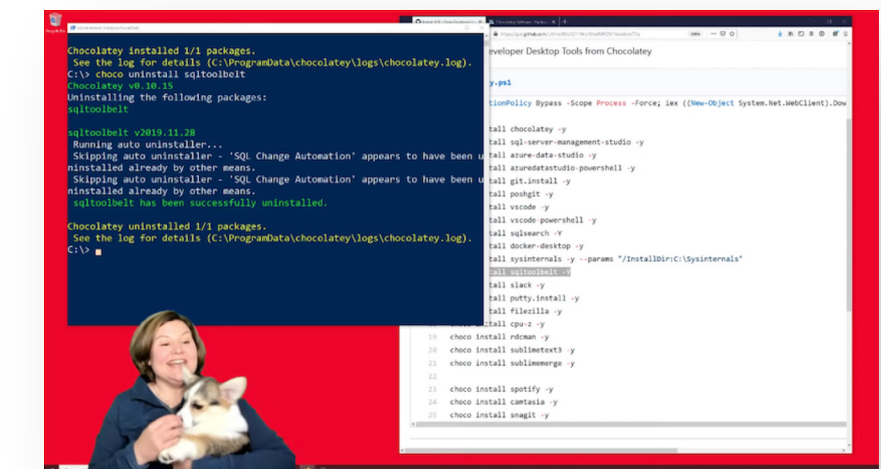
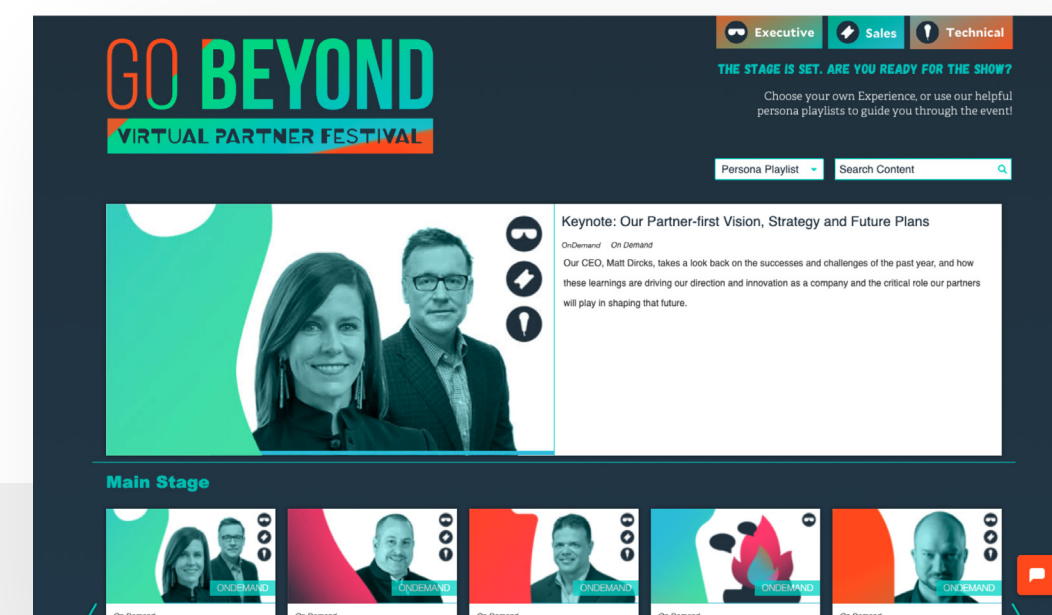
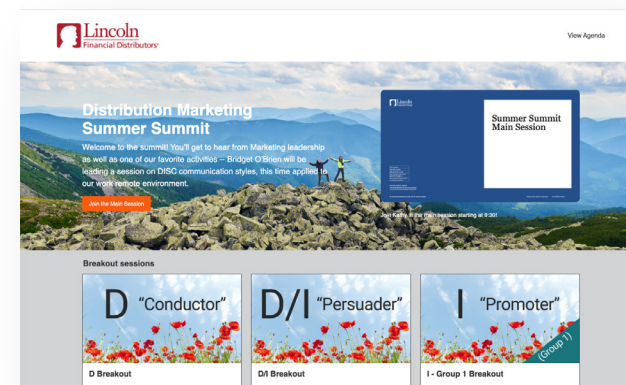
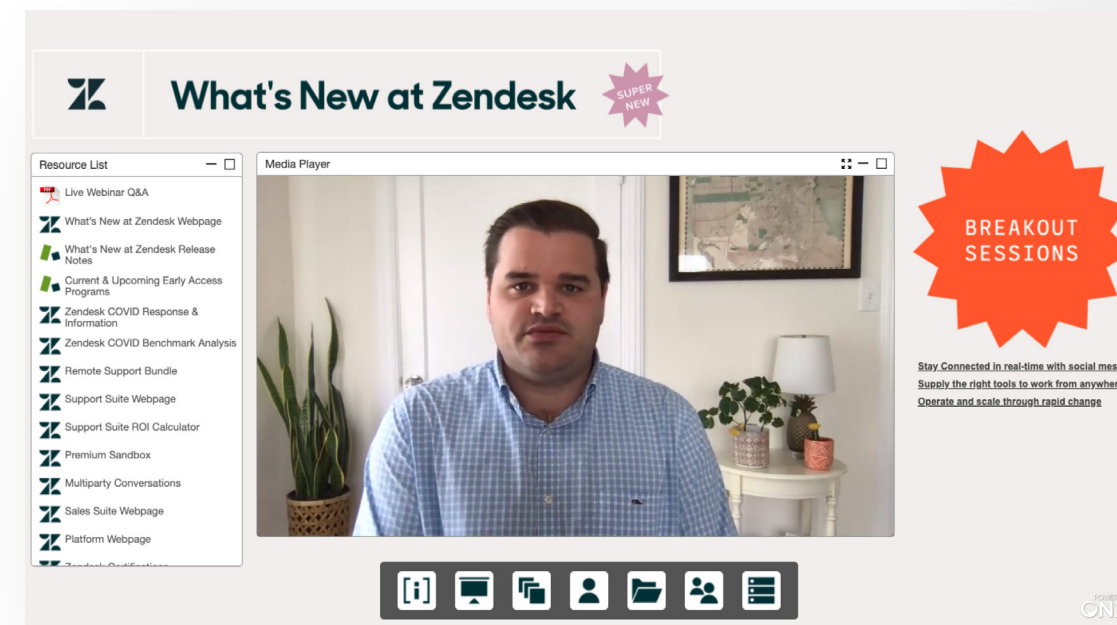
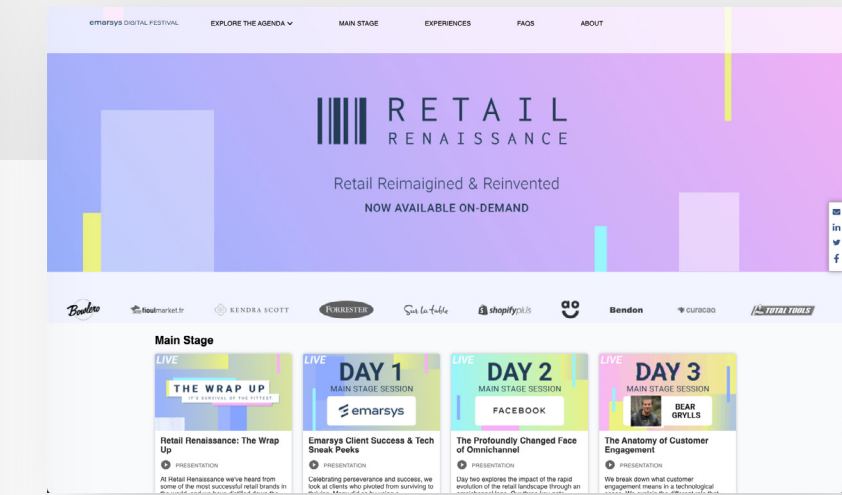
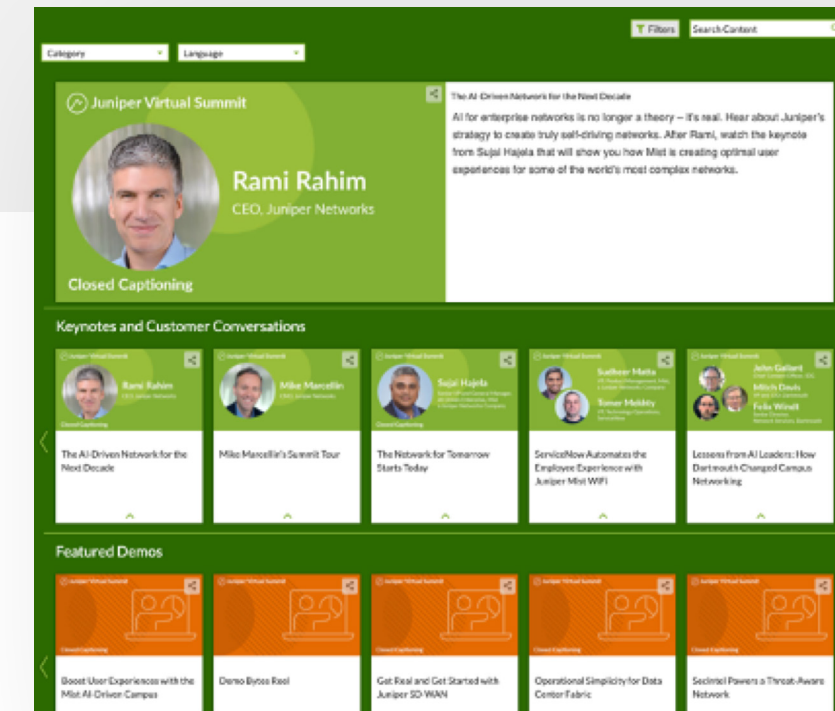
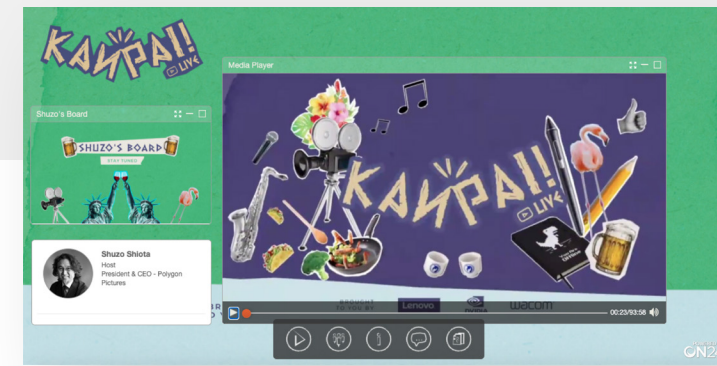




