

# DIGITAL EXPERIENCES BENCHMARK

## TECHNOLOGY ANNUAL & Q4 2021 REPORT

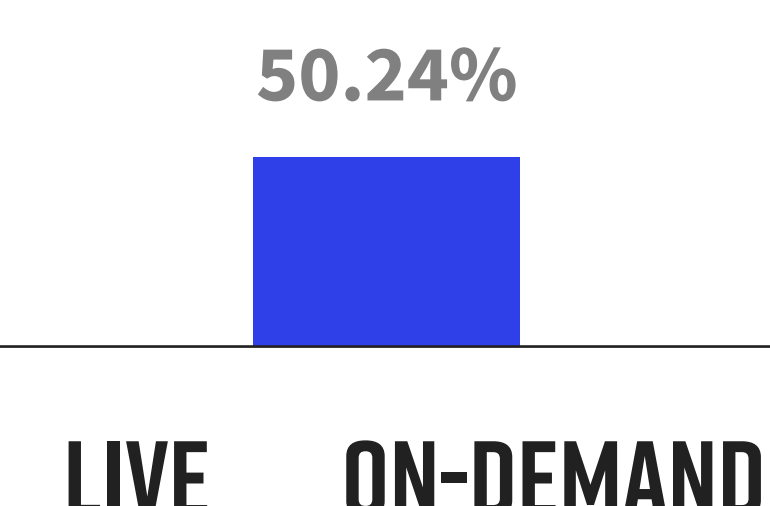
This report will evaluate the performance of digital experiences in the technology industry. It looks at how companies are deploying digital experiences and how audiences are consuming and interacting with this content. It also evaluates this data against all industry data, providing takeaways for areas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

Q3 seasonality hit Technology digital experiences harder than other industries, but the industry rebounded well in Q4 2021, across attendee conversion rates and average number of attendees per experience. Importantly, Q4 performance even outpaced Q2 of 2021. Year over year, technology marketers saw improved engagement and length of attendance on digital experiences compared to 2020.



## ANNUAL SNAPSHOT

### AUDIENCE



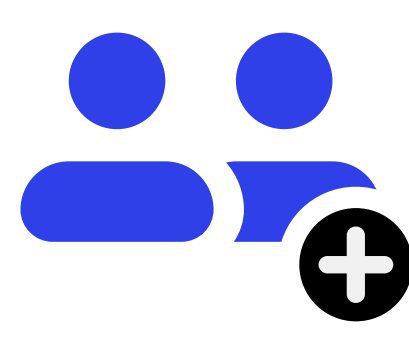
### DIGITAL EXPERIENCE CONVERSION

Audiences converted to **live and on-demand experiences at 50.24%**, a decline year over year of 4.58 percentage points.



### ATTENDEE TIME

Technology audiences' average time increased by 11.12% year over year, to **56.69 minutes**.



### ATTENDANCE

The average number of **webinar attendees in 2021 was 112.75**, which was a minor decline of 1.41% from 2020.

### ENGAGEMENT

#### QUESTIONS

Technology audiences **averaged 14.53 questions per experience**. This is under one question shy of the all industry average.

#### CALLS TO ACTION

Technology audiences requesting a meeting **increased 670.23%** year over year, the result of marketers aligning CTAs better to the buyer's journey.

#### ENGAGEMENT ACTIONS

The engagement rate during experiences **increased 43.68% from 2020**.

### CONTENT EXPERIENCES & PERSONALIZED EXPERIENCES

#### PERSONALIZED EXPERIENCE CONVERSION

Technology audiences converted more to personalized experiences **2.86 percentage points** less in 2021.

