

DIGITAL EXPERIENCES BENCHMARK

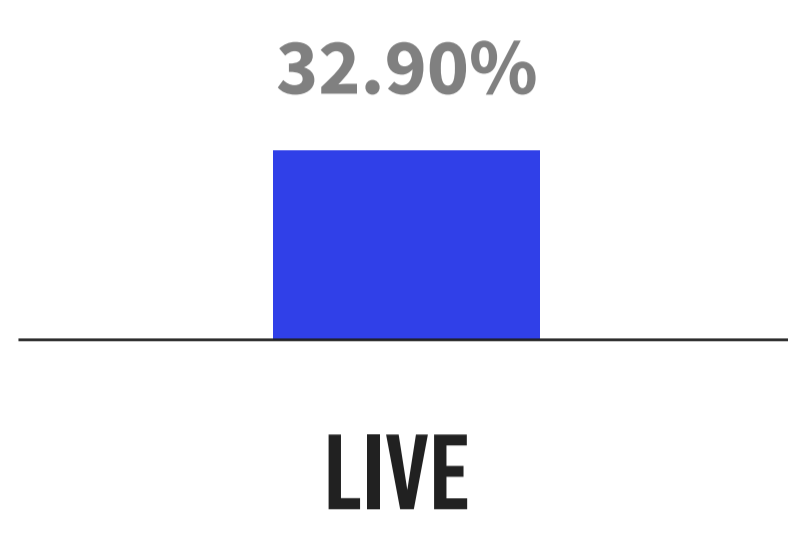
TECHNOLOGY Q1 2022 REPORT

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.

Technology audiences remained highly engaged in digital experiences in Q1 2022. There was a slight decline in conversion to attendee of on-demand webinars, but live webinar attendees was in line with Q4 2021. More importantly, engagement metrics and CTAs taken increased in Q1 2022. Curated content experiences and personalized experiences also performed well, signaling that marketers that aren't using those strategies should evaluate them for the remaining quarters of 2022.

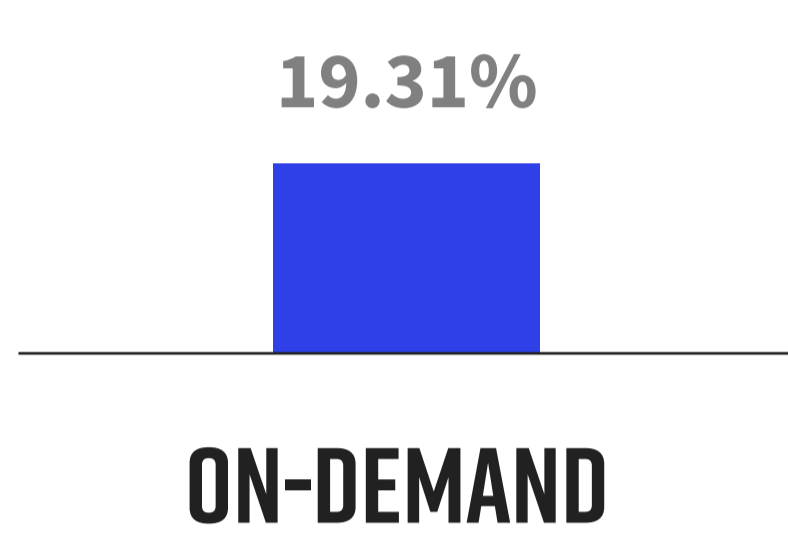


AUDIENCE



LIVE CONVERSION

Conversion to live webinars remained **consistent with the previous quarter at 32.90%**.



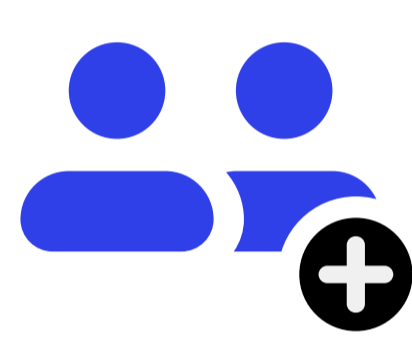
ON-DEMAND CONVERSION

There was a drop of 5.89 percentage points in conversion to **on-demand viewing to 19.31%** quarter over quarter.



ATTENDEE TIME

Technology audiences' average time increased by nearly five minutes to **59.59 minutes in Q1 2022**, from the previous quarter.



ATTENDANCE

The average number of webinar attendees in Q4 2021 was 217. It **increased by 15.52% to 250 in Q1 2022**.

ENGAGEMENT

QUESTIONS

Technology audiences **averaged 18.78 questions per experience**, an increase of 32.22% from Q4 2021.

CALLS TO ACTION

Technology audiences overall conversation with a CTA, including book a meeting or free trial, **increased 32.90%** quarter over quarter.

