

DIGITAL EXPERIENCES BENCHMARK

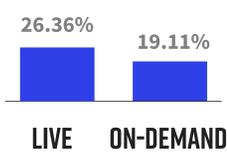
FINANCIAL SERVICES Q2 2022 REPORT

This report will evaluate the performance of digital experiences in the financial services 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.

Financial services audiences remained steady in their conversion rates from Q2 2022, with engagement metrics increasing. Any companies not seeing these increases should reevaluate the strategy and engagement techniques being used in webinars. Additionally, personalized and curated content experiences continued to drive engagement with financial services audiences.



AUDIENCE



DIGITAL EXPERIENCE CONVERSION

Financial services audiences converted to **live and on-demand** in Q2 2022 at **26.36% and 19.11% respectively**.



44 MINS

ATTENDEE TIME

The average length of attendance for a financial services webinar was **44 minutes**, a minute decrease from Q2 2022.



ATTENDANCE

The average number of webinar attendees in financial services was **236 in Q2 2022**.

ENGAGEMENT

QUESTIONS

Financial services webinars had **19.31 questions per webinar**, a decrease of 1 question on average from the previous quarter.

CALLS TO ACTION

Financial services audiences **increased their engagement with CTAs by 15.77%** from the previous quarter.

ENGAGEMENT ACTIONS

Financial services audiences engagement during the experience **increased by 26.75%** from Q1 2022.



CONTENT EXPERIENCES & PERSONALIZED EXPERIENCES

PERSONALIZED EXPERIENCE LENGTH OF ATTENDANCE

Financial services audiences converted at a higher rate to attendees in **Q2 2022 at 57.35%**.

CONTENT EXPERIENCE CALLS TO ACTION

Financial services audiences were more engaged with CTAs, **increasing 24.17% from Q1 2022**.

CONTENT EXPERIENCE LENGTH OF ATTENDANCE

Financial services audiences that joined content experiences stayed for **27.07 minutes on average, up 13.40%** from the previous quarter.



CONCLUSION

As financial services marketers begin plans for 2023, it is critical that personalized and curated experiences play a role. That will allow marketers to extend the longevity of the content and experiences that they are creating. Additionally, with financial services marketers must align live content to the attendance behavior being close to 45 minutes, as opposed to other industries that are over 50 minutes.

