

# DIGITAL EXPERIENCES BENCHMARK

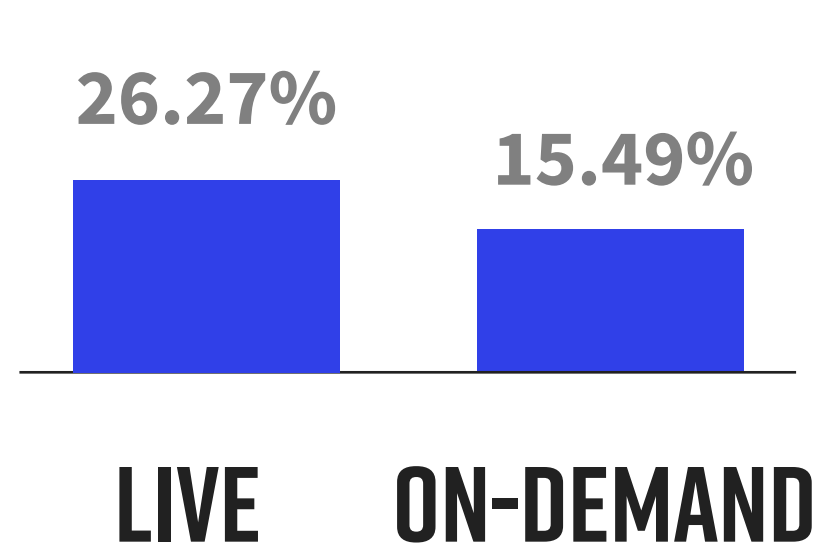
## FINANCIAL SERVICES Q1 2022 REPORT

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.

The financial services industry experienced normalization of conversion rates in Q1 2022. However, engagement metrics increased during this time period, an important point that shows that audiences are still engaged in digital experiences. It is important for financial services marketers to rethink promotional strategies for webinars, including strategies to reach new audiences. Additionally, curated experiences continued to drive engagement with financial services audiences.

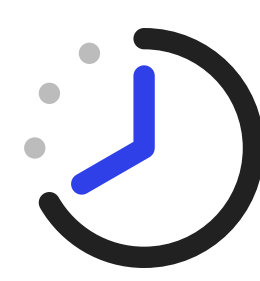


### AUDIENCE



#### DIGITAL EXPERIENCE CONVERSION

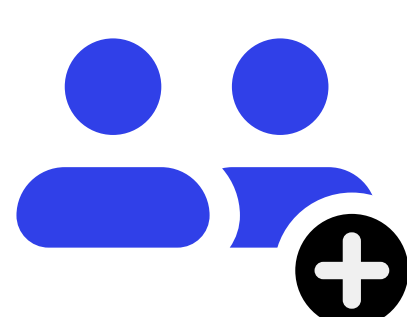
Financial services audiences converted at a lower rates for **live and on-demand in Q1 2022 at 26.27% and 15.49%** respectively.



44.61 MINS

#### ATTENDEE TIME

The average length of **attendance for a financial services webinar was 44.61 minutes**, a minute increase from Q4 2021.



#### ATTENDANCE

The average number of **webinar attendees in financial services rose in Q1 2022 to 273.59, a 32.32% increase** from the previous quarter.

### ENGAGEMENT

#### QUESTIONS

Financial services webinars had **20.65 questions per webinar, a 17.98% increase** from the previous quarter.

#### CALLS TO ACTION

The use of free trial as a CTA in **webinars increased in Q1 2022 and audiences responded exponentially with 402.27% more.**

#### ENGAGEMENT ACTIONS

Financial services audiences engagement during the experience remained steady from the previous quarter.

### CONTENT EXPERIENCES & PERSONALIZED EXPERIENCES

#### PERSONALIZED EXPERIENCE LENGTH OF ATTENDANCE

Financial services audiences spent **31.91 minutes** on average in personalized experiences, less than a minute change from Q4 2021.

#### CONTENT EXPERIENCE CONVERSION

Financial services audiences had a conversion rate of **43.90%, an increase of 16.49 percentage points** from the previous quarter.

