

# DIGITAL EXPERIENCES BENCHMARK

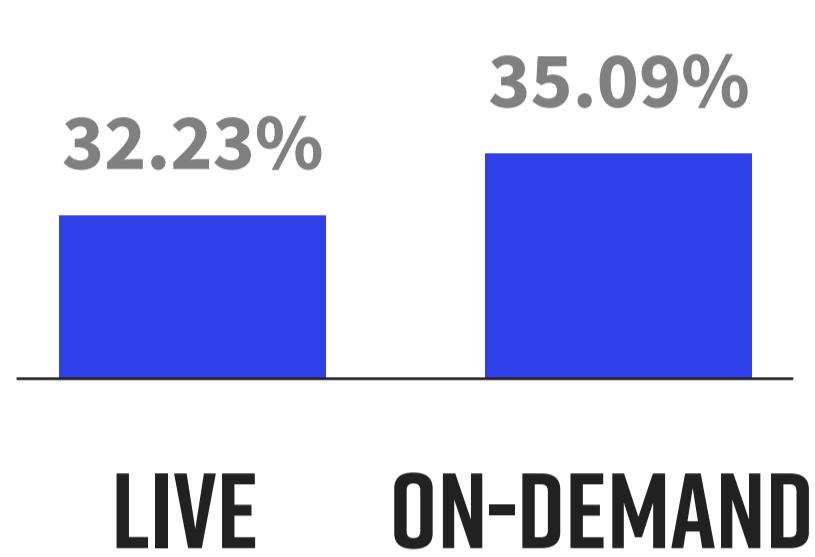
## MANUFACTURING Q2 2022 REPORT

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 Q2 2022. This behavior was seen most significantly in how audiences are using emoji reactions during experiences. Additionally, content experiences also saw increase in attendance and engagement levels.



### AUDIENCE



#### DIGITAL EXPERIENCE CONVERSION

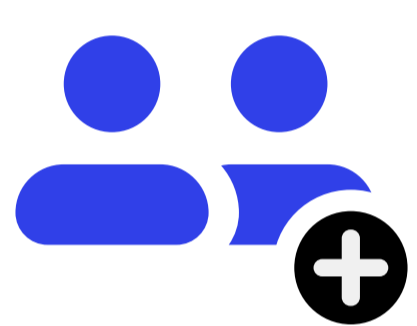
The conversion rates for live attendees was **35.09%** and on-demand was **32.23%**. Live rates increased by 1.91 percentage points and on-demand had a drop of 2.89 percentage points.



**43.22 MINS**

#### ATTENDEE TIME

The average length of attendance for manufacturing webinars was **43.22 minutes** in Q2 2022, an increase of nearly two minutes from the previous quarter.



#### ATTENDANCE

The average number of webinar attendees in Q2 2022 was **160**.

### ENGAGEMENT

#### QUESTIONS

Manufacturing audiences asked **12.48 questions per webinar** in Q2 2022.



#### ENGAGEMENT ACTIONS

Manufacturing webinars had an increase in overall engagement per attendee, up **10.40%** from the previous quarter.

#### REACTIONS

As manufacturers have adopted emoji reactions into webinars, **audiences have engaged increasingly, up 277.03% from Q1 2022**.

### CONTENT EXPERIENCES

#### CONVERSION

For curated content experiences, manufacturing audiences converted at **26.76% in Q2 2022**, an increase of nearly two percentage points from Q1 2022.

#### ATTENDEE TIME

On curated experiences, manufacturing audiences spent on **average 30.48 minutes**, a modest increase from Q1 2022.

#### CONTENT CONSUMPTION

Manufacturing audiences **consumed 32.78% more content** from the previous quarter on curated content experiences.



## CONCLUSION

As manufacturing marketers have evolved their utilization of digital techniques, audiences have responded with increased engagement levels. Additionally, content experiences have become a powerful tool to capture and engage audiences. The next step is for manufacturers to ensure proper CTA alignment to improve actionable data for sales and marketing following experiences.