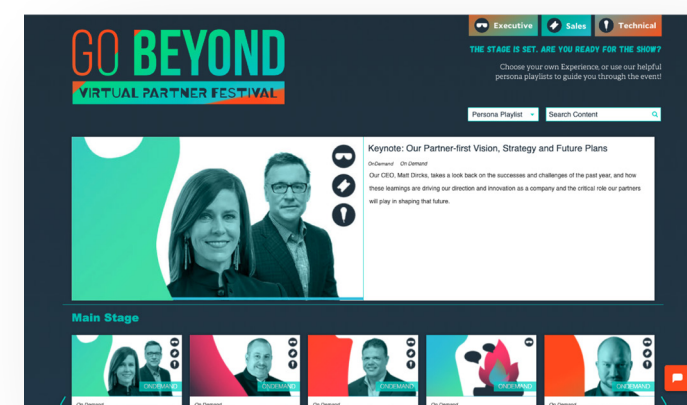
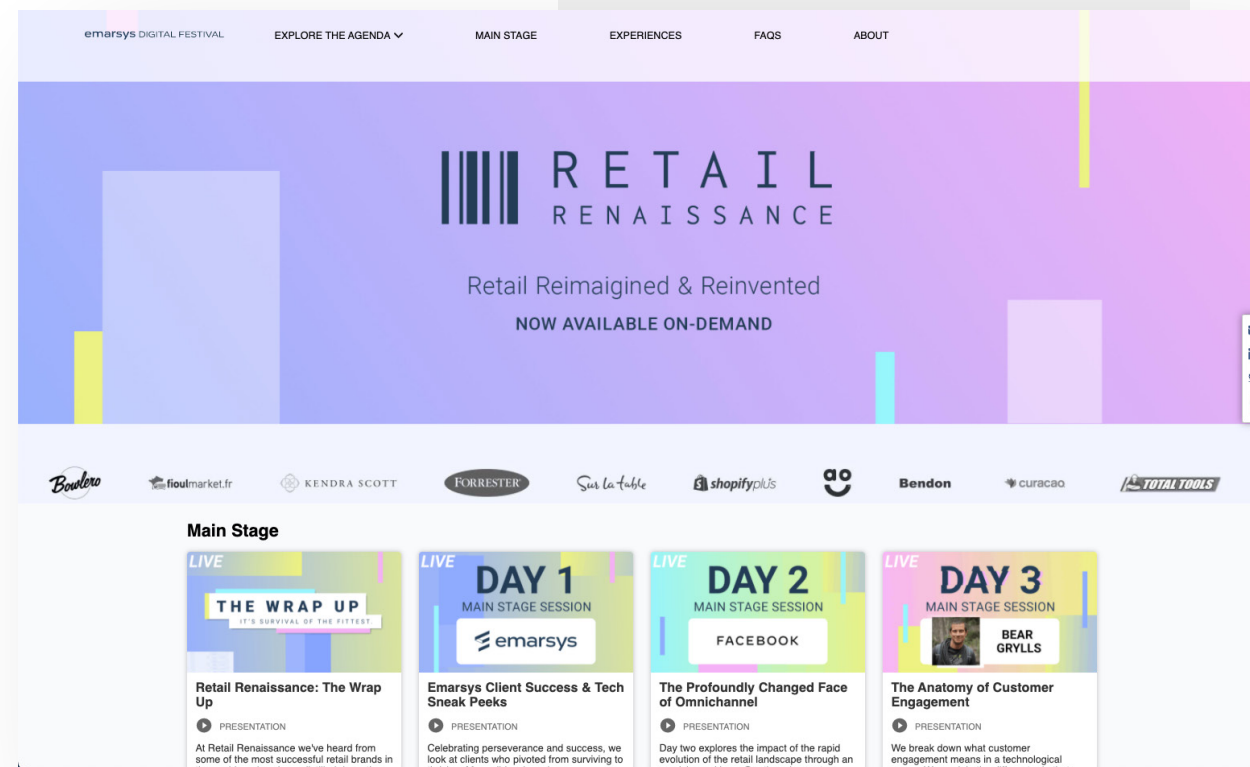
# 10 OUTSTANDING DIGITAL EXPERIENCES THAT MARKETERS CAN USE

## INSPIRING AND AWARD-WINNING EXAMPLES TO ENERGIZE YOU AND YOUR TEAM





# TABLE OF CONTENTS



**INTRODUCTION** 3

**STAND-OUT WEBINARS** 4

- » #1 Lenovo 5
- » #2 Zendesk 8
- » #3 Redgate 11

**PERSONALIZED EXPERIENCES WITH TARGET** 14

- » #4 Riscure 9
- » #5 Lincoln Financial Distributors 11
- » #6 SCOR 13

**ENTICING AUDIENCES WITH ENGAGEMENT HUB** 14

- » #7 Queen Mary University of London 14
- » #8 BeyondTrust 16
- » #9 Juniper Networks 18

**FULLY-INTEGRATED DIGITAL EXPERIENCES** 19

- » #10 Emarsys 19

**LOOKING TO THE FUTURE** 21

## INTRODUCTION

# THE DIGITAL-FIRST FUTURE THAT WE WERE WAITING FOR HAS NOW ARRIVED.

Companies large and small have [announced](#) permanent shifts to remote work. Survey [data](#) from McKinsey shows that decision-makers prefer digital interactions over face-to-face. Even Bill Gates [predicts](#) that half of all business travel will never return.

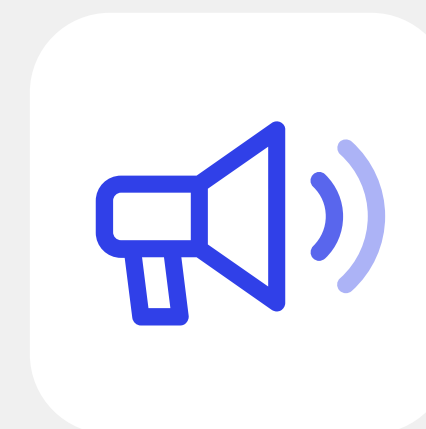
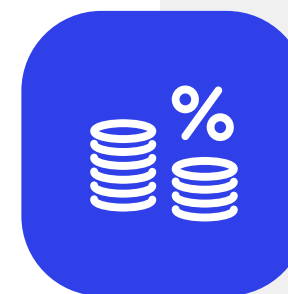
But as this change unfolds, there is also the potential to lose opportunities to build connections with the same strength as face-to-face interactions. So how should companies respond?

The answer is to provide digital experiences that are so compelling that audiences are drawn in to engage.

At the heart of this approach are webinars — one of the powerful channels for engaging an audience. Compared to other formats — from e-books and blog posts, to video and podcasts — webinars offer the ability to create two-way conversations, all while providing the content and information audiences need.

But not all webinars are created equal. Low-quality programs — like simple audio-only PowerPoint presentations — almost encourage attendees to seek engagement elsewhere. Similarly, one-off webinars produced on an irregular schedule can hurt a brand's attempt to build a loyal audience.

This guide aims to show a different path. By featuring examples that stand out from the others, we hope this will inspire you to create your own. From best-in-class webinars to fully-integrated digital experiences, we hope they will inspire you to provide opportunities that your audiences cannot resist.



**SO COME ON IN AND FIND OUT  
HOW YOU CAN TAKE YOUR DIGITAL  
EXPERIENCES TO THE NEXT LEVEL.  
THE FUTURE HAS ARRIVED.**





# STAND-OUT WEBINARS

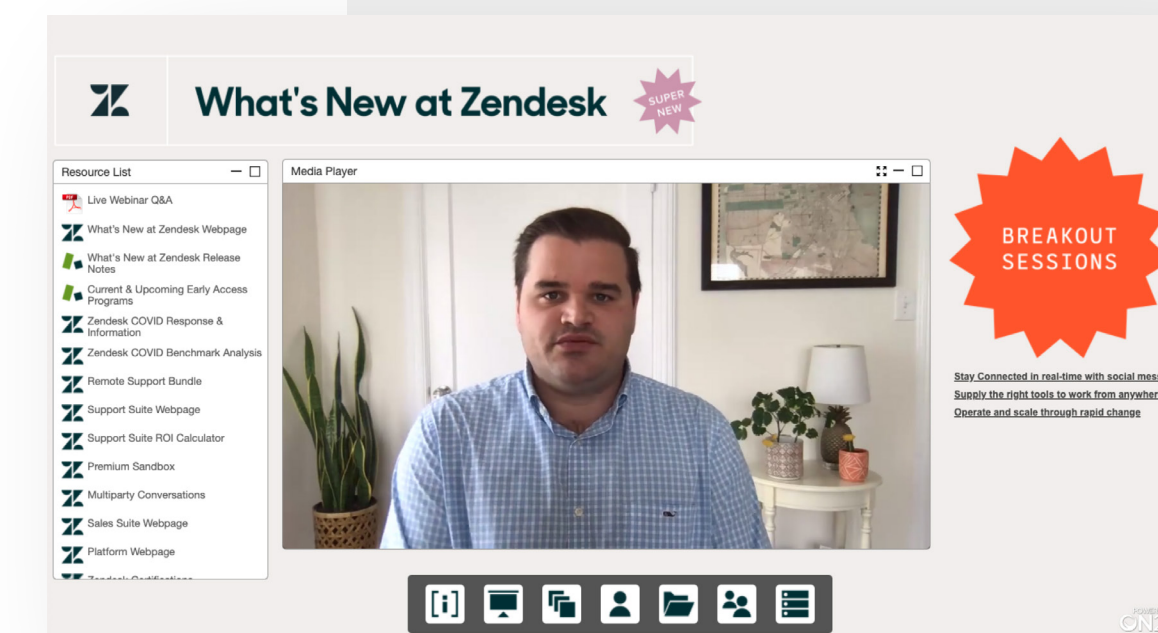
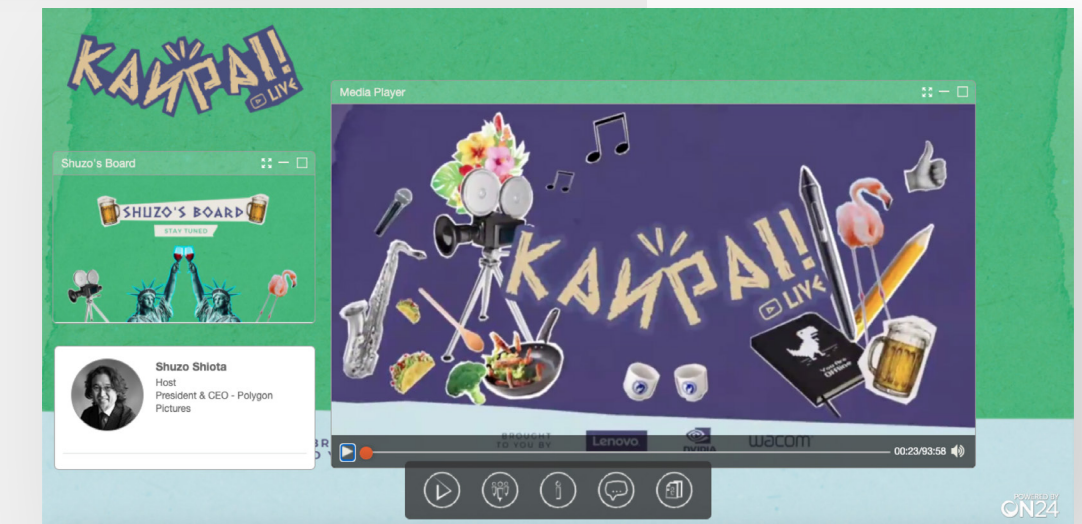
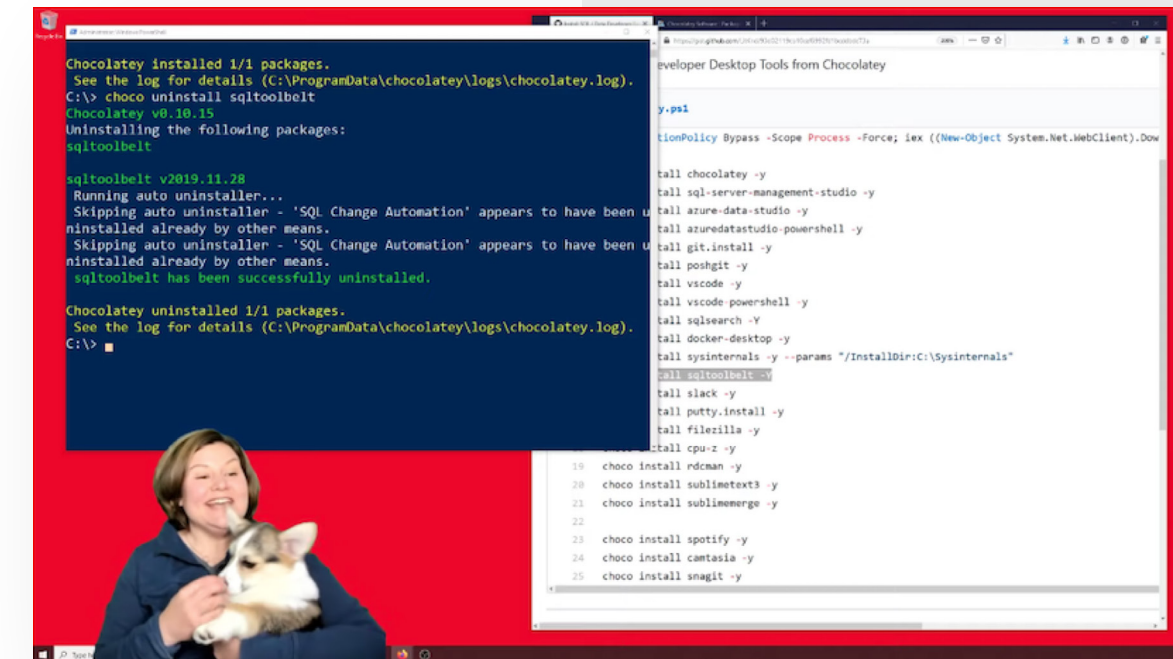
Webinars help marketers reach, connect and nurture audiences across the globe. They also provide organizations with a clear view of the attendee — from account name to first name — and gives both marketing and sales teams the tools they need to understand which messages resonate, where attendees are in their buyer's journey and what steps the organization can take to push the relationship to the next level.