#### CONTENT EXPERIENCE CONVERSION

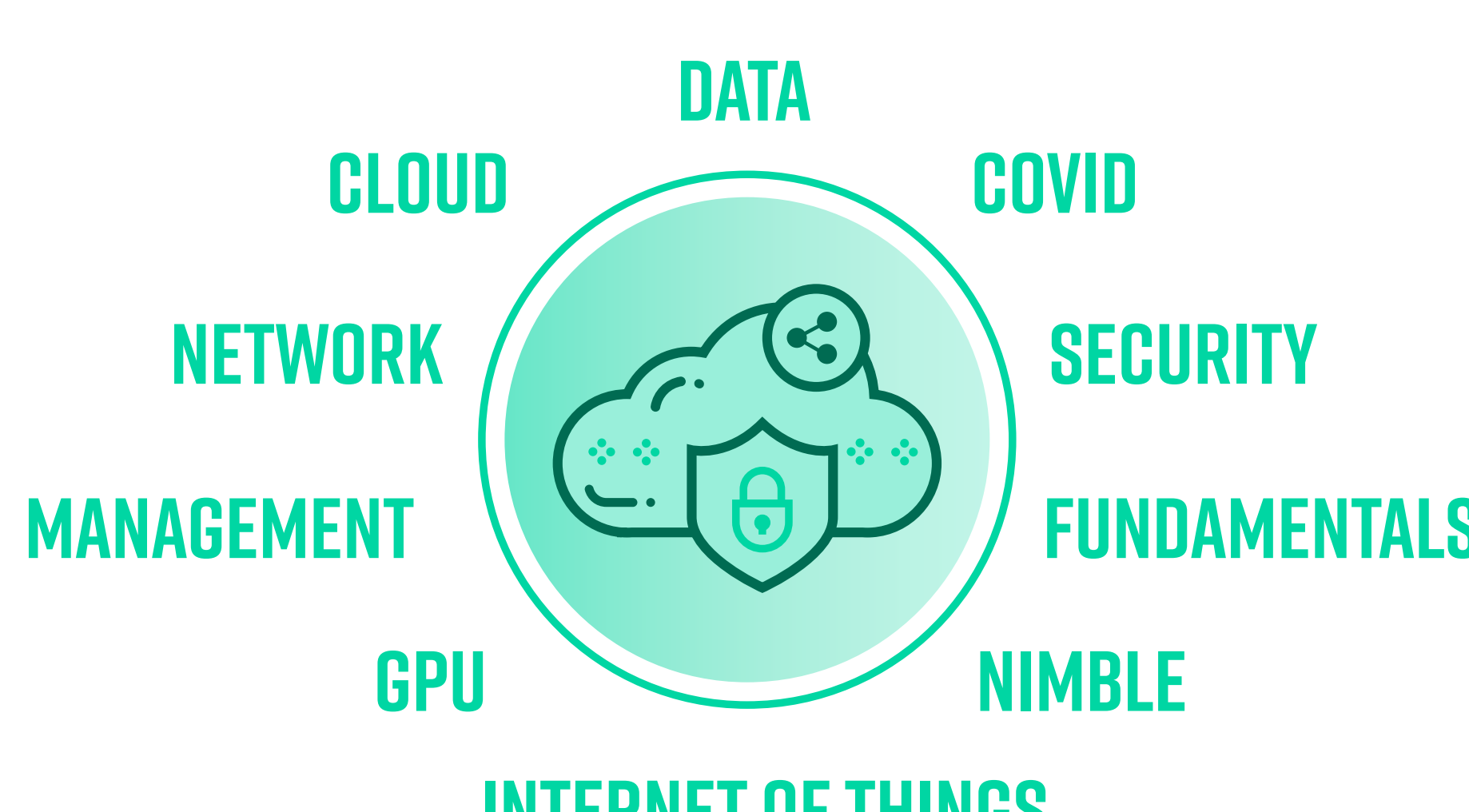
Technology audiences converted to content experiences more in 2021, with a **17.74 percentage point increase year over year**.

