

# DIGITAL EXPERIENCES BENCHMARK

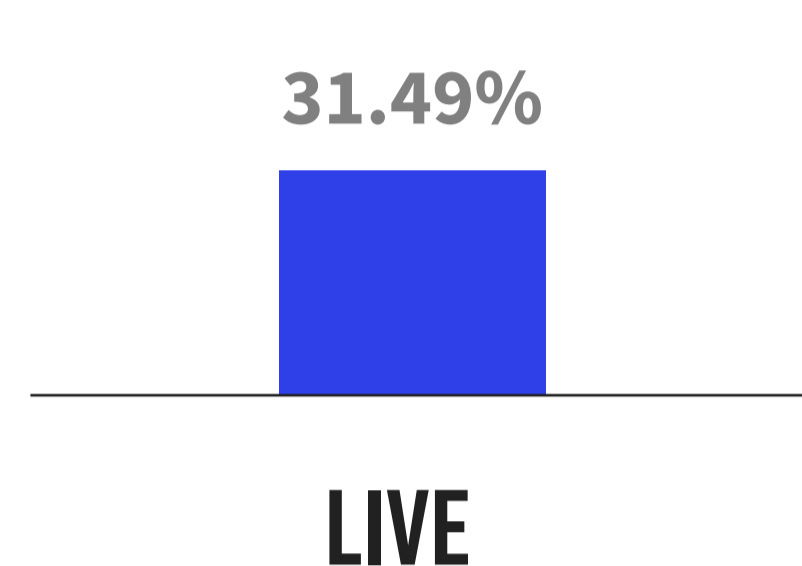
## MANUFACTURING Q1 2022 REPORT

This report will evaluate the performance of digital experiences in the manufacturing 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.

Manufacturing audiences increased engagement in digital experiences in Q1 2022. Particularly with regards to survey responses, which saw a dramatic increase, along with questions asked. Manufacturing marketers captured audiences' attention with personalized and curated content experiences too. There is opportunity for growth in additional CTA usage to drive more first-party insights.



### AUDIENCE



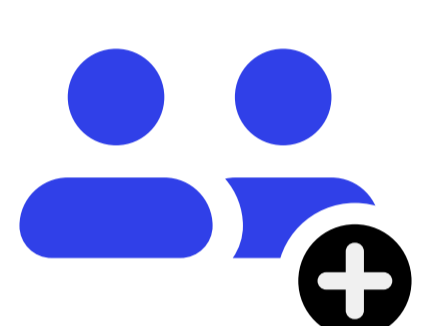
#### DIGITAL EXPERIENCE CONVERSION

The conversion rates for live attendees rose slightly in **Q1 2022 to 31.49%**.



#### ATTENDEE TIME

The average length of attendance for manufacturing webinars was 40.88 minutes, an **increase of 13.58%**.



#### ATTENDANCE

The average number of webinar attendees in **Q1 2022 was 230.24**, a decline of 5.15% quarter over quarter.

### ENGAGEMENT

#### QUESTIONS

Manufacturing audiences had a slight increase in average number of questions per webinar, up to **14.56 questions per webinar**.

#### ENGAGEMENT ACTIONS

Manufacturing webinars had an increase in completion of surveys per webinar, up **85.52%** quarter over quarter.



### CONTENT EXPERIENCES & PERSONALIZED EXPERIENCES

#### CONVERSION

For curated content experiences, manufacturing audiences converted at 24.76% in Q1 2022, an increase of 3.96 percentage points from Q4 2021. Similarly, personalized experiences saw higher conversion as well, increasing **4.69 percentage points to 52.20%**.