But what makes a great webinar, well, great?

It's a combination of things. It's a great webinars series mixed with eye-catching branding. It's an engaging topic combined with audience-centric, interactive tools. It's a trusted resource with content that's been localized for each region.

There are a lot of things that a brand can do to create an outstanding digital experience with the [ON24 Platform](#). And we have 10 examples for you to peruse below.

**LET'S TAKE A LOOK AT SOME AMAZING EXAMPLES NOW.**



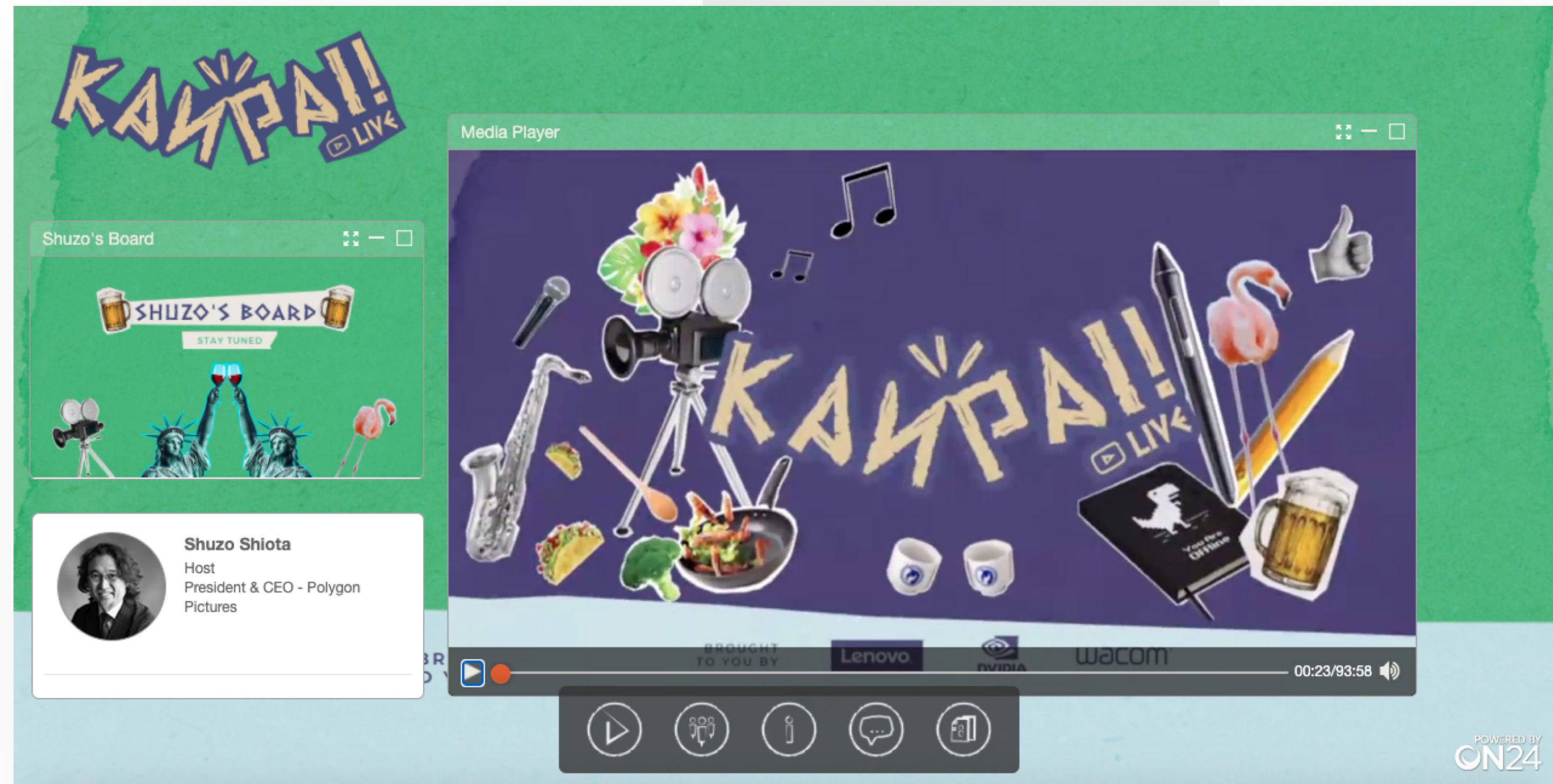




# #1

As the pandemic has limited the options for entertainment, the creative industry has been hit particularly. So, in partnership with its partner THU, Lenovo endeavored to create an experience that would inspire and empower THU's 'tribe' of creatives.

As part of a timeline of events that had to be reinvented as well as rescheduled, Lenovo and THU presented Kanpai! Live, an online experience involving leading speakers in the arts. The webinar was distinctly global in reach. Only did its host present live from Japan, but the experience featured speakers from the US, Portugal and elsewhere. This in turn attracted a diverse, global audience.





The multi-screen share integration capabilities of the ON24 platform were key in creating an experience that transitioned seamlessly from an in-person event as held in prior years.

To draw in viewers, speakers and guests included famous faces, such as Tim Miller (director of Deadpool) and Academy Award winner Peter Ramsey (director of Spider-Man: Into the Spider-Verse).

Lenovo and THU also made use of the ability to integrate pre-recorded content into the Kanpai! Live experience. This allowed them to focus more on engaging attendees without the added pressure of presenting, using ON24 tools such as Q&A, discussion boards and group chats.







Even at a time when crisis has forced businesses to reevaluate their priorities, Lenovo and THU found that running this webinar helped them achieve a timeless goal: putting the customer first. Kanpai! Live was able to make a real difference, providing fun and inspiration to help its audience of creatives through tough times.



**ON24 TIP: USE SIMULIVE WEBINARS TO EASE PRODUCTION AND REACH THOSE WHO PREFER TO WATCH LIVE.**

Pre-recorded webinars can feel as dynamic and interactive as live events, but can help to take the pressure of presenters by being recorded in advance. This can be particularly useful when running virtual events that multiple sessions scheduled all on the same day, or in recruiting talent across time zones.







# #2

As self-proclaimed champions of customer service, connection is at the heart of what Zendesk does best. Looking for a way to connect with its own clients at scale and at any time, all without compromising on quality, Zendesk found webinars powered by the [ON24 Platform](#) to be the perfect solution.

“What’s New at Zendesk” evolved from a single webinar that played a supporting role to the company’s major in-person event, to a standalone premier event experience.

The screenshot shows a webinar interface with the following elements:

- Header:** Zendesk logo, "What's New at Zendesk" title, and a "SUPER NEW" badge.
- Resource List:**
  - Live Webinar Q&A
  - What's New at Zendesk Webpage
  - What's New at Zendesk Release Notes
  - Current & Upcoming Early Access Programs
  - Zendesk COVID Response & Information
  - Zendesk COVID Benchmark Analysis
  - Remote Support Bundle
  - Support Suite Webpage
  - Support Suite ROI Calculator
  - Premium Sandbox
  - Multiparty Conversations
  - Sales Suite Webpage
  - Platform Webpage
- Media Player:** A video window showing a man in a blue checkered shirt speaking.
- Control Bar:** A row of icons for chat, screen share, document, user, folder, group, and settings.



Stay Connected in real-time with social messaging  
Supply the right tools to work from anywhere  
Operate and scale through rapid change

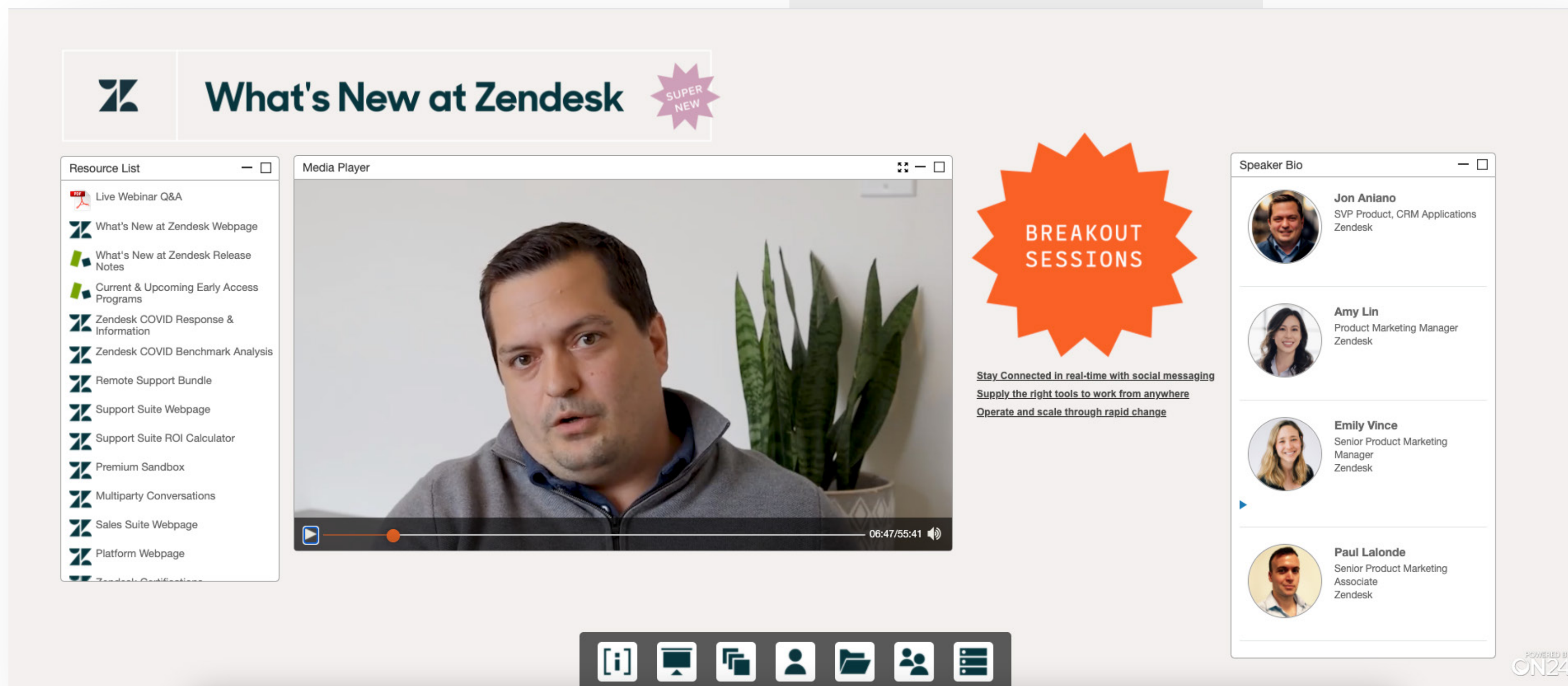
POWERED BY ON24



Zendesk made sure to exploit every feature and capability available to them to create a top-quality experience, with breakout deep-dive webinars, live Q&As, downloadable resources and custom branding of a simple, easy-to-navigate console.