#### ENGAGEMENT ACTIONS

In personalized experiences, growth in engagement **actions taken grew exponentially at 3157.14%**

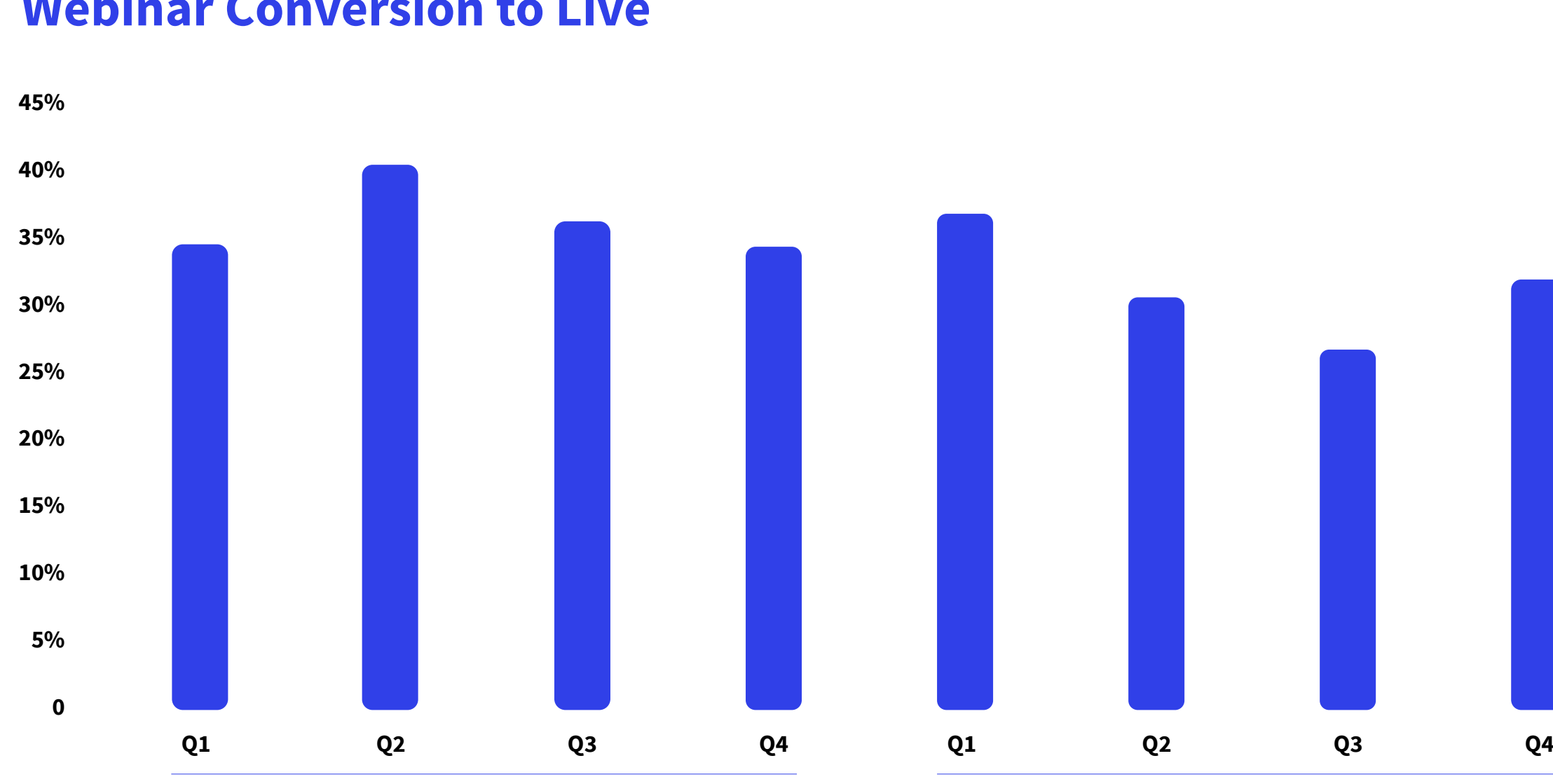
### THEMES

The key themes coming from technology organizations for digital experiences in 2021 include:

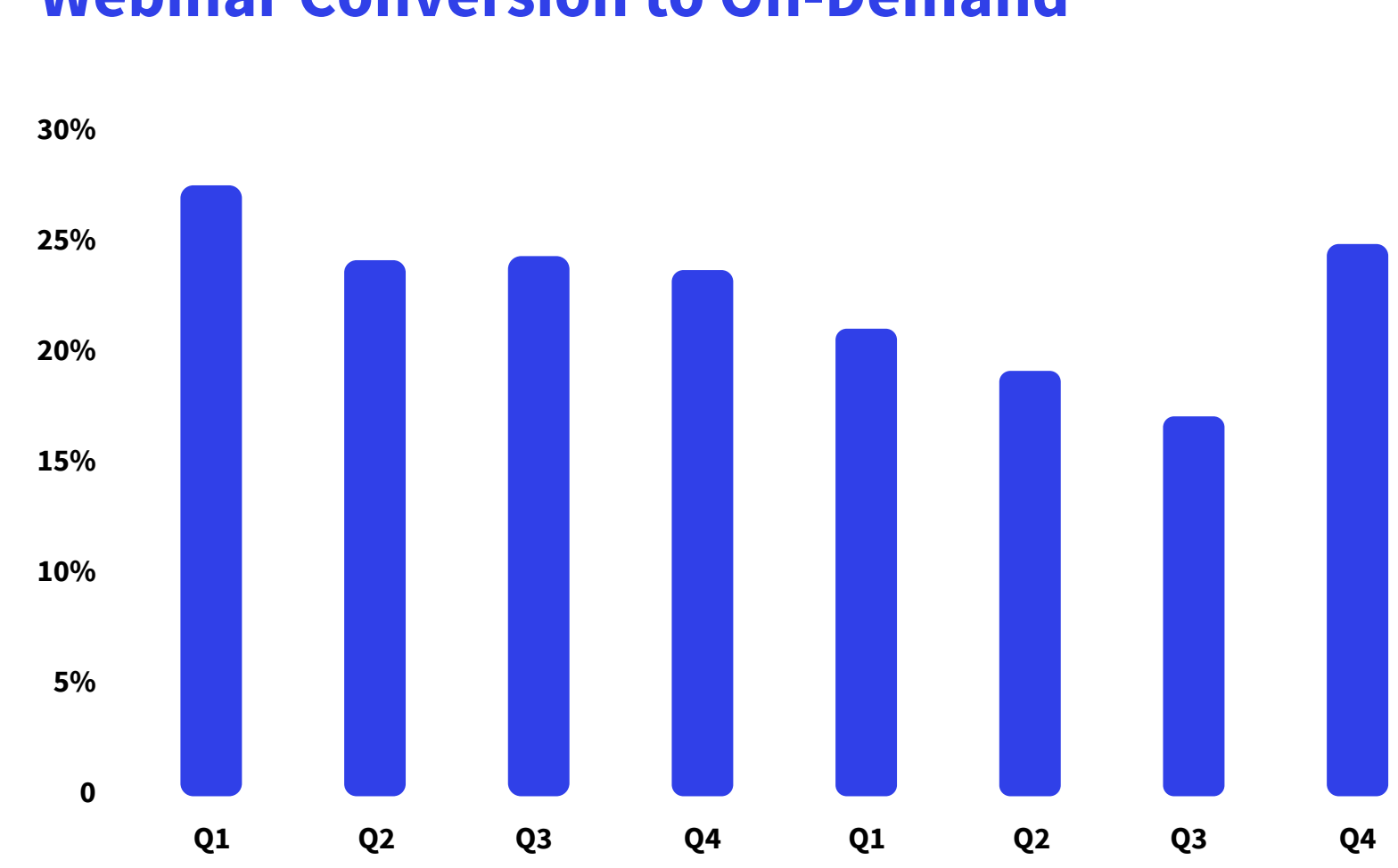


## QUARTERLY ANALYSIS

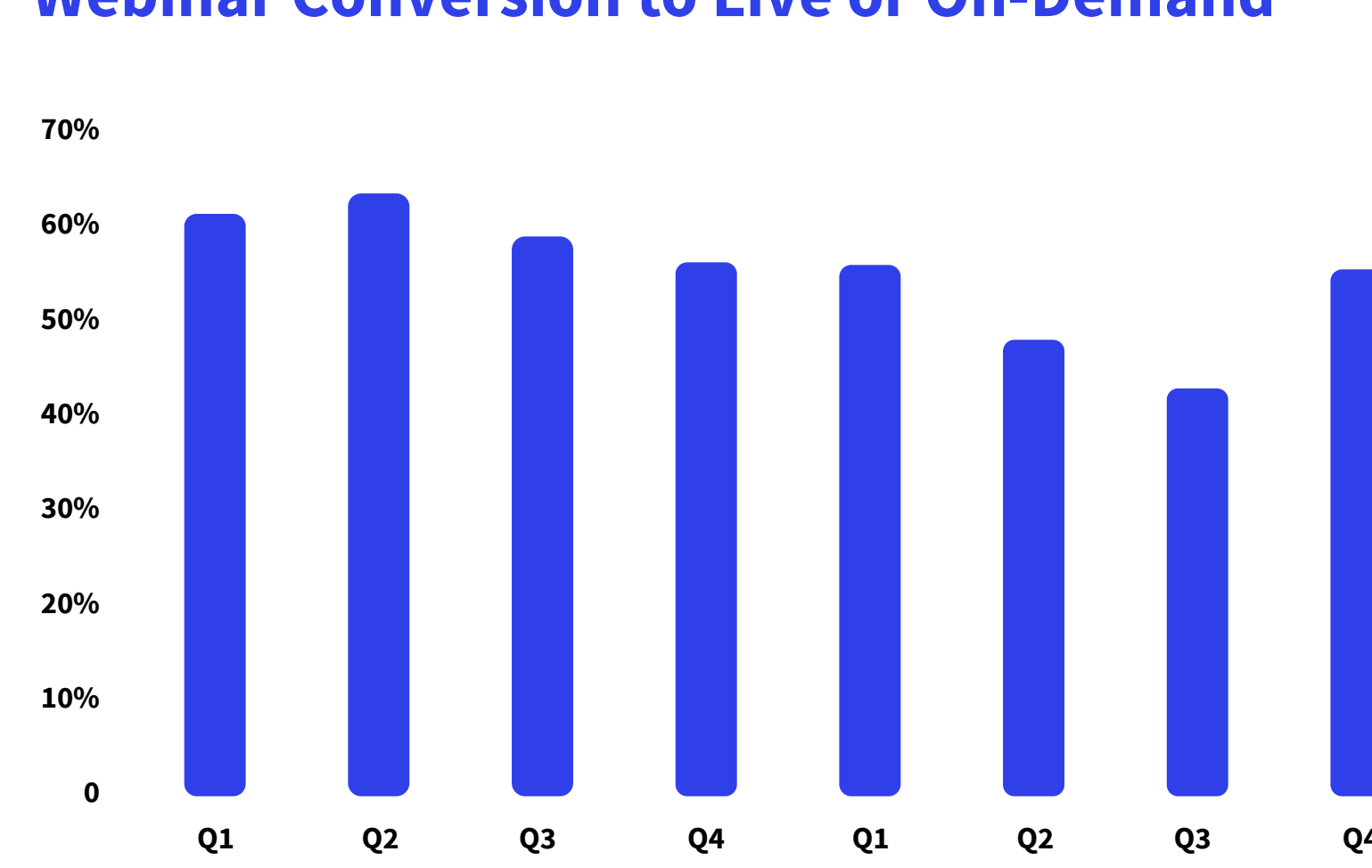
Webinar Conversion to Live



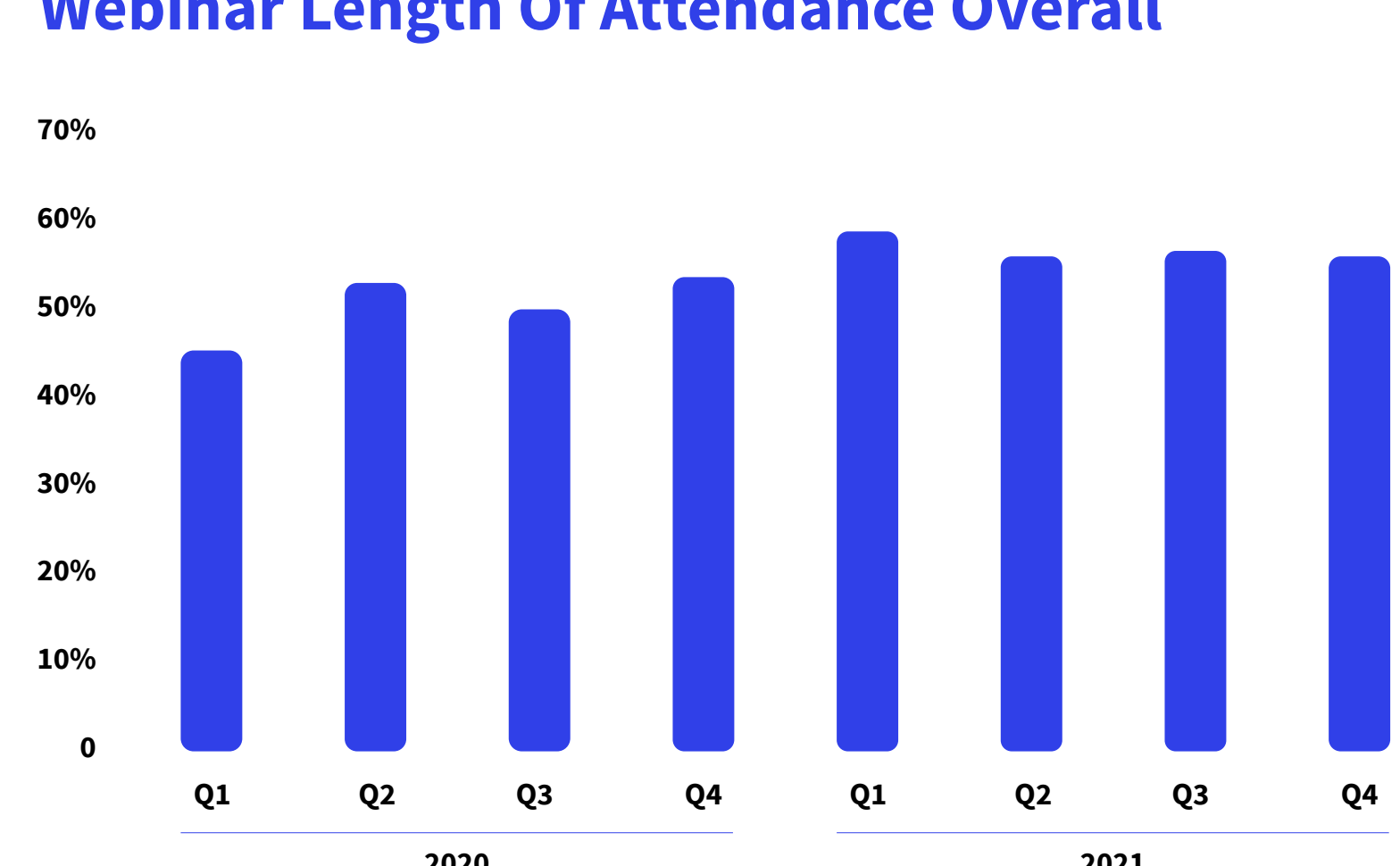
Webinar Conversion to On-Demand



