Reach High and Meet Your Webinar Goals

BrightTALK’s 2017 Webinar Benchmarks Report
Overview

With webinars firmly established as one of the most versatile and effective marketing tactics, leading webinar platforms must continue to rapidly innovate in order to keep pace with the marketers who use their products.

Supported by artificial intelligence and machine learning, the BrightTALK platform analyzes user content preferences to customize recommendations based on demonstrated interests and past viewing behavior. With seamless viewer and presenter experiences, attending or hosting a webinar on BrightTALK is now simpler than ever.

Our mission is to bring professionals and businesses together to learn and grow, and this yearly report examines the abundance of data generated by these interactions. By publishing these benchmarks, our goal is to help marketers across all industries and regions produce highly engaging, revenue-generating webinar programs.
Methodology

In 2016, BrightTALK supported thousands of global webinars and videos on our platform and across the web through embedded channels. Of those, more than 14,000 were published on the BrightTALK platform and were included in the analysis for this report. All of these presentations can be found on brighttalk.com.

This report reveals a wide variety of webinar program benchmarks, including: pre-registrations, pre-registrations to live attendee conversions, and other key metrics.

Unless otherwise noted, live webinars are events that are presented on a specific day and time to an audience. On-demand webinars are events that previously ran live or were uploaded as on-demand presentations onto the BrightTALK platform.

You’ll also find tips and testimonials from marketers who have successfully scaled their webinar programs to accomplish many different objectives, such as increasing brand awareness, generating leads, and re-engaging customers.
Pre-webinar benchmarks

Best days to promote

Pre-registration webinar statistics offer important insight about when to send your promotional emails to see the most success. In 2016, Wednesday had the highest number of pre-registrations, whereas in 2015 Monday saw the most pre-registrations. Regardless, we continue to see that promoting within the first few days of the work week drives the most registrations.
Pre-webinar benchmarks

Webinar promotion timelines

Webinar programs see the best success when they are promoted early (3-4 weeks out), and continue through the live day. The majority of your audience will have registered within two weeks of the live event. These rates have remained relatively consistent over the past three years.
Pre-webinar benchmarks

Best days to present

In line with previous years’ findings, the data this year shows that professionals are watching live content in the middle of the week, between Tuesday and Thursday. Avoid hosting live presentations on Mondays and Fridays, as these days are often hectic for professionals returning to the office after a weekend or focused on wrapping their work up before the weekend.

8am Pacific / 11am Eastern is the most attended time for a live webinar.

<table>
<thead>
<tr>
<th>Day</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>Sunday</td>
<td>0.2%</td>
</tr>
<tr>
<td>Monday</td>
<td>6%</td>
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<tr>
<td>Tuesday</td>
<td>25%</td>
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<tr>
<td>Wednesday</td>
<td>27%</td>
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<tr>
<td>Thursday</td>
<td>33%</td>
</tr>
<tr>
<td>Friday</td>
<td>8%</td>
</tr>
<tr>
<td>Saturday</td>
<td>0.1%</td>
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</table>
Position your content to solve the challenge your audience is facing, not highlight the solution you’re providing. Your solution might be great, but if the audience can’t see why it’s relevant to them, it may as well not be.
Live webinar benchmarks

Creating interactive content experiences

Webinars are unique among content formats in that they encourage two-way participation between presenters and audiences. Engagement tools like polls, questions, and attachments are critical to getting the most value from your webinar investments.

Quick tips to take advantage of BrightTALK’s webinar engagement features:

- **Polls**: Launch a poll early in your presentation to encourage your audience to interact with you and get a feel for their fellow attendees.
- **Attachments**: Among other types of content (blog posts, eBooks, infographics, etc.), always include your slide deck – it’s the most requested attachment from audiences.
- **Questions**: Follow up with everyone who asked a question, whether during the webinar or afterwards via email.
- **Feedback and ratings**: Review all feedback you receive after your webinar to understand which topics you could expand upon or create more content around.

% of webinars that used engagement features

- **Polls**: 29%
- **Attachments**: 8%
- **Questions**: 37%
- **Ratings & feedback**: 56%
Live webinar tips for better conversion rates

Before hosting a webinar, it’s important to understand typical webinar attendance patterns to set attainable demand goals. As with other live events, people sign up but aren’t always able to attend for various reasons. On average, 36% of webinar pre-registrants attend the live event. For this reason, it’s incredibly important to make your webinars available on demand immediately after your live presentation.