Putting [ON24 Webcast Elite's](#) media player center stage, Zendesk was able to webcast content that was highly engaging and sophisticated for viewers, but simple to execute, with speakers webcasting from home webcams.

Focused on providing real solutions to their clients rather than just technical product information, Zendesk used the console's Q&A engagement tool to host twenty product experts to answer audience questions.



**What's New at Zendesk** SUPER NEW

**BREAKOUT SESSIONS**

Stay Connected in real-time with social messaging  
Supply the right tools to work from anywhere  
Operate and scale through rapid change

**Resource List**

- Live Webinar Q&A
- What's New at Zendesk Webpage
- What's New at Zendesk Release Notes
- Current & Upcoming Early Access Programs
- Zendesk COVID Response & Information
- Zendesk COVID Benchmark Analysis
- Remote Support Bundle
- Support Suite Webpage
- Support Suite ROI Calculator
- Premium Sandbox
- Multiparty Conversations
- Sales Suite Webpage
- Platform Webpage

**Speaker Bio**

- Jon Aniano**  
SVP Product, CRM Applications  
Zendesk
- Amy Lin**  
Product Marketing Manager  
Zendesk
- Emily Vince**  
Senior Product Marketing Manager  
Zendesk
- Paul Lalonde**  
Senior Product Marketing Associate  
Zendesk

06:47/55:41

POWERED BY ON24



Importantly, the success of the “What’s New” webinar experience showed up in the numbers. Pipeline and bookings attribution more than doubled from the previous quarter, with registration increasing by 42% quarter-over-quarter and attendance by 36%. The series is broadcast across EMEA, APAC and the Americas, with over 2000 attendees globally.

To find out more, [check out the Zendesk Case Study on the ON24 site.](#)



### **ON24 TIP: MATCH YOUR WEBINAR BRANDING TO YOUR UNIQUE CAMPAIGNS**

If you have a powerful campaign to reach customers, it makes sense to ensure your webinars reflect that effort. Using ON24’s Console Builder, you can quickly tailor your webinars to create the best experience. For more information, check out our [Webinar Console Branding Guide](#).







# #3

For Redgate, a leading provider of DevOps software solutions, its series of virtual conferences 'Redgate Streamed' needed to have at its heart an engaging webinar experience.

Redgate used the [ON24 Platform](#) to deliver talks by industry experts, providing educational content as well as opportunities to network with peers.

The screenshot shows a webinar interface with a red background. In the center, a PowerShell terminal window displays the following output:

```
Chocolatey installed 1/1 packages.  
See the log for details (C:\ProgramData\chocolatey\logs\chocolatey.log).  
C:\> choco uninstall sqltoolbelt  
Chocolatey v0.10.15  
Uninstalling the following packages:  
sqltoolbelt  
  
sqltoolbelt v2019.11.28  
Running auto uninstaller...  
Skipping auto uninstaller - 'SQL Change Automation' appears to have been u  
ninstalled already by other means.  
Skipping auto uninstaller - 'SQL Change Automation' appears to have been u  
ninstalled already by other means.  
sqltoolbelt has been successfully uninstalled.  
  
Chocolatey uninstalled 1/1 packages.  
See the log for details (C:\ProgramData\chocolatey\logs\chocolatey.log).  
C:\>
```

To the right of the terminal, a list of chocolatey commands is shown:

```
19 choco install rdcman -y  
20 choco install sublimetext3 -y  
21 choco install sublimemerge -y  
22  
23 choco install spotify -y  
24 choco install cantasia -y  
25 choco install snagit -y
```

In the bottom left corner, a woman is visible holding a small dog.



The engagement generated was literally award-winning, as the series took home the award for “Best Digital Engagement” at ON24’s [“Virtualized Event Awards”](#).

A key part of Redgate Streamed becoming a stand-out example was the event’s creativity. The multi-day experience featured presenters in eye-catching costumes and even the appearance of a speaker’s puppy.







Redgate didn't let a single opportunity for engagement go to waste, making use of console capabilities such as group chat, content downloads, podcasts, virtual booths, a trivia event with built-in polling and leaderboard, and calls-to-action to drive future event sign-ups.

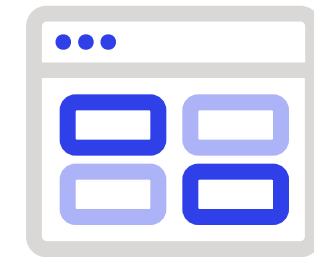
Louise Domeisen, Virtual Events Manager at Redgate, reported that the company was “extremely proud” of what Redgate Streamed achieved, and that “the community response was amazing.”



### **ON24 TIP: DISPLAY CLEAR CALLS-TO-ACTION ON YOUR WEBINAR CONSOLES TO DRIVE ENGAGEMENT AND ACHIEVE YOUR GOALS**

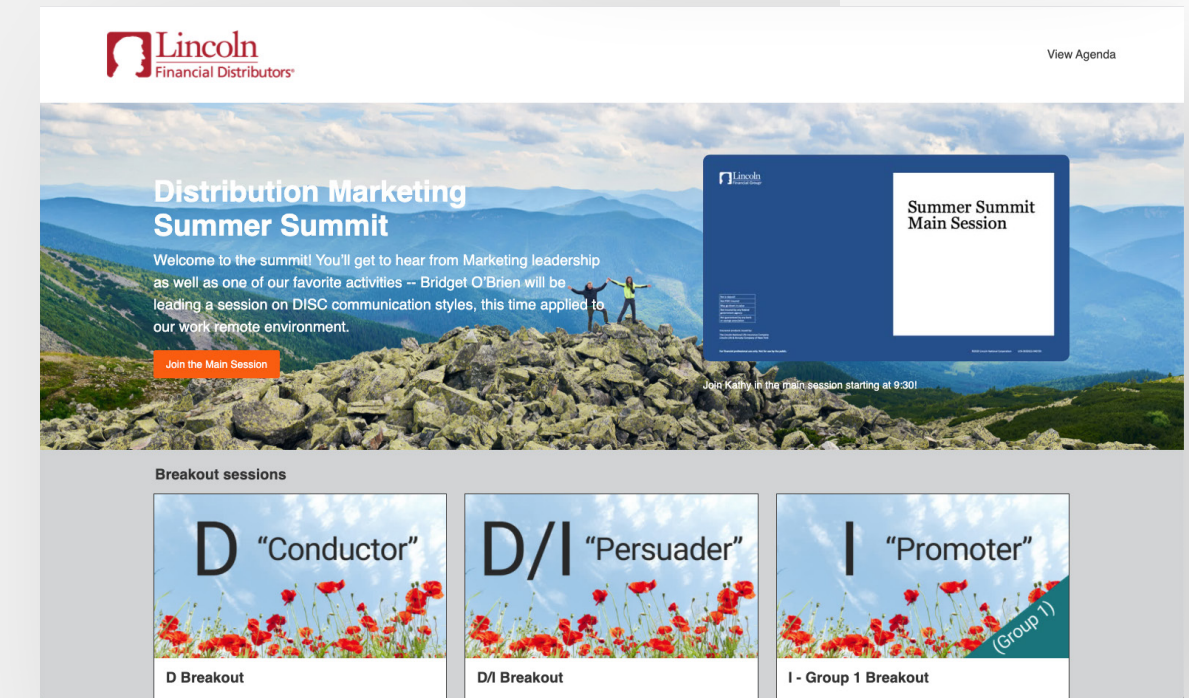
Customer journeys do not consist of singular touchpoints. As such, make sure to use your webinars to encourage attendees to take the next step. Using [ON24's CTA Engagement Tool](#), you can prominently display the action you want them to take while you interact with your audience.





# PERSONALIZED EXPERIENCES WITH TARGET

As more and more companies turn to digital experiences, personalization is paramount for cutting through the noise and reaching customers impactfully. Here's how leading organizations are using [ON24 Target](#) to activate their best content and accelerate buyer journeys.



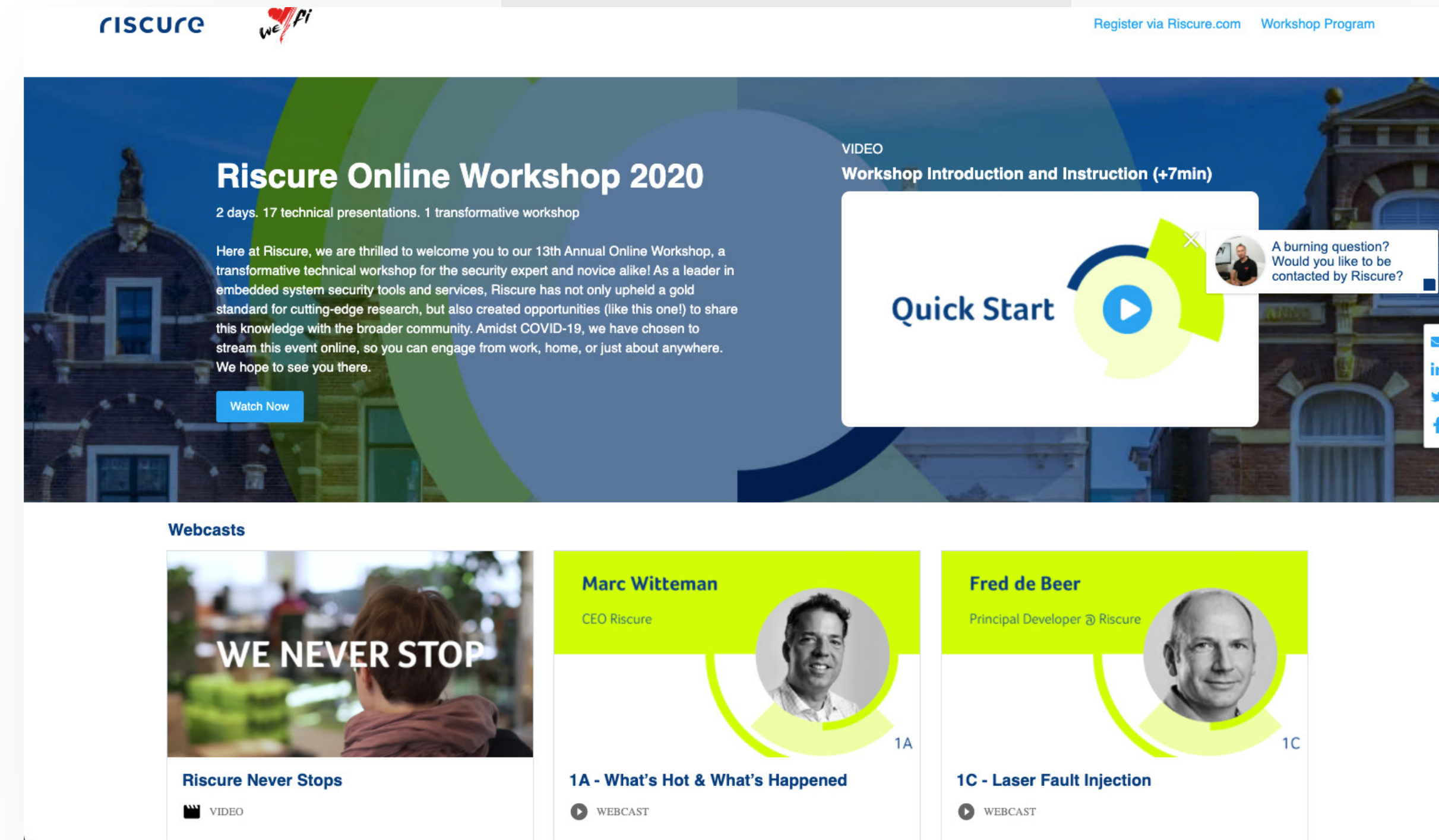


## #4

As security experts, finding new and exciting opportunities to share this insight and expertise is a top priority for Riscure. When it came to the company's Online Workshop Event, a Target landing page was the perfect solution to provide an accessible but comprehensive two-day transformative workshop.

