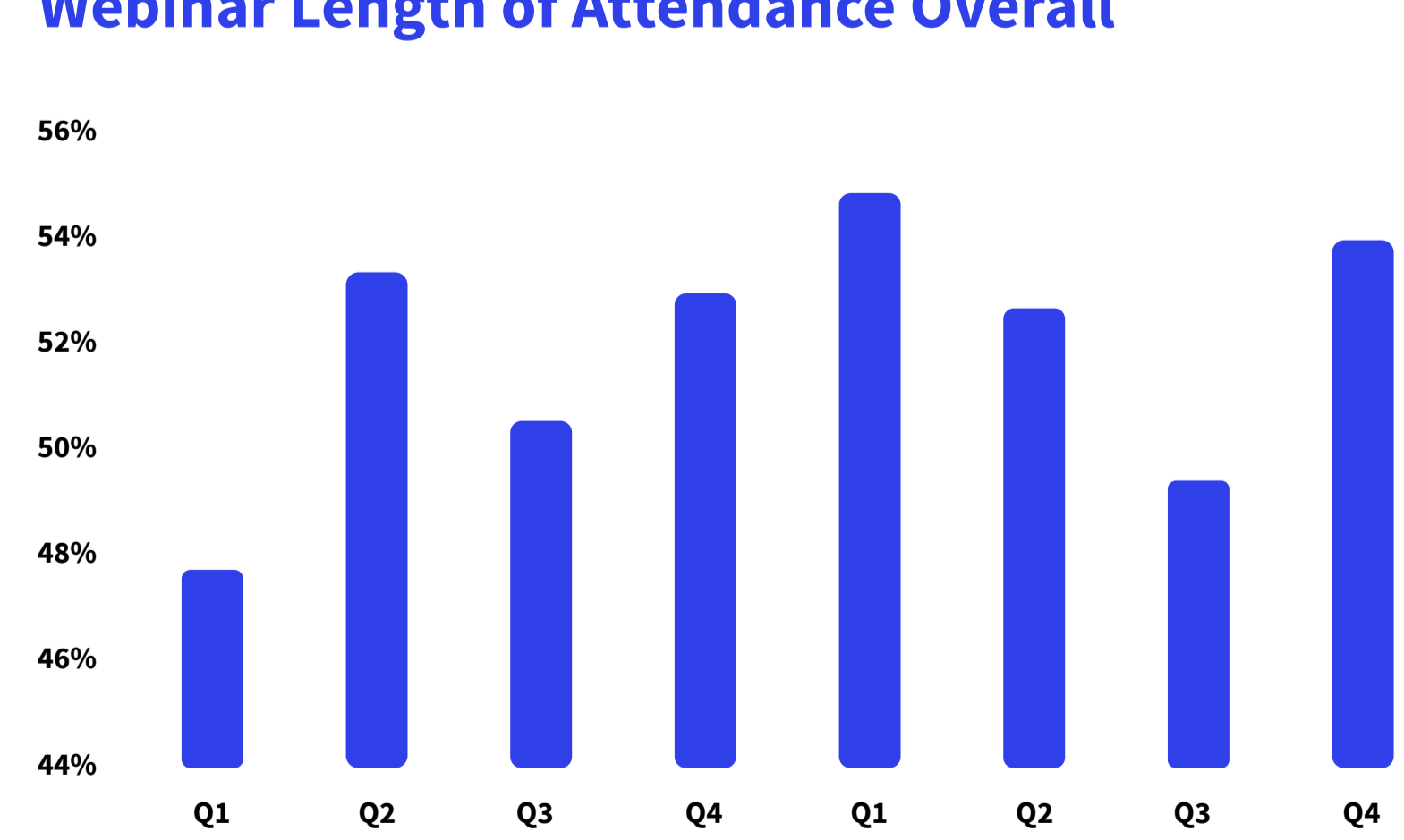
Webinar Conversion to On-Demand



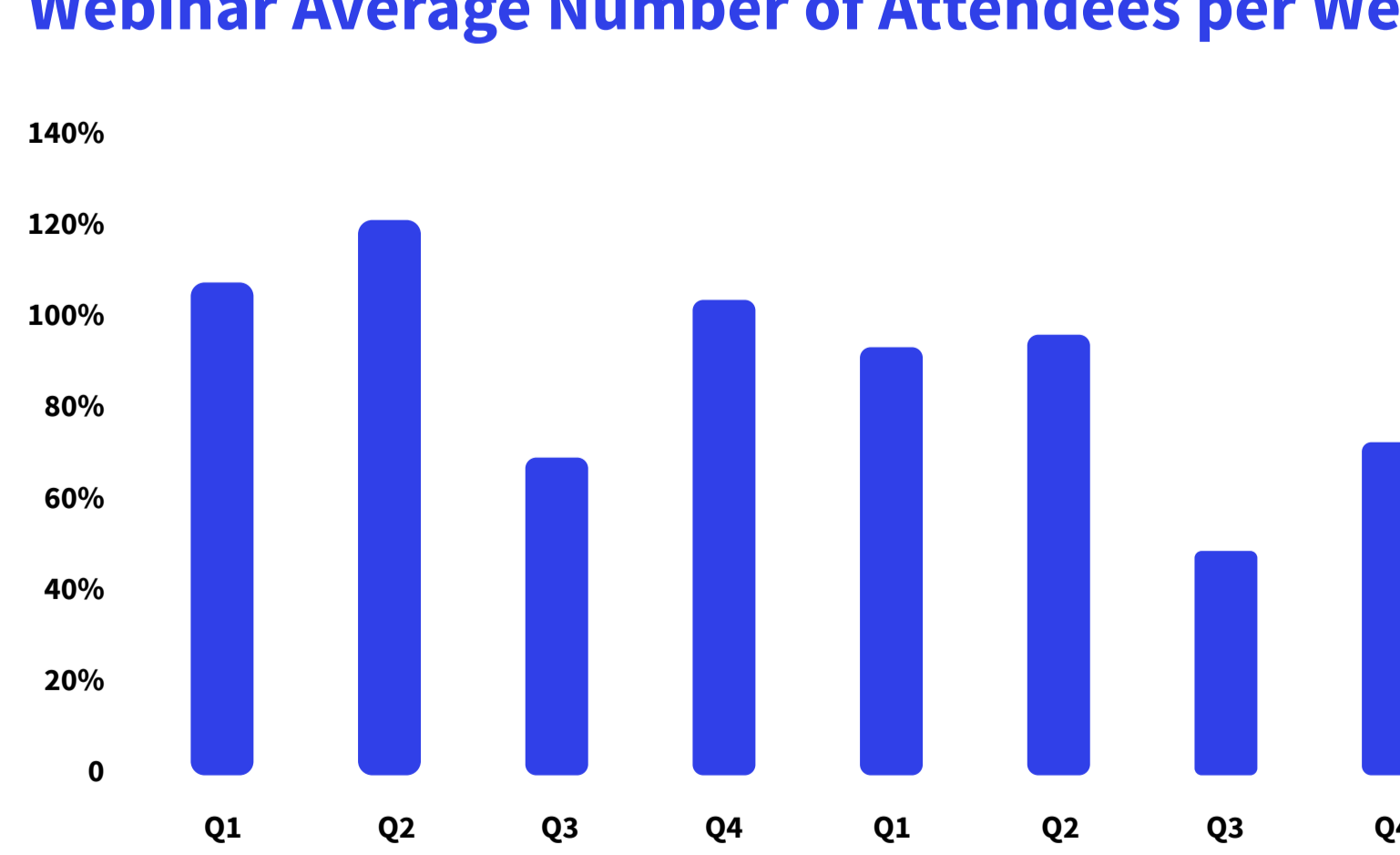
Webinar Conversion to Live or On-Demand



Webinar Length of Attendance Overall



Webinar Average Number of Attendees per Webinar



## CONCLUSION

As life sciences marketers saw significant results when deploying personalized experiences. Marketers in the industry not using these, should evaluate them as an additional delivery mechanism. With a decline in some engagement metrics, including questions asked, marketers must evaluate how to further engage audiences during experiences, or if that decline is to be expected. With a digital-first marketing strategy for 2022, life sciences marketers will need to continue to innovate on the experiences being delivered to further engage, educate and convert audiences.