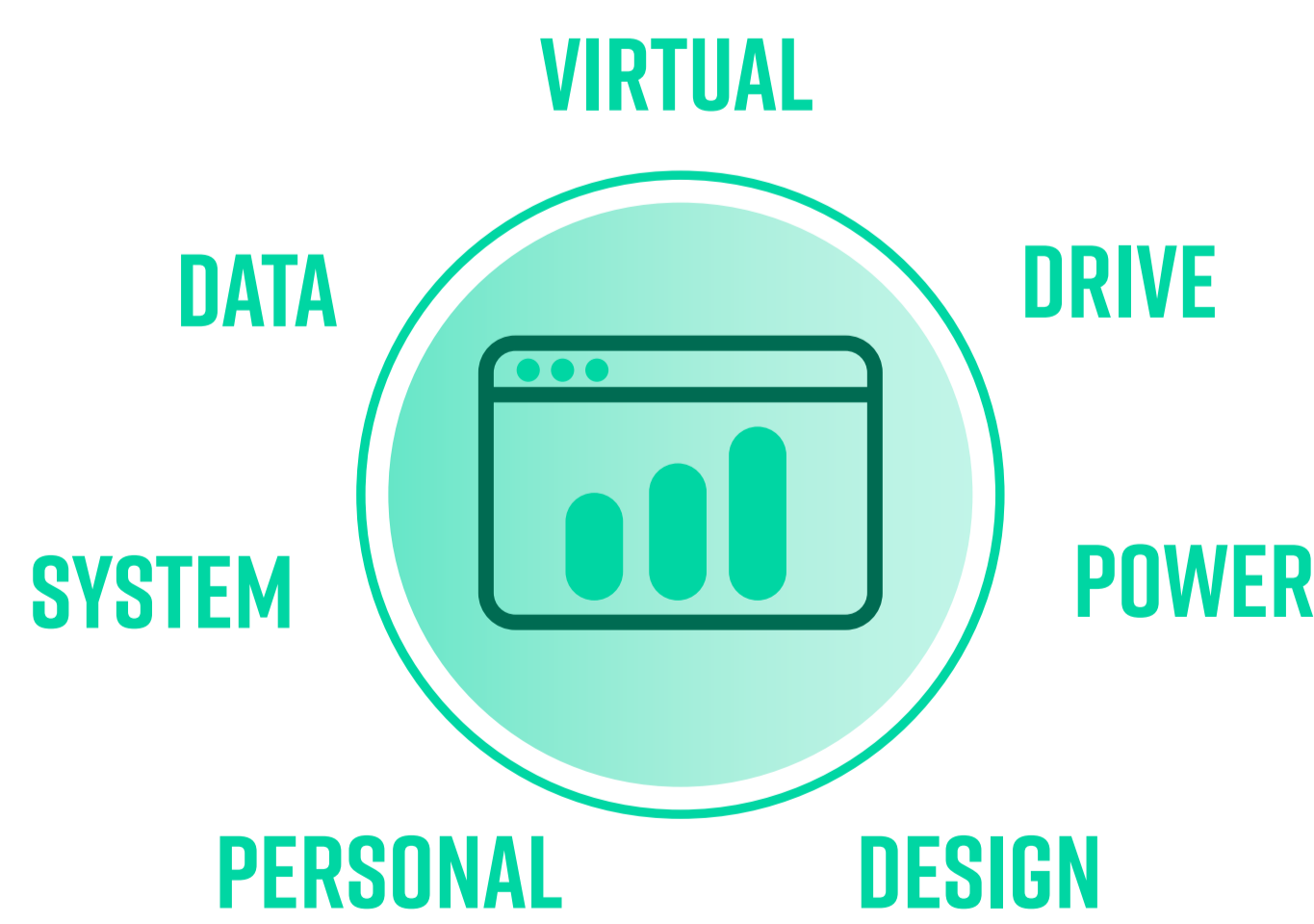
#### ATTENDEE TIME

On curated experiences, manufacturing audiences spent on average 29 minutes, an **increase of 20.97%** from the previous quarter. For personalized experiences, it was 32 minutes on average, an increase of 14 minutes from the previous quarter.



### THEMES

The key themes coming from manufacturing organizations for digital experiences include:



## CONCLUSION

Manufacturing marketers have made strides to develop experiences that engage audiences, especially with curated and personalized content. The opportunity for manufacturing marketer's is to better align and engage audiences with appropriate CTAs following digital experiences. This will allow audiences to continue to self educate and in turn, creates more engagement data for marketers.