With 17 technical webinars to present to an audience ranging from novices to experts, seamless navigation through content was essential. The workshop achieved just that, rising to the challenge of adapting what would have been a series of in-person events were it not for COVID-19.

Using custom branding to develop a cohesive, engaging look and feel also played a key role in guiding viewers through the experience, marrying simple and effective design with clearly labeled content.





**ON24 TIP: REPURPOSE LONGER WEBINARS INTO SHORT CLIPS FOR TIME-PRESSED AUDIENCES**

If your target audience is struggling to fit everything into their working day, they may be less inclined to watch a full webinar, even if it is personalized to them. To make things easier for them, look to include key clips from your previous webinars that highlight the most important points.



The experience’s virtual setting presented no barriers to engagement and interaction among attendees — in fact, Riscure found the audience to ask more questions online than they had done in live events. Not only that, but transforming what would have been a five-city event limited by travel into a virtual experience meant that the workshop reached a larger, more global audience than it otherwise would have.

Beyond adapting to immediate changes related to the pandemic, Riscure took leaps toward the many benefits of a digital-first future.



# #5

Adapting to change is never easy — especially when that change is rapid and transformative. But Lincoln Financial Distributors rose to the challenge when it shifted its annual Distribution Marketing Summer Summit — a highly anticipated annual event — into a fully digital experience.

To adapt to its new digital-first world, Lincoln used [Webcast Elite](#) to connect its live speakers, panels and special guests with attendees. The company also used [ON24 Engagement Hub](#) to organize the summit’s breakout sessions and presentations.



**Distribution Marketing Summer Summit**

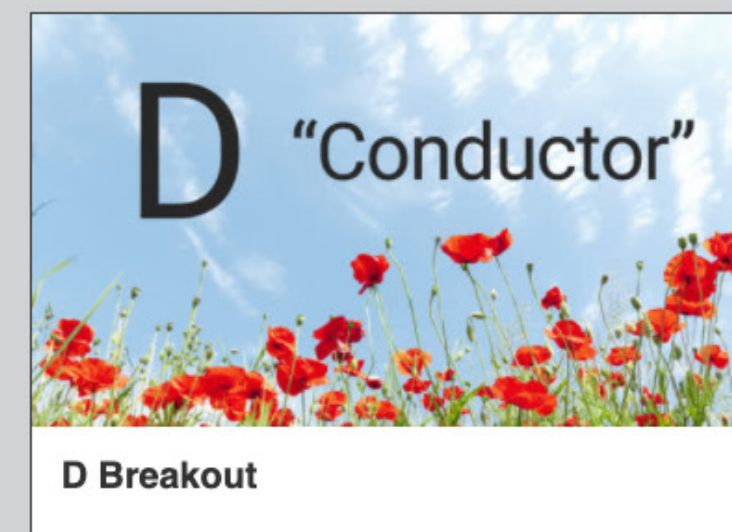
Welcome to the summit! You'll get to hear from Marketing leadership as well as one of our favorite activities -- Bridget O'Brien will be leading a session on DISC communication styles, this time applied to our work remote environment.

[Join the Main Session](#)

Join Kathy in the main session starting at 9:30!

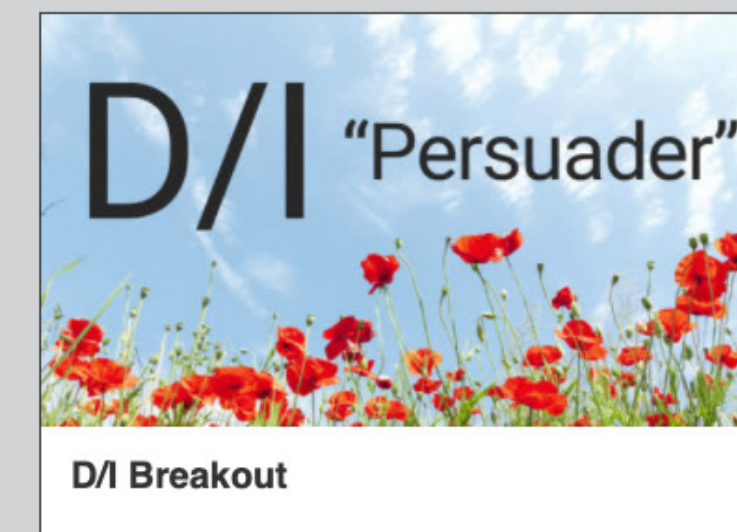
Summer Summit Main Session

### Breakout sessions



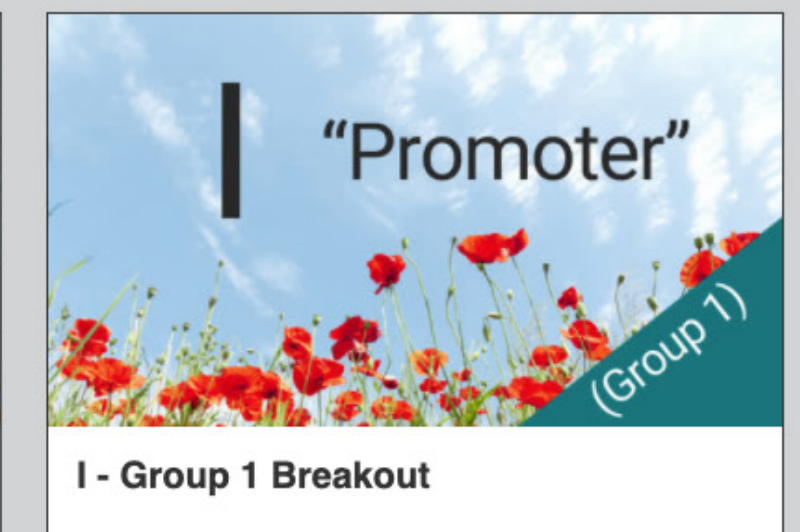
**D** "Conductor"

D Breakout



**D/I** "Persuader"

D/I Breakout



**I** "Promoter"

I - Group 1 Breakout

(Group 1)



## **ON24 TIP: USE RICH ENGAGEMENT DATA TO IDENTIFY YOUR TOP PROSPECTS**

One benefit of webinars over in-person events is the much richer engagement data that you can collect. This can be particularly valuable when your webinars have very large audiences. To make virtual events as beneficial as possible, make sure to share this data with sales and use it in your lead qualification processes, from ON24's overall Engagement Score through to more granular metrics, such as total view time, Q&A asked and poll question responses. To find out about what data you can collect using ON24, check out [ON24 Intelligence](#).



While the shift to a digital environment was abrupt, Lincoln Financial found that its virtual summit provided a better overall experience in several ways.

For example, it cut down on travel time and costs — from venue blocking to food and airfare. The event also took less time create and provided a uniform branded experience for attendees.

But the biggest benefit to Lincoln Financial was the engagement data it collected. Attendee participation went from 10% to 95%. Nine out of ten attendees said they'd come back to a similar virtual summit. And, throughout it all, the company could see who engaged where and just how engaged they were with the company's message.



# #6

A lot of organizations had to make drastic changes to day-to-day operations in 2020. The shift accelerated some macro trends, like digitalizations, contactless process and more, within the life insurance industry. To help organize and guide industry professionals through this accelerated adoption of digital approaches, SCOR created a webinar series to help its life insurance clients understand the disruptions and provide solutions to meet increasing demand.



### COVID-19 Impacts on the Life Insurance Industry

**COVID-19 Impacts**

**Host: Rick Pretty**  
SVP, Head of Knowledge Commercialization

VIDEO

Rick Pretty, SVP, Knowledge Commercialization, hosts this series of webcasts which examine the impact of COVID-19 on the Life insurance industry from various perspectives.

### Related Articles

**Contact Us**

Have a question or comment?

[CONTACT US](#)

**Long-term Health Risks for Post-COVID-19 Patients**

WEBPAGE

Patients who have recovered from the COVID-19 virus remain vulnerable to long-term after-effects which increase morbidity and heighten mortality risk. While...

### Webcasts

**COVID-19 Impacts: Underwriting Implications**

WEBCAST

This first webinar in our series

**COVID-19 Impacts: Underwriting Innovation & COVID-19**

WEBCAST

This virtual roundtable presentation by Life insurance

**COVID-19 Impacts: Accelerating Digital Data Solutions**

WEBCAST

One of the most interesting

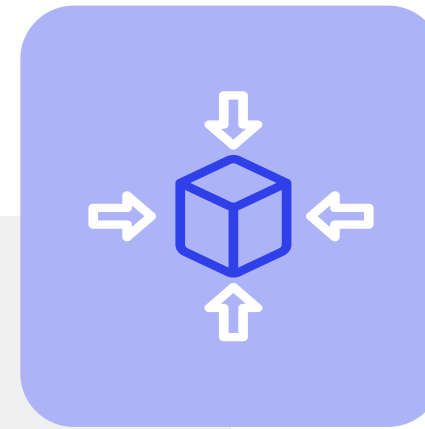
**Velogica Responds to COVID-19**

WEBPAGE



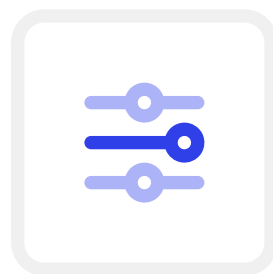
**ON24 TIP: WHEN CREATING A PERSONALIZED OR TARGETED PAGE FOR CONTENT, FEATURE YOUR MOST IMPORTANT CONTENT ABOVE THE FOLD**

While personalized and targeted webinars will perform better than generic content, you may have a particular asset you want your audience to engage with first. To increase the likelihood of this happening, make sure to feature this key content prominently for your audience to engage with. To find out how [Target](#) makes that easy, [check out our post on “Getting the Most Out of Your ON24 Target Hero Layout.”](#)



