

DIGITAL EXPERIENCES BENCHMARK

TECHNOLOGY Q2 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 converted to webinars at a higher rate than in Q1 2022. Additionally, key engagement metrics also increased. Importantly these gains in conversion and engagement were also seen across on-demand and personalized experiences as well.



AUDIENCE

33.86%



LIVE

LIVE CONVERSION

Conversion to live webinars increased from Q1 2022 to **33.86%**.

20.03%



ON-DEMAND

ON-DEMAND CONVERSION

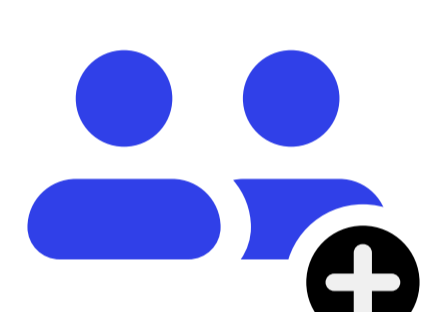
Conversion to the post-live viewing or on-demand version of webinars **increased to 20.03%** in Q2 2022.



61 MINS

ATTENDEE TIME

Technology audiences' average time increased by two minutes to **61 minutes** in Q2 2022.



ATTENDANCE

The average number of webinar attendees in Q2 2022 was **190**.

ENGAGEMENT

QUESTIONS

Technology audiences averaged **15.02 questions** per webinar, a decrease of 3.21 from the previous quarter.

CALLS TO ACTION

Technology audiences conversion to free trial with a CTA, **increased 8.77%** quarter over quarter.

ENGAGEMENT ACTIONS

The engagement rate per attendee during experiences **increased in Q2 2022 by 17.31%**.

CONTENT EXPERIENCES & PERSONALIZED EXPERIENCES

CONVERSION

Technology audiences converted more to personalized experiences quarter over quarter to **58.58%**.

ATTENDANCE

Technology audiences stayed longer on personalized experiences in Q2 2022, **averaging 27.11 minutes**. An increase of just over four minutes quarter over quarter.

CALLS TO ACTION

For curated experiences, **audiences converted via CTA 25.79%** more often than in Q1 2022.



CONCLUSION

Engagement continued to increase from technology audiences with digital experiences in Q2 2022. This is important, as many organizations have also returned to physical events as well. Engagement also persisted in other forms of digital experiences, personalized and curated, which is a powerful way for technology marketers to enable audiences on their journeys and allow them to access content at a time that fits their schedule.