Tips for improving live audience conversions:

• Develop your content to cater specifically to the audience you want to attract. They’re more likely to show up if they know your content will help solve a specific pain point.
• Send out periodic reminder emails to encourage attendance. The BrightTALK platform automatically sends out three key reminder emails: right after registration, one day in advance, and 15 minutes before the live event.
• Offer a special giveaway for people who live tweet during your webinar.
• Create a unique hashtag for your event and give away a book or special discount to attendees who use it in their tweets.

36% webinar pre-registrants who attend the live event
Expert tip

Make sure you’re using a ‘starting now’ reminder email about 15 minutes before your live event. These messages are highly effective, earning a 35-45% click-through rate.
Audience engagement usage

How does your webinar stack up?

We’ve seen webinar lengths steadily decline each of the past several years, dipping from 41.4 minutes in 2013 to 39.2 minutes in 2016. Interestingly, however, the minutes viewed per webinar has actually increased, signaling higher engagement among audiences.

Marketers are straying from the traditional hour-long webinar format to get their message across in a more succinct manner. They’ve found that regularly hosting slightly shorter webinars and experimenting with episodic content formats has the potential to be more engaging and maintain audience attention over a longer period of time.

Average engagement per webinar

- **39 mins**
  - Length of webinar
- **22 mins**
  - Minutes viewed
- **30**
  - Attachments downloaded
- **4.3**
  - Rating of webinar
Audience engagement usage

Create stronger connections with your audience

Audiences on BrightTALK are interacting with presenters in many different ways. Last year, they actively asked questions, downloaded attachments, participated in polls, and provided feedback while watching webinars and videos.

Attendee engagement data helps marketers better qualify and score leads by offering insight into their prospects’ pain points and interests. Analyzing this data can help sales teams make strong, authentic connections with their buyers to assess how their product can solve their prospects’ most important business challenges.
On-demand webinar benchmarks

Continue driving leads after your live event

While live webinars provide valuable opportunities to engage your prospects in real time, on-demand presentations also offer their own unique set of benefits.

In B2C, audiences have grown accustomed to “anytime, anywhere” accessibility provided by streaming networks like Netflix and Hulu. This emphasis on viewer convenience has also taken hold in the B2B world: Publishing your recorded webinar gives your audience the opportunity to watch your content on their own time.

Within the first 10 days after your presentation, for example, you’ll have received just 47% of your on-demand views. Between the 10- and 20-day marks, you’ll see another 24% of your on-demand views, and so on.

These numbers demonstrate exactly how critical it is to publish your webinar recording and take full advantage of its long-term lead generation potential.

<table>
<thead>
<tr>
<th>Additional audience gained within # days after live event</th>
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<tbody>
<tr>
<td>10 days</td>
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<tr>
<td>20 days</td>
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<tr>
<td>30 days</td>
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<td>40 days</td>
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<td>70 days</td>
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<td>80 days</td>
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<tr>
<td>90 days</td>
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<tr>
<td>100 days</td>
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Expert tip

Match your presenter to the specific topic and audience of each webinar. Find security expert speakers for security-related topics (think beyond product marketers), C-level speakers on strategy topics, and so on.
BrightTALK allows us to tap into an audience we otherwise wouldn’t have reached. We put a lot into our webinar program and it’s great to expand our sales opportunities without doubling the effort.

—Marketing Programs Manager, Uberflip

Summary

As a small team with a global footprint, Uberflip needed to see high ROI around each marketing campaign they run. While webinars were consistently among their top performing tactics, they were interested in creating more webinar-generated sales opportunities.