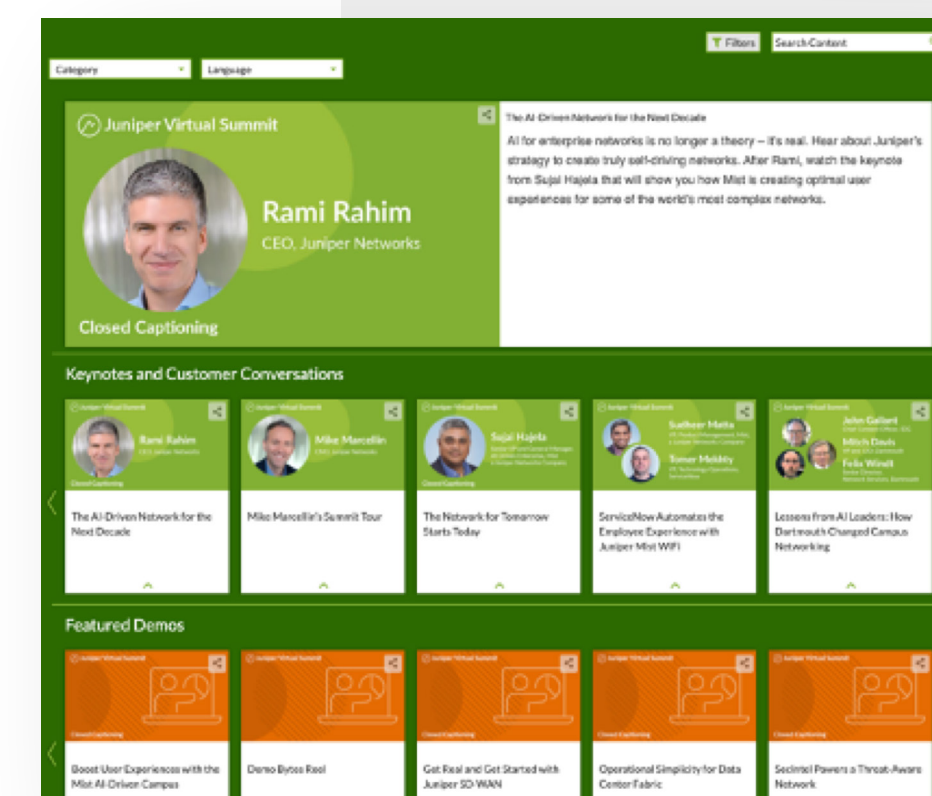
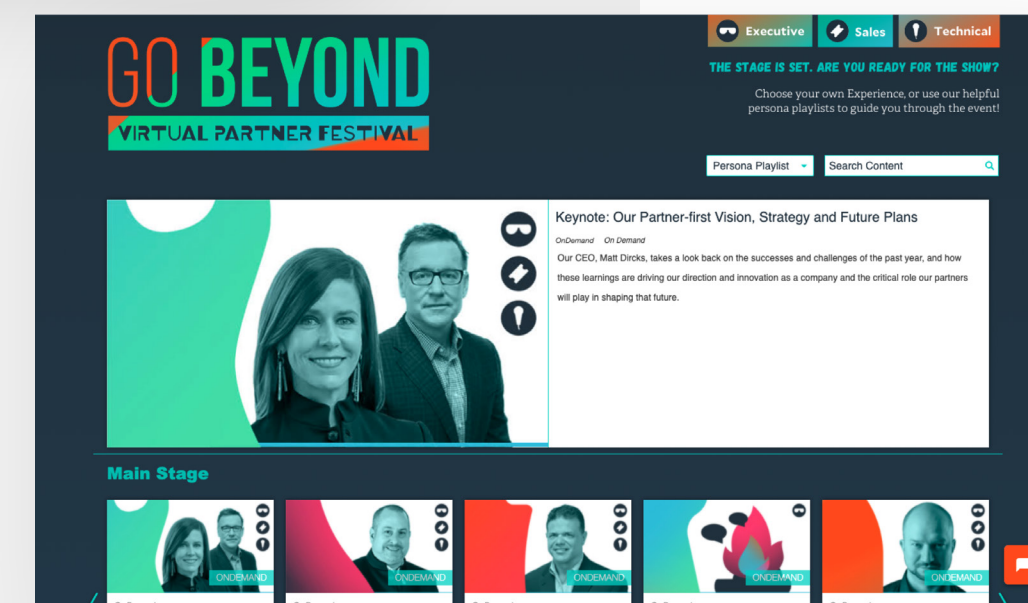
To guide visitors to the series, and help them find relevant, timely material, SCOR created a targeted landing page for the series itself. In it, audiences could review webcasts, find relevant resources and directly contact SCOR itself if they had any questions or concerns.

As a result, the series, validated by a third party survey, showed SCOR increased its scores for customer engagement, innovation and leadership.



# ENTICING AUDIENCES WITH ENGAGEMENT HUB

What we're seeing in standout success stories is that digital experiences aren't going anywhere. Indeed, [research](#) by McKinsey shows that not only are buying journeys increasingly digital, but that more than 70% of decision-makers prefer remote interactions. So, if you haven't already done so, now is the time to develop always-on experiences that will create lasting benefits for your audience and generate value long into the future.





# #7

When face-to-face events are off the table, how do you showcase a product or service that's all about the customer seeing things for themselves? Queen Mary University faced this challenge when it took its Undergraduate Open Day virtual.



The screenshot shows the Queen Mary University of London website. At the top, there is a navigation bar with the university logo, "SUBJECT AREA" with a dropdown arrow, and "CONTACT US". Below the navigation is a large video player featuring a man in a suit speaking. A dark overlay on the video contains the text "Video Welcome from our Principal" and a blue button that says "Welcome to our Offer Holder Day". Below the video player, the text "School of Biological and Chemical Sciences" is displayed. Underneath, there are three event cards, each with the Queen Mary logo and a play button icon. The first card is titled "School of Biological and Chemical Sciences Introductory Talk" and is labeled "LIVE WEBINAR". The second card is titled "School of Biological and Chemical Sciences Student and Alumni Panel" and is labeled "LIVE PANEL". The third card is titled "SBCS Subject Talk & Taster: Psychology" and is labeled "LIVE WEBINAR". On the right side of the video player, there are social media icons for LinkedIn, Twitter, and Facebook.



**POWERED BY ENGAGEMENT HUB, QUEEN MARY UNIVERSITY CREATED A DIGITAL EXPERIENCE THAT ACCOMMODATED THE INTERESTS OF MORE THAN 2,500 STUDENT ATTENDEES.**

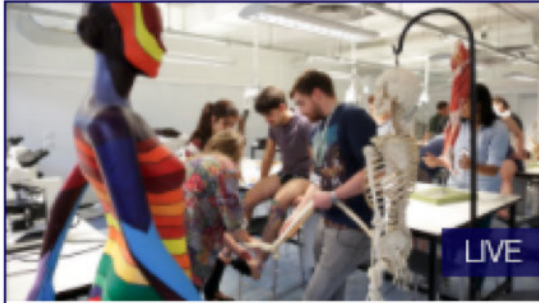
A combination of live and on-demand content was filtered simply and effectively, allowing potential students to navigate between subject areas, general talks, academic tasters and even campus tours.

**Queen Mary University of London Undergraduate Virtual Open Day**


Welcome to our Undergraduate Virtual Open Day! Here you can find all the information you will need about Undergraduate study at Queen Mary and discover why we are a Russell Group University with a difference. Please follow the steps below to make the best experience of your day:

- Select your subject(s) of interest below using the drop-down filter title 'Subject Area'.
- You will now be able to see any content that is relevant to your subject(s) of interest. Every subject includes talks about the academic school, an academic taster session or additional information about the courses on offer and a chance to speak to staff, students and alumni in the Panel Q&A.
- Explore more about Queen Mary University through our support services, general talk and campus tours webinar found below on this page.
- You can also explore more about Queen Mary University through our support services, general talk and campus tour webinars.
  - Sessions marked as 'live' or 'Q&A panel' will take place at a specified time during the experience, so ensure you take note of these times and prioritise these sessions. In most cases, a recording will be available on-demand later in the day.
  - On-demand content can be viewed at any time.
  - If you encounter any technical issues, please email [opendays@qmul.ac.uk](mailto:opendays@qmul.ac.uk).
- When you begin your first webinar, you will need to register your attendance but will only need to do this once.

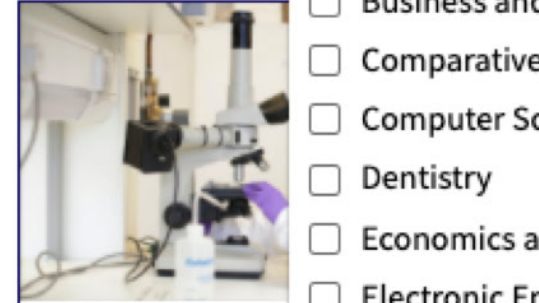
School and Subject Information Talks



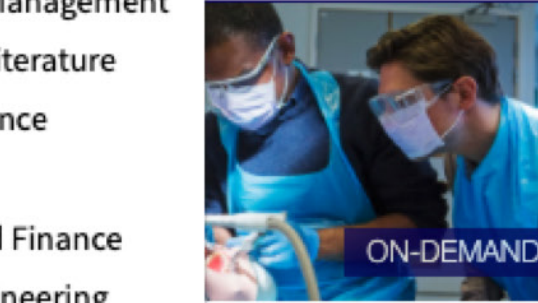
*On Demand*  
**Introducing Medicine at Barts and The London**



*On Demand*  
**Introduction to Global Health**



*On Demand*  
**Your 5th choice talk for Dentistry students**



*On Demand*  
**Introducing Dentistry at Barts and The London**

Subject Area ▼ Search Content 🔍

- Biological Sciences and B...
- Biomedical Sciences
- Business and Management
- Comparative Literature
- Computer Science
- Dentistry
- Economics and Finance
- Electronic Engineering



### **ON24 TIP: BREAK OUT YOUR CONTENT BY THEME TO MAKE IT EASIER TO FIND**

Just as it can be hard to find a particular room or track at an in-person event, the same can be said when you have a lot of webinars. To help audiences narrow down to the session they want to join, make sure to clearly structure your event page or [Engagement Hub](#), along with providing filters and search options to save time.



Pulling together just shy of 100 unique webinars, the virtual open day eliminated the usual time constraints placed upon attendees to a busy event, offering always-on content so no audience member missed out.

And it's not just potential students that the open day brought together — the virtual event involved more than 100 staff members, both live and pre-recorded, to make the event happen. The university not only maintained growth in its student pipeline, but benefited from a positive approach to a difficult challenge.