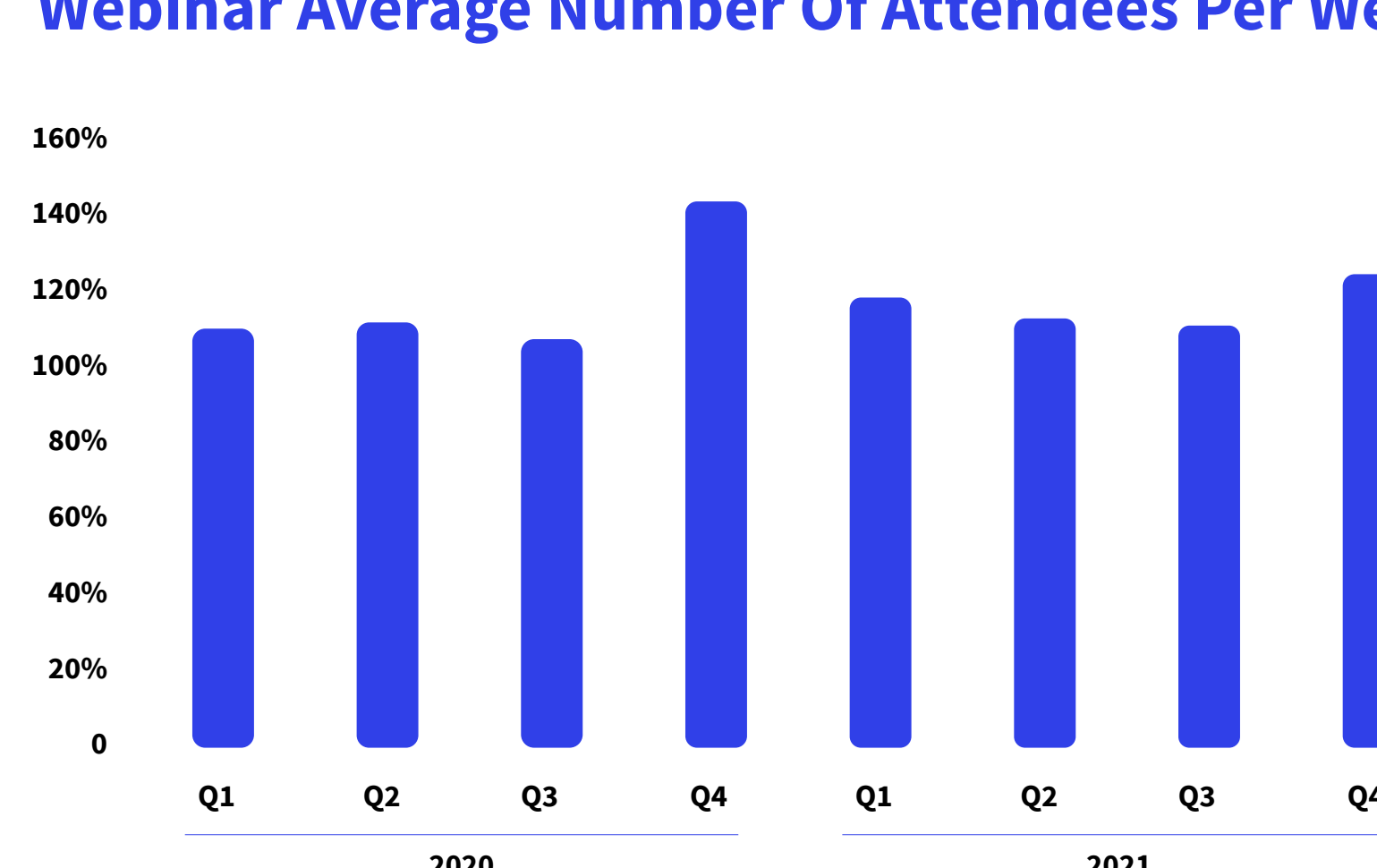
Webinar Conversion to Live or On-Demand



Webinar Length Of Attendance Overall



Webinar Average Number Of Attendees Per Webinar



## CONCLUSION

Technology marketers had stable results throughout 2021. 2022 will be about finding opportunities for innovation within digital experience formats. Additionally, with average length of attendance on the rise, marketers not seeing similar results should evaluate and audit their experiences to better understand audience behavior. With more engagement happening during experiences than ever before, technology marketers must also ensure they have the processes and systems in place to be able to act on this first-party data.