Uberflip turned to BrightTALK, where they were able to share their content with a community of 600,000+ marketers around the globe. With BrightTALK Studios’ mock-live services, they were able to run previously recorded webinars as upcoming events and generate new leads -- with an average of 30% converting to SQLs. “While just placing content on-demand on BrightTALK would deliver value, being able to host events as ‘mock live’ increases the time prospects spend with the content,” said Uberflip’s Marketing Programs Manager. View case study

About Uberflip

Uberflip is a platform for marketers to create, manage and optimize content experiences so that content can be fully leveraged by all company stakeholders at every stage of the buyer journey. By providing marketers with the tools they need to boost engagement, generate leads and fuel demand generation, they can better leverage content to meet their goals.
Channel benchmarks

Attract and re-engage your audience to a central hub

BrightTALK Channels are centralized content libraries where you can host all of your upcoming, live, and on-demand webinar and video content. Upon registering for or viewing your content, your audience become subscribers to your channel and are automatically nurtured with additional webinar and video content, as it relates to their interests.

Your channel can be embedded on your website, blog, landing pages, or any other web properties you manage.

1,097,876 Webinar views via embeds in 2016
Channel benchmarks

**Consistent content means more leads**

Professionals come to BrightTALK to stay ahead of trends impacting their industry and solve business challenges. Publishing more content in your channel allows you more opportunities to capture the attention of those highly motivated viewers.

In addition to our paid lead offerings, each channel on our platform benefits from BrightTALK’s organic leads, who are people that discover your content through our search tool or professional communities. These leads build up your subscriber base — at no extra cost.

<table>
<thead>
<tr>
<th>Assets in channel</th>
<th>Number of subscribers</th>
</tr>
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<tbody>
<tr>
<td>1-5</td>
<td>343</td>
</tr>
<tr>
<td>6-20</td>
<td>1430</td>
</tr>
<tr>
<td>21-50</td>
<td>2654</td>
</tr>
<tr>
<td>51+</td>
<td>7963</td>
</tr>
</tbody>
</table>
One of the most common questions we receive is, “What is considered a good number of viewers?” Unfortunately, there is not a universal answer to this question. While some webinars are intended to increase your database and draw in a large audience, others are more targeted and designed to attract a specific segment.

As content marketing evolves, marketers have begun prioritizing lead quality over quantity. With their webinar programs, drawing in more relevant audiences is key.

Advanced webinar programs look beyond pre-registrations and views to assess how their content is impacting closed bookings. Webinars provide the deep insights and engagement data that marketing and sales teams need to reach decision makers who are more likely to purchase.
BrightTALK has been a fundamental part of our marketing efforts over the years, and will continue to be as it helps us grow our global footprint.

—Membership Media Services Manager, (ISC)²

Summary

(ISC)² is an international organization working to create the gold standard in cybersecurity awareness and certifications for IT professionals. (ISC)² helps their 115,000+ members stay ahead of the latest strategies, threats, and innovations in IT security. To grow their membership, they needed a platform to connect with IT professionals around the globe.

After being introduced to BrightTALK in 2009, (ISC)² has scaled their pillar programs into a global engine, growing their channel to 72,000+ subscribers. Since cybersecurity concerns vary across regions, (ISC)² runs multiple channels on BrightTALK to tailor their content to each audience. These different series not only provide their members great content but also increase their global exposure to new IT professionals, which is highly valued by their partners and sponsors.

View case study

About (ISC)²

(ISC)² is an international nonprofit membership association focused on inspiring a safe and secure cyber world. Best known for the acclaimed Certified Information Systems Security Professional (CISSP®) certification, (ISC)² offers a portfolio of credentials that are part of a holistic, programmatic approach to security.
Conclusion

With the continued rise in engagement across the BrightTALK platform, audiences remain highly attentive and engaged with webinar and video content. This year saw an all-time high for the average number of minutes viewed per webinar, even as overall webinar lengths declined.

As we look ahead at what’s next in webinar marketing, it’s clear that providers must adapt beyond merely providing the technology to run webinars. With BrightTALK, not only can you target your best buyers and put your most engaging content in front of them, but also nurture them with additional content, understand their behavior on a deeper level, and provide a cohesive experience across devices and websites.
BrightTALK brings professionals and businesses together to learn and grow.

Thousands of thought leaders are actively sharing their insights, their ideas, and their most up-to-date knowledge with professionals all over the globe through the technologies that BrightTALK has created.

At BrightTALK, we believe people learn the most when they hear directly from those who know the subject best. We believe this experience is enhanced through a dialog between speakers and the audience. It is the interactions we witness and the advancement of knowledge in our online communities that excites us the most.

To learn how BrightTALK can help you engage your target audience to drive pipeline success, visit business.brighttalk.com