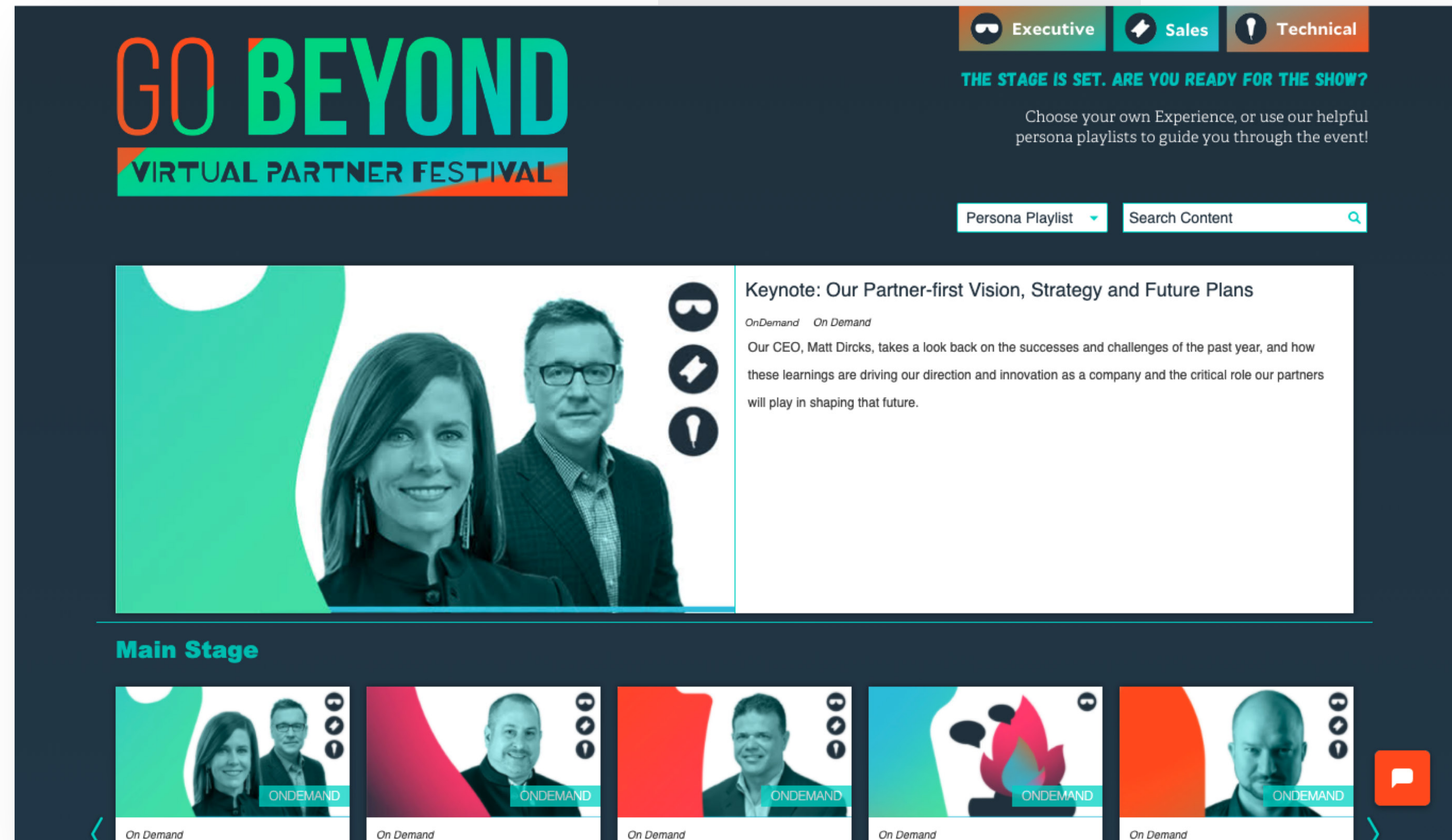


# #8

Aiming to go above and beyond in privileged access management solutions, BeyondTrust took an equally ambitious and creative approach to its Go Beyond Virtual Partner Summit.

BeyondTrust left no detail unattended in the execution of their event, making use of the [Engagement Hub's](#) custom branding to create a fun and thoughtful music festival theme running throughout the event's branding.

Even engagement features were renamed to bring the theme to life. Whatever was playing live became 'Main Stage', speaker bios became 'On Stage Now', with 'Resource Backpacks' available as well as 'Unplugged' customer case studies.







Recreating the discovery and exploration of a physical festival, BeyondTrust used a navigable layout to showcase content just as rooms or stages might be and also allowed visitors to filter by ‘Persona Playlist.’ Attendees could immerse themselves in bingeable content, be it on-demand or in online booths, and take part in breakout activities such as yoga or creating a playlist.

BeyondTrust’s commitment to an ambitious idea won them Best Overall Event Experience at ON24’s [“Virtualized Digital Event Awards.”](#)



### **ON24 TIP: TAKE ADVANTAGE OF ONE-TIME AND MULTI-REGISTRATION TO BOOST CONVERSION RATES AND CAPTURE MORE ENGAGEMENT DATA**

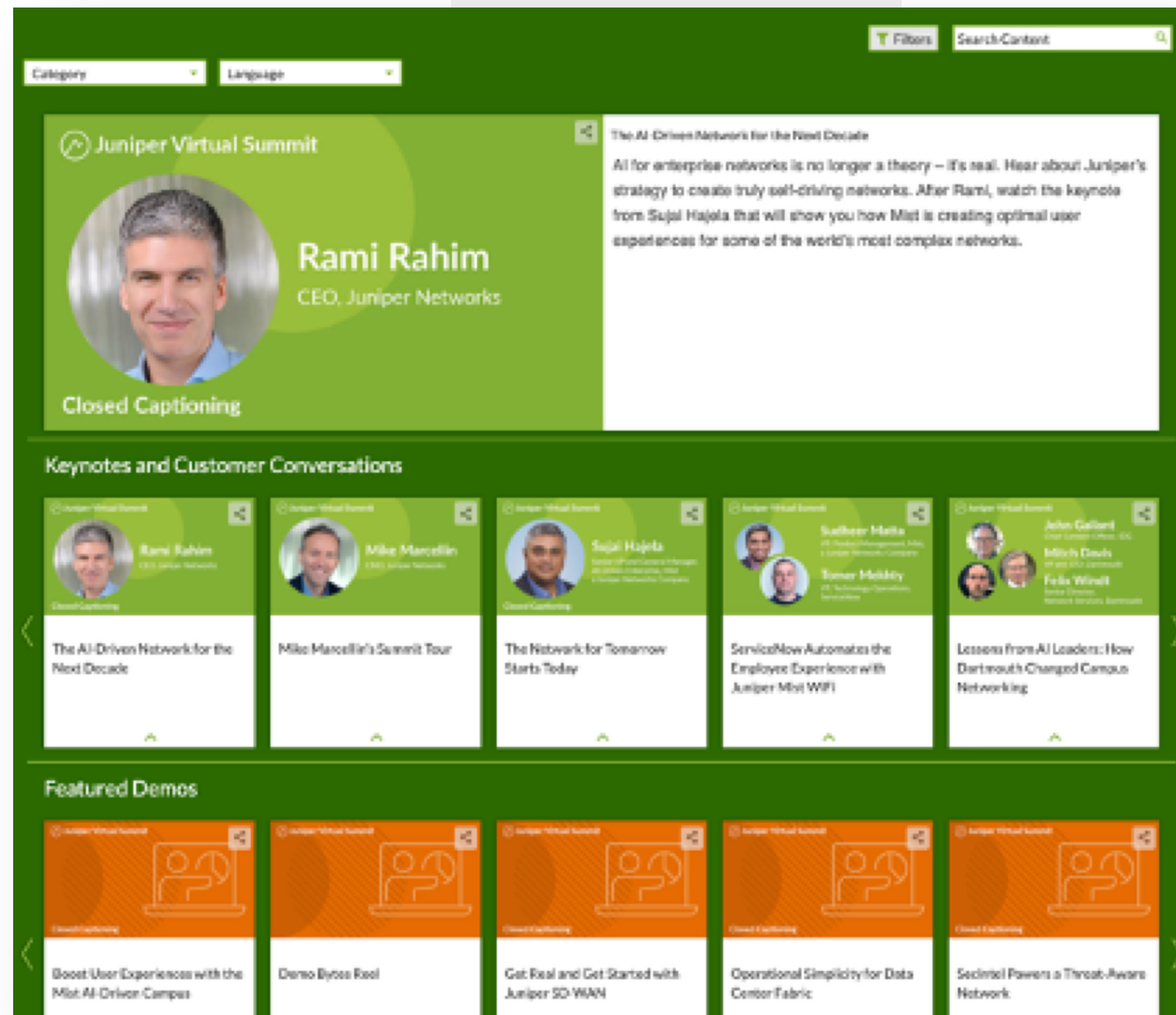
When a buyer or customer needs to fill in too many forms, it puts them off from consuming content. By using [ON24’s Marketo integration](#), or by adding multi-registration to your ON24 registration pages, you can cut the amount of form filling required and drive further engagement.



# #9

As seen in the earlier examples, when events go virtual, organizers often find that certain geographical barriers are lifted and the scope of an event is broadened. This is certainly the case for Juniper Networks, whose summit ‘Where AI Gets Real’ defined itself as a distinctly global and multilingual event.

Thanks to [Engagement Hub’s](#) content filtering capabilities, attendees were able to select their preferred language at the very start of the experience.





### **ON24 TIP: EMBED YOUR ENGAGEMENT HUB WITHIN YOUR MAIN WEBSITE TO SAVE TIME**

In many organizations, requesting changes to a website can be time-consuming. Fortunately, Engagement Hub can be managed independently within the [ON24 Platform](#), meaning you can update the content without needing to ask your website managers to assist.



Language accessibility was at the heart of this digital experience. Juniper Networks offered real-time presentations and session tracks in each different language. This global reach was tangible in the summit's attendance figures, with participants from some 122 countries using each of the six language options provided.

