

OVERVIEW

Marketers looking to take their measurement approach for digital experiences and webinars to the next level should read this playbook. It will go over how to identify, capture and act on progressive metrics. These best practices empower marketers to further advance their understanding of how audiences are engaging with their digital experiences.

OUTCOMES OF THIS PLAY



Progressive Content Insight

An advanced understanding of your webinar's performance at a tactic and program level will allow you to unlock additional insights to power these programs.



Advanced Reporting

While basic reporting is a start, having advanced information will be of immense value to the sales and marketing organizations. By capturing additional information, you'll be able to translate them into additional marketing and sales activities.



Improved Digital Experience ROI

With better insight and reporting from digital experiences, it will be easier to correlate the results to business value. It will also allow marketers to tie value from technology investments in webinar programs to impact on pipeline.

PROCESS

1. Understand

There are a variety of metrics to consider from within the ON24 platform. Advanced metrics to consider include:

- Account engagement
- Leads
- Webinar Engagement
- Power Leads
- Engagement Minutes
- Content downloads

Additionally, through integrations with salesforce automation systems, engagement from webinars can be tied into sales qualification metrics and pipeline impact.

2. Select

The next step is to select which of the measurement categories you'll be evaluating. The sample metrics listed in "Understand" are a strong place to start. However, further correlation is powerful here. Like evaluating the conversion rate to attendance for specific accounts for showing impact of webinars on customer marketing or account-based marketing programs.

3. Review

Meet with the team responsible for the webinar campaigns on a consistent basis to look at the measurement results. Discuss what worked and what didn't work and look for opportunities for improvement. Based on the interlock with sales teams, it will also be important to review results with sales and sales development representative (SDR) leadership.

4. Improve

The insights gleaned from these activities will be valuable for making content decisions like, timing, format and messaging. This should also be fed into the creation on personalized and on-demand experiences from these webinars. Especially for companies leveraging webinars and digital experiences for targeted campaigns to customers or based on an account-based marketing strategy, there needs to be a direct line of sight from performance back to content and experience creation. Overtime, the preferences and behaviors from audiences in digital experiences should also be fed back into the persona and buyer and customer journey documentation.

DATA

- Account engagement
- Leads
- Webinar engagement
- Power leads
- Engagement minutes
- Content downloads
- Sales-ready leads
- Pipeline impact

NEXT STEPS

Marketers that are able to use advanced metrics should be sharing this insight across the marketing organization. By tying engagement and leads to content, you are able to help prioritize requested activities. Especially if operating as a service desk to other marketers, marketers will be empowered to provide the guidance and insight to help advance the available programming.