ENGAGEMENT ACTIONS

The engagement rate during experiences **increased in Q1 2022 by 35.49 in engagement actions taken per attendee**.

CONTENT EXPERIENCES & PERSONALIZED EXPERIENCES

CONVERSION

Technology audiences converted more to personalized experiences quarter over quarter to **52.13%**.

ATTENDANCE

Technology audiences stayed longer on curated experiences in Q1 2022, averaging 26.49 minutes. An **increase of 22.39%** quarter over quarter.

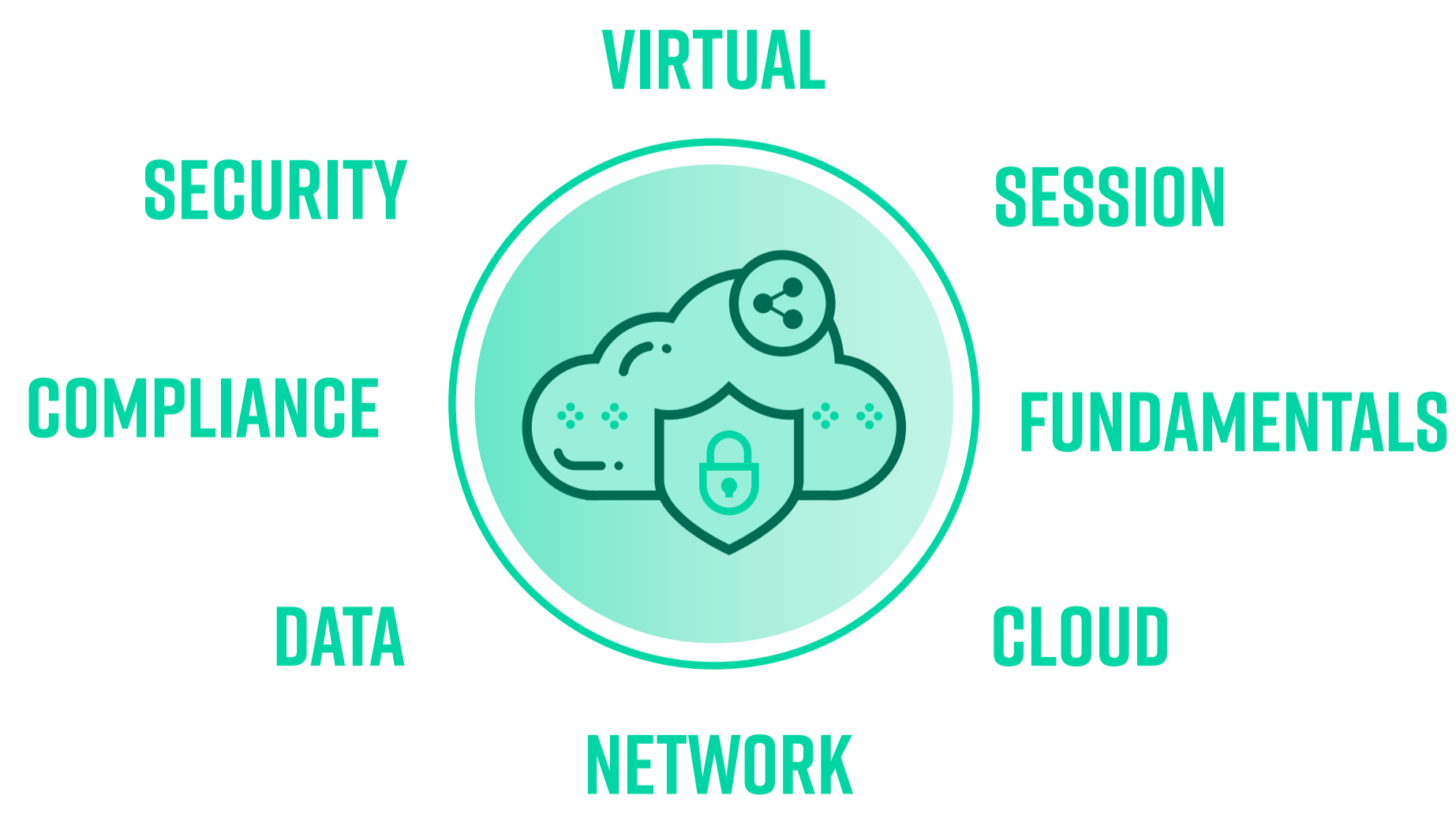
CALLS TO ACTION

For curated experiences, **audiences converted via CTA 106.47% more** in Q1 2022 than in Q4 2021.



THEMES

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



CONCLUSION

Despite an increase in the number of physical events, Q1 2022 saw increased engagement in digital experiences for technology audiences. Companies must continue to evaluate audience behaviors and look for ways to innovate in digital engagement. For Q2 and beyond, technology marketers must carefully watch engagement rates and compare them against their various categories of digital experiences.