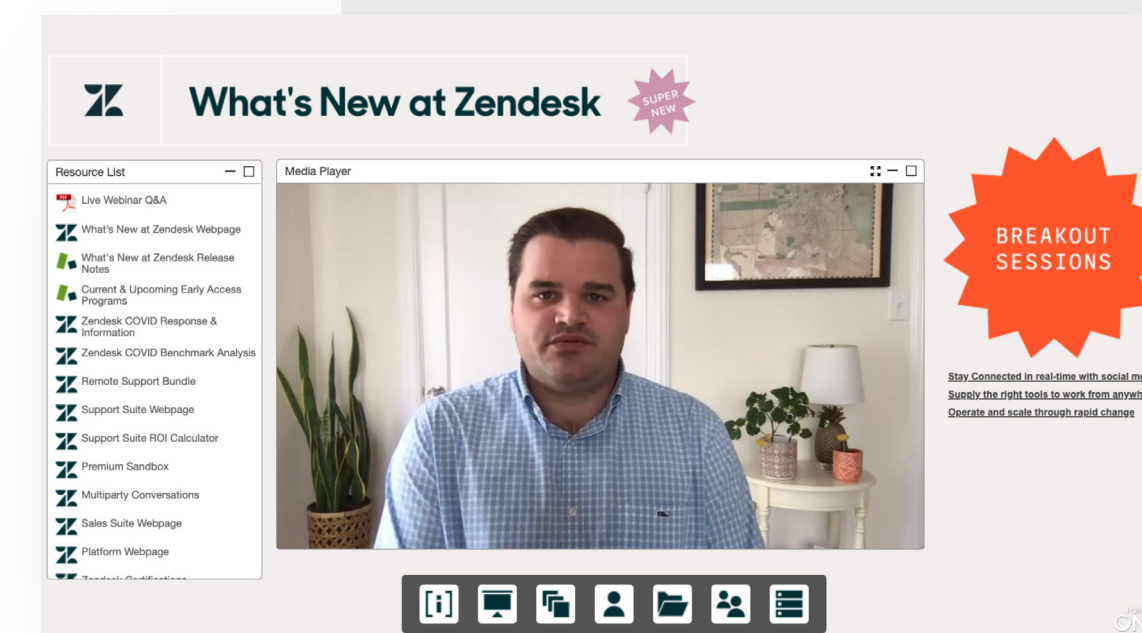
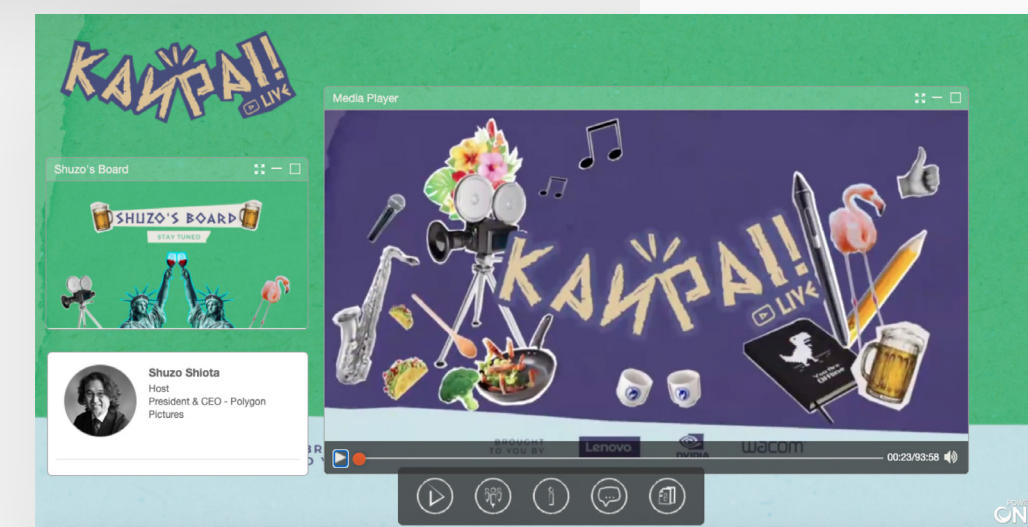
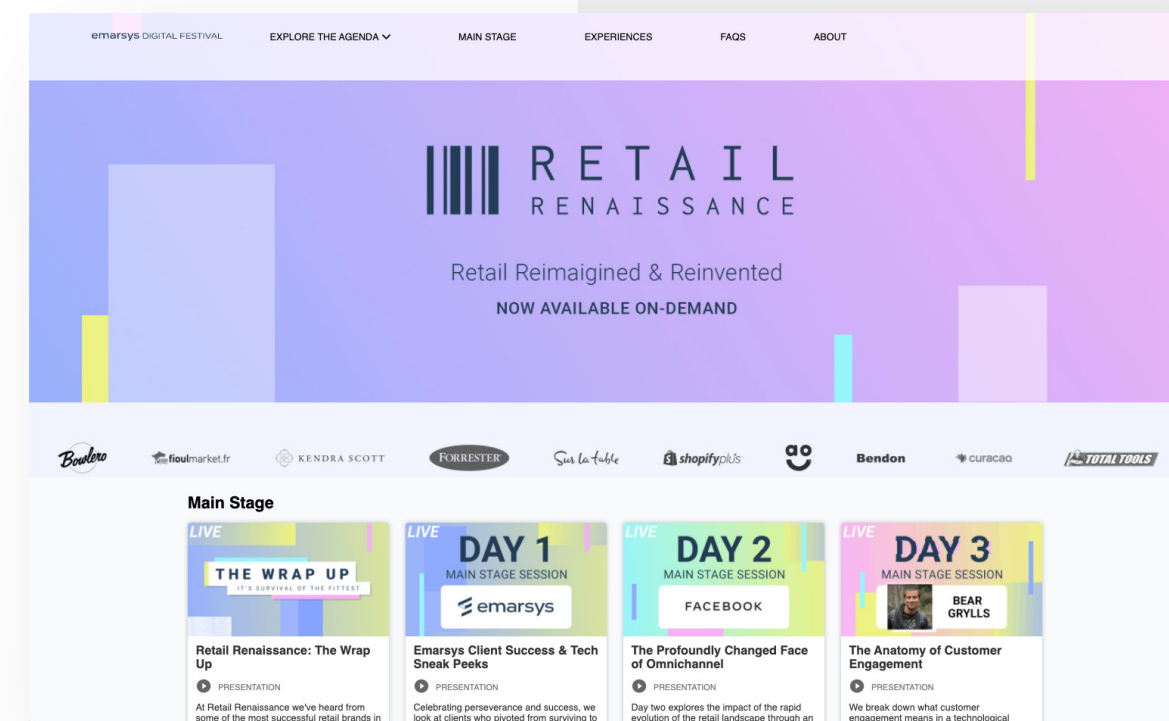
Setting the bar for digital experiences that are global in ambition and execution, "Where AI Gets Real," won the award for best globalization of an event at the ["Virtualized Digital Event Awards."](#)



# FULLY-INTEGRATED DIGITAL EXPERIENCES

While there are a whole host of exciting ways to bring webinars to life, taking your virtual offerings to the next level with a comprehensive digital experience is a great way to establish your organization as a digital-first business.

Our final example showcases one particularly good example of how great webinars, personalized [Target](#) pages and a rich [Engagement Hub](#) can work together to create a compelling digital experience.

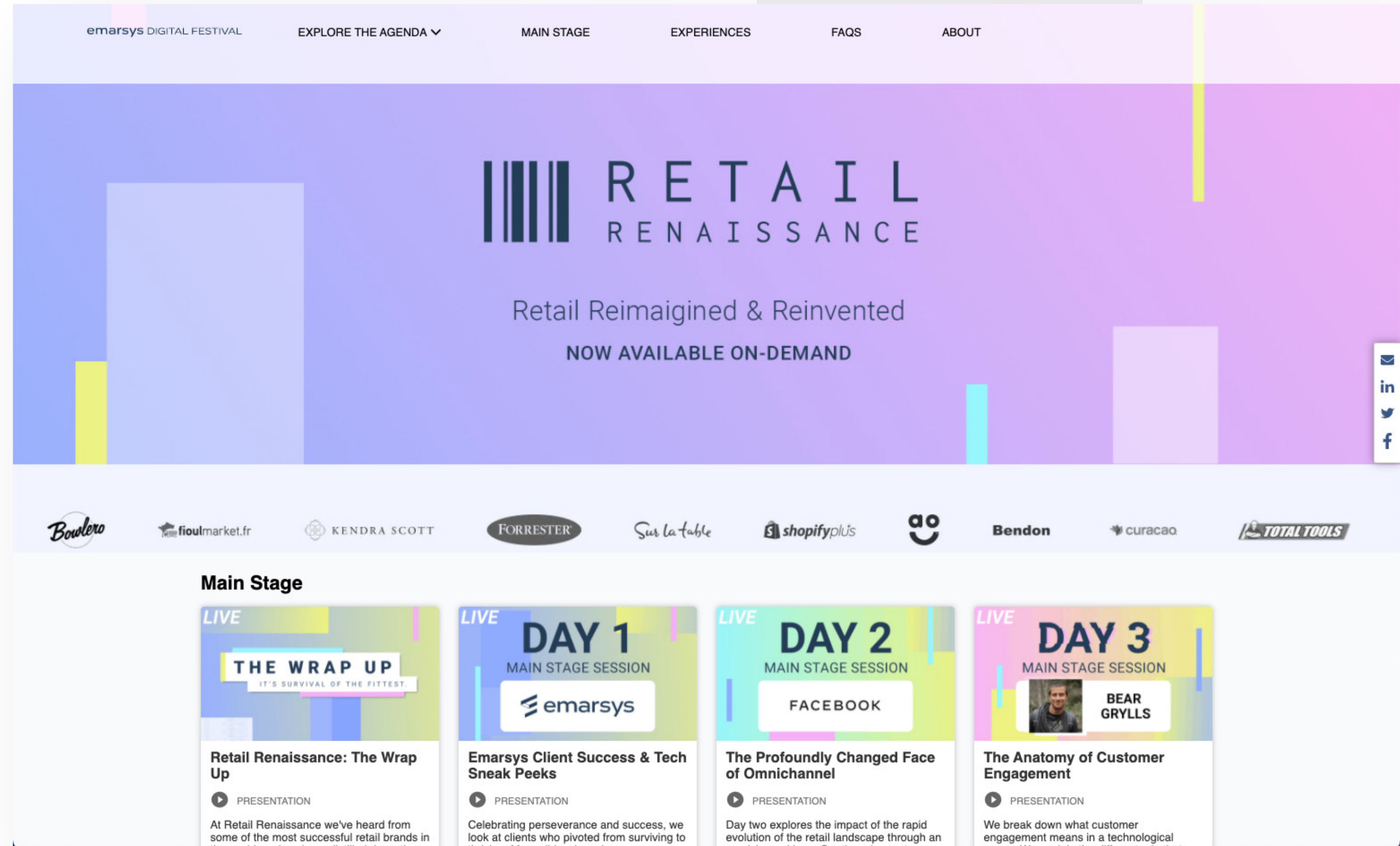






# #10

Back in September, amid the ongoing effects of the global pandemic, Emarsys knew that the marketers using its omnichannel customer engagement platform needed to quickly adapt to new customer behaviors in a digital-first world.



With the retail industry turned on its head, digital and ecommerce professionals needed a place to come together, learn and inspire each other. Powered by ON24, Emarsys created that space in “Retail Renaissance”.

The experience combined ON24 webinars, [Engagement Hub](#) and [Target](#) pages for a three-day festival, bringing together more than 50 hours of webinar content in a range of formats.

Inspired by the alternative context of a virtual experience versus a live conference, Emarsys got creative.



RETAIL  
RENAISSANCE

Announcing Special Guest Speaker:

# Bear Grylls

On the Main Stage, Day 3

[Register Now](#)







They developed a round-the-clock agenda, with 24-hour content in a range of languages adapted to suit attendees across the world, in any time zone. And, with [Engagement Hub](#), this content was always-on and available for attendees to watch on-demand post-event.

With filtered and navigable content, Retail Renaissance was explorable via tracks and themes, leading attendees to live Q&As with keynote speakers, panel sessions, and breakout sessions. And, not wanting to lose sight of marketers needing uplifting, the event also incorporated virtual lunches and happy hours.

Emarsys labeled this digital experience their biggest demand driver and that value continues to be generated today with recyclable, evergreen content.



### **ON24 TIP: MAKE YOUR EVENT AND EXPERIENCE CONTENT AVAILABLE ON-DEMAND**

Figures from [ON24's Webinar Benchmarks Report](#) show that audiences are increasingly turning to on-demand content so they can watch when it's convenient for them. Likewise, attracting a global audience will always be a struggle if your events don't cover key time zones. Help your target audience and achieve engagement long after the event by making sure any experience is always-on for consumption.

# LOOKING TO THE FUTURE

The examples featured in this guide show that companies can, and are, taking advantage of the shift to digital channels to drive measurable results.

Prior to the pandemic, data showed a growing preference for digital channels among audiences. Every passing year, figures from [ON24's Webinar Benchmarks Report](#) sees professionals turning to webinars in increasing numbers. Similar research by SiriusDecisions consistently finds that [webinars are the top-rated channel for engagement and demand](#).

As the world necessarily migrated online, businesses and audiences alike flocked to digital experiences in droves. Webinars run via the ON24 Platform saw growth in average number of participants, interactivity, attendee conversion rate and more.

As seen in the featured examples, what businesses have found is that digital experiences not only replaced the elements of their strategy that had been interrupted, but were often better for them and their customers. And as companies like these continue to raise the bar, the possibilities for future virtual experiences are endless.

An investment in digital experiences now is an investment in an organization's future. Discover how digital experiences can enhance content and directly engage with relevant audiences anytime and anywhere when you visit [ON24.com](#).

## MORE WEBINAR RESOURCES TO CONTINUE YOUR JOURNEY

### [ON24's Webinar Best Practices Series](#)

sign up to get the best webinar tips from ON24's Chief Webinerd, Mark Bornstein.

### [ON24's Webinar Assessment Tool](#)

take a few minutes to find out where your webinar channel stands and how to advance to the next level.

### [The Center for Marketing Transformation](#)

find out how to navigate common marketing challenges and use webinars effectively to address them.

