

DIGITAL EXPERIENCES BENCHMARK

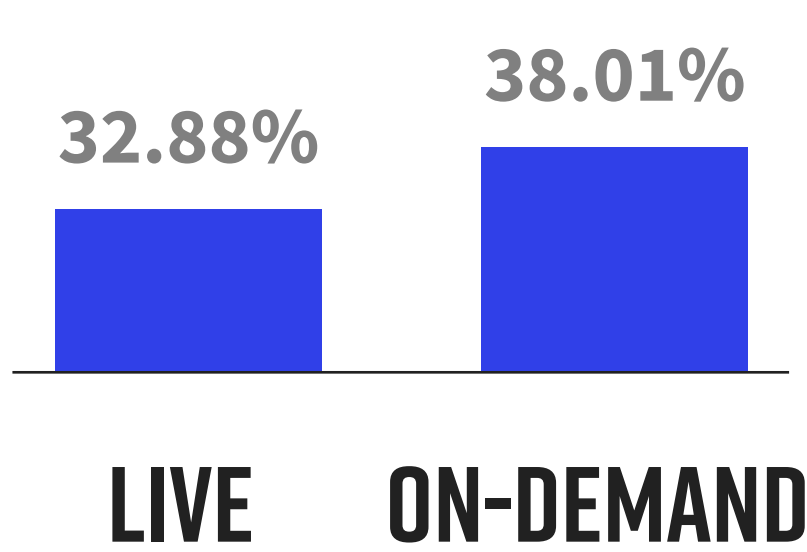
LIFE SCIENCES Q2 2022 REPORT

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.

Life sciences audiences continue to have a higher conversion rate to post-live viewing of digital experience content. This is an important factor as teams plan experiences to ensure that audiences, regardless of when they join, have an engaging experience. For organizations looking to increase their live conversion rates, there is potential for experimenting with different times or days for the events.



AUDIENCE



DIGITAL EXPERIENCE CONVERSION

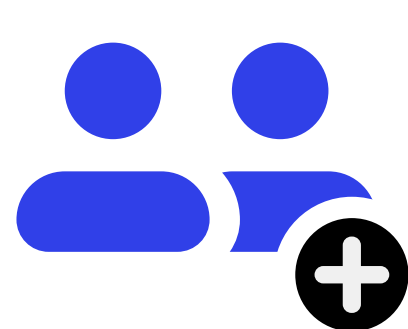
The conversion rate for live consumption of webinars was **32.88%** and **38.01%** for on-demand in Q2 2022, relatively even with Q1 2022.



48 MINS

ATTENDEE TIME

Life sciences audiences attended webinars for **48 minutes** on average, 3 minutes shy of Q1 2022.



TOTAL ATTENDEES

The average number of webinar attendees was 189 in Q2 2022.

ENGAGEMENT

QUESTIONS

Life sciences audiences asked 22 questions per webinar on average, a modest decline from Q1 2022.

ENGAGEMENT ACTIONS

Life sciences audiences were as engaged as in digital experiences as Q1 2022, with under a percentage point change quarter over quarter.

CALLS TO ACTION

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



CONTENT EXPERIENCES

CONVERSION

Content experience conversion increased quarter over quarter **43.48%**, up **16.73 percentage points**.

CONVERSION TO ATTENDANCE

Average content consumed per attendee rose **11.37%** quarter over quarter.

ATTENDEE TIME

Life sciences audiences stayed on curated content experiences for **26 minutes** in Q2 2022, a 2 minute increase from the previous quarter.



PERSONALIZED EXPERIENCES

CONVERSION

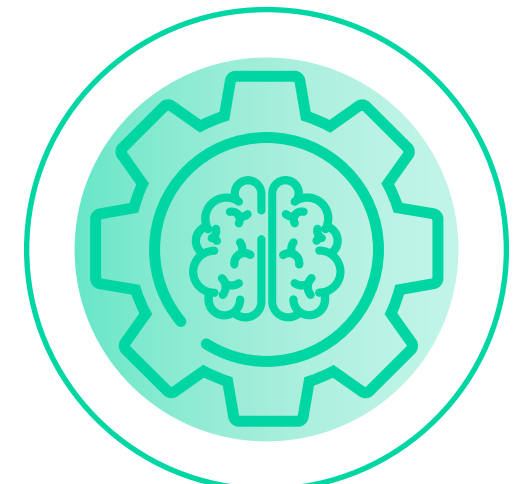
Personalized content experience conversion was **34.74%** in Q2 2022.

ATTENDEE LENGTH

Life sciences audiences stayed on personalized experiences for 30 minutes, a decrease of one minute from the previous quarter.

CALLS TO ACTION

Audience engagement with CTAs **increased by 9.78%** from the previous quarter.



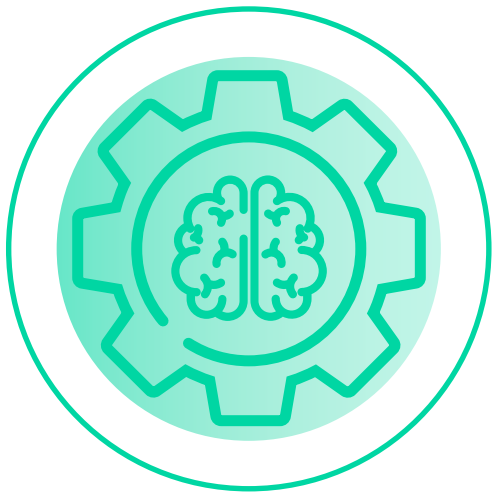
CONCLUSION

Life sciences audiences engagement in personalized and curated content experiences. This is an emerging tactic in this market, and one that life sciences marketers should begin to evaluate. This is especially important as we know that life sciences audiences show up for post-living viewing of webinars at a higher rate than most industries.

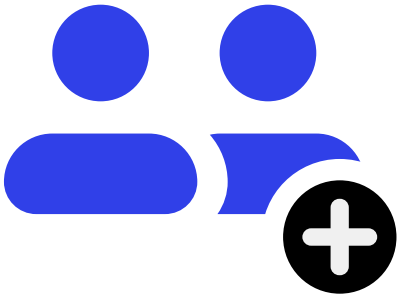














48 MINS

