

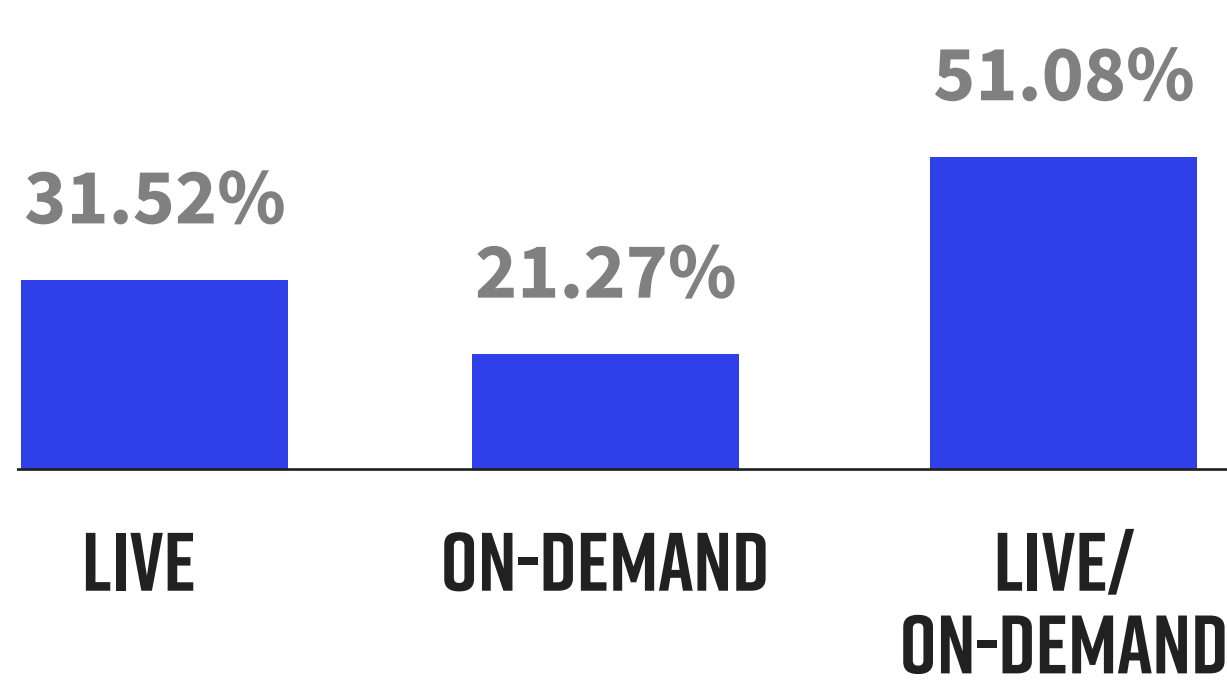
DIGITAL EXPERIENCES BENCHMARK

Q2 2022 REPORT

Audiences continue to attend and engage with digital experiences. While we have seen stabilization of registration to attendee conversion rates, attendees who are present during digital experiences are more actively engaged than the previous quarter. Marketers looking to improve their registration to conversion attendee rates should reflect on their promotional strategy and see if it is aligned with current registration behavior, which shows that attendees are registering closer to the day of the event, than in previous years.



AUDIENCE



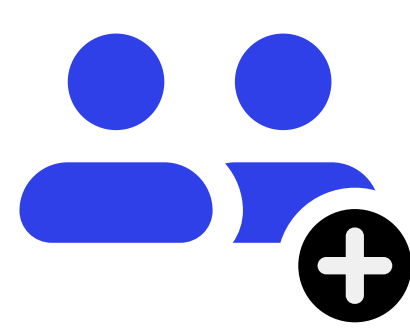
DIGITAL EXPERIENCE CONVERSION

The combined conversion rate for live and on-demand consumption of webinars was **51.08%**. **Live conversion was 31.52% and on-demand conversion was 21.27%.** All conversion rates were in line with Q1 2022.



ATTENDEE TIME

The average attendee was **54.07 minutes**, a modest, 90 second, decrease from the previous quarter.



ATTENDANCE

The average number of **webinar attendees in Q1 2022 was 110, an increase of 2.27% from Q1 2022.**

ENGAGEMENT

QUESTIONS

Not all digital experiences include engagement with Q&A. Of those that did, the **average number of questions was 9.22.** This is an increase of 10.14% quarter over quarter.

CALLS TO ACTION

The overall CTA conversion per attendee **increased 11.63%** from Q1 2022.

ENGAGEMENT ACTIONS

Attendees were **more engaged in webinars in Q2 2022, by 13.50% from the previous quarter.**

CONTENT EXPERIENCES

CONVERSION

Average conversion from registration to attendance was **41.78%, an increase of 6.01 percentage points** from Q1 2022.

ATTENDEE LENGTH

The average length of attendance for Q2 2022 **increased by 8.54% to 25.2 minutes.**

CALLS TO ACTION

Attendee engagement with the "Request a Demo" CTA **increased by 53.16% quarter over quarter.**

PERSONALIZATION

CONVERSION

The conversion rate for registration to attendance of personalized digital experiences was **54.58%, an increase of 2.58 percentage points.**

ATTENDEE LENGTH

The average length of attendance was **27.91 minutes, consistent with the previous quarter.**

CALLS TO ACTION

Attendee engagement with CTAs **increased 70.50% from Q1 2022.**

CONCLUSION

Engagement continued to increase across digital experience types in Q2 2022. Marketers must consistently evaluate their format and digital content, to continually optimize their marketing mix for audience preferences. Acting on the data from this engagement is paramount for marketers across b-to-b organizations.

