

DIGITAL EXPERIENCES BENCHMARK

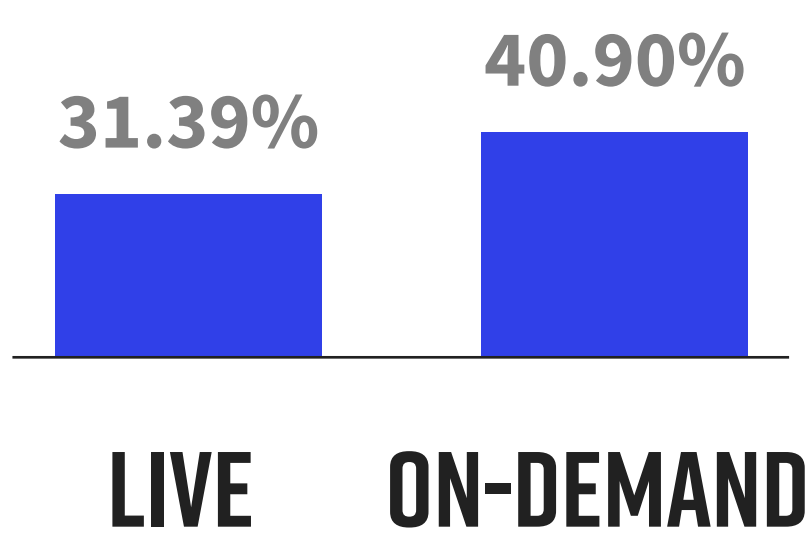
LIFE SCIENCES Q1 2022 REPORT

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.

In Q1 2022, life sciences audiences converted at a higher rate to the on-demand version of webinars than the live version. This demonstrates the need for marketers to consider the time and date of their events, to capture more live attendees. There was an increase in the number of attendees to content experiences, but CTA and engagement didn't hold steady. Life sciences marketers must make sure these experiences are aligned with the appropriate CTAs to allow audiences to continue to educate themselves.



AUDIENCE



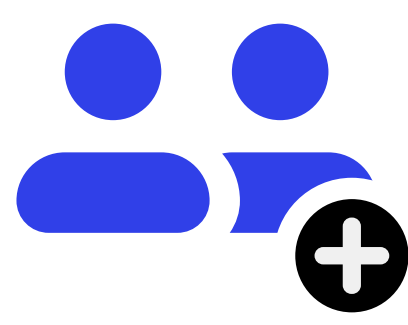
DIGITAL EXPERIENCE CONVERSION

The conversion rate for live consumption of webinars was **31.39%** and **40.90%** for on-demand.



ATTENDEE TIME

Life sciences audiences attended webinars for **51.54 minutes** on average, 2 minutes shy of Q4 2021.



TOTAL ATTENDEES

The average number of webinar attendees **rose 43.71%** from Q4 2021 to 221.04.

ENGAGEMENT

QUESTIONS

Life sciences audiences asked more questions than the previous quarter **up to 26 questions on average**, up 31.38% from the previous quarter.

ENGAGEMENT ACTIONS

Life sciences audiences were more engaged in Q1 2022, with an **33.60% increase** from the previous quarter.

CALLS TO ACTION

Life sciences audiences increased their utilization of CTAs, **up 81.99%** from the previous quarter.



CONTENT EXPERIENCES & PERSONALIZED EXPERIENCES

CONVERSION

Personalized content experience conversion increased quarter over quarter **78.32%**, **up 6.05 percentage points**.

CONVERSION TO ATTENDANCE

When evaluating conversion to attendance for personalized and curated content experiences, life sciences audiences outpace other industries. Life sciences audiences converted, respectively, **4.6 and 7.3 percentage points higher** than industry average.

ATTENDEE TIME

Life sciences audiences stayed on personalized experiences for **34.91 minutes**, and on curated experiences for 25 minutes.



THEMES

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



CONCLUSION

Life sciences marketers continue to drive interest and interaction with their digital experiences. Webinar engagement continued to increase and the same best practices applied to webinars should be applied to content experiences, to improve engagement and CTAs taken by attendees. This will allow life sciences marketers to capture more data to be able to better serve these audiences with future experiences.