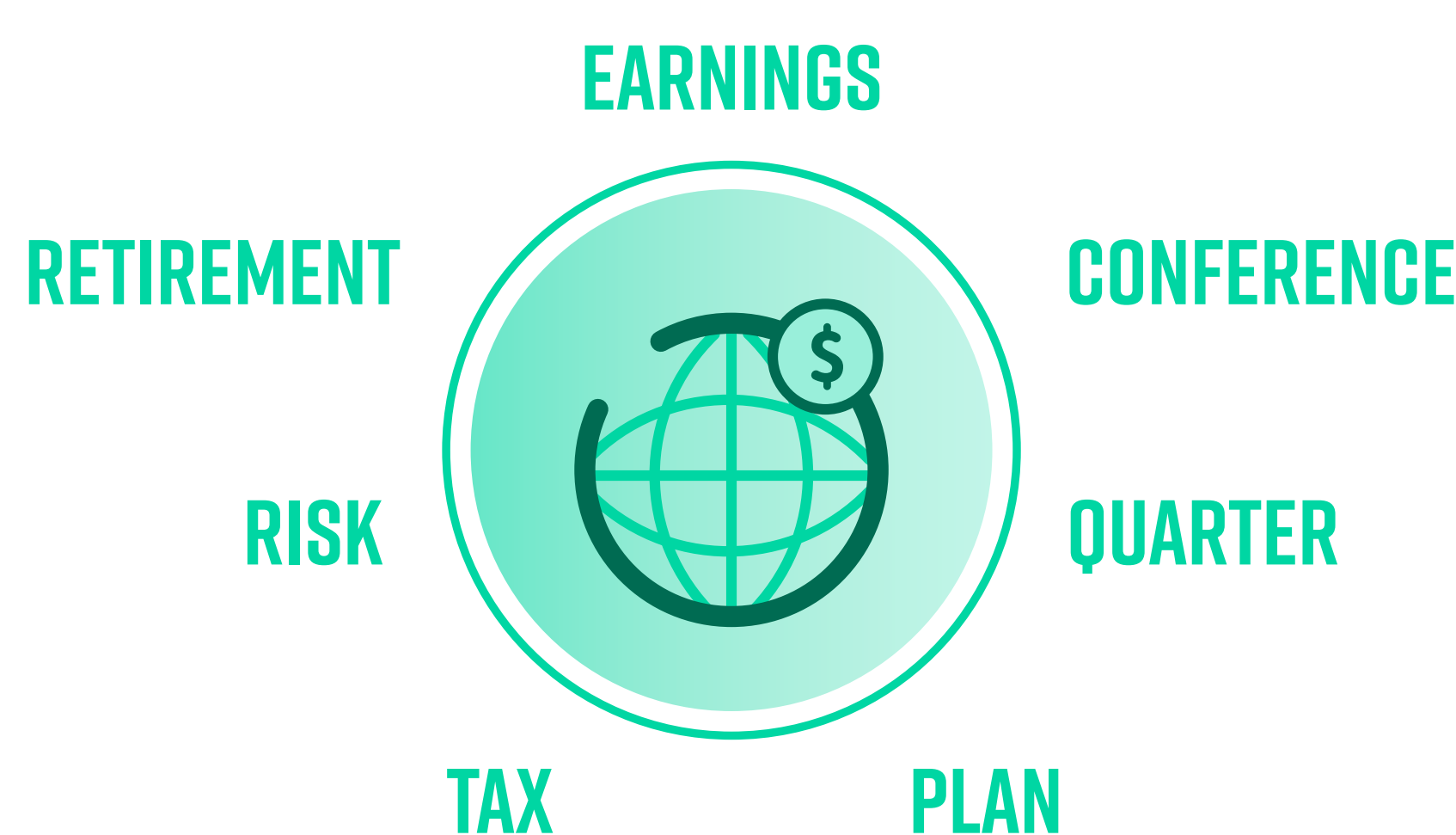
#### CONTENT EXPERIENCE LENGTH OF ATTENDANCE

Financial services audiences that joined content experiences stayed for **23.92 minutes on average**, up 2.23 minutes from the previous quarter.



### THEMES

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



## CONCLUSION

Financial services marketers saw increased engagement during and after experiences in Q1 2022. With the dips in conversion rates, it is important for financial services marketers to rethink promotional strategies for webinars — including how to remind those who registered to attend the event. An additional component can be how to repurpose the webinar content to drive additional engagement through curated content and personalized experiences, both of which perform well in this market.

