

ON24

2023

Digital Engagement Benchmarks: Life Sciences

How webinars and content experiences performed in 2022 and what marketers can look forward to in 2023



Introduction

The rapid shift to a digital-first world has transformed the way life sciences companies engage and educate HCPs, patients and distributors. To keep pace with the evolving needs of their audiences and stay ahead of the competition, many pharmaceutical, biotechnology and medical device companies continue to adopt and refine their digital outreach and engagement strategies.

However, when vying for the time of busy life sciences audiences, organizations cannot risk wasting a single touchpoint. That's why benchmarking our marketing is so critical—it gives us a way to understand the industry baseline so we can set attainable business targets and make measurable progress toward success.

Benchmarking helps us build realistic plans with predictable outcomes, and drive alignment across our go-to-market functions. And, with benchmarks in place, we have the opportunity to optimize our digital channels, so we can figure out how to better enable, educate and influence our audiences.

Read on to understand the current state of digital engagement in the life sciences industry based on thousands of digital experiences created and delivered by leading life sciences brands in 2022. From KOL webinars to customized content hubs to virtual CME events, you'll understand the latest trends in audience engagement and how you can also evolve your programs to more effectively bring new products to market, influence prescribing behavior and drive growth in 2023.



Cheers,
Callan Young
CMO, ON24

A handwritten signature in black ink, appearing to read 'Callan'.

Executive summary

Digital engagement is key for life sciences organizations to connect with and educate HCPs

The ability to effectively engage HCPs, patients and distributors through digital channels is mission critical for life sciences companies today. HCPs are busier than ever, compliance regulations continue to evolve and it's never been more important to target the right audience on the right channels at the right time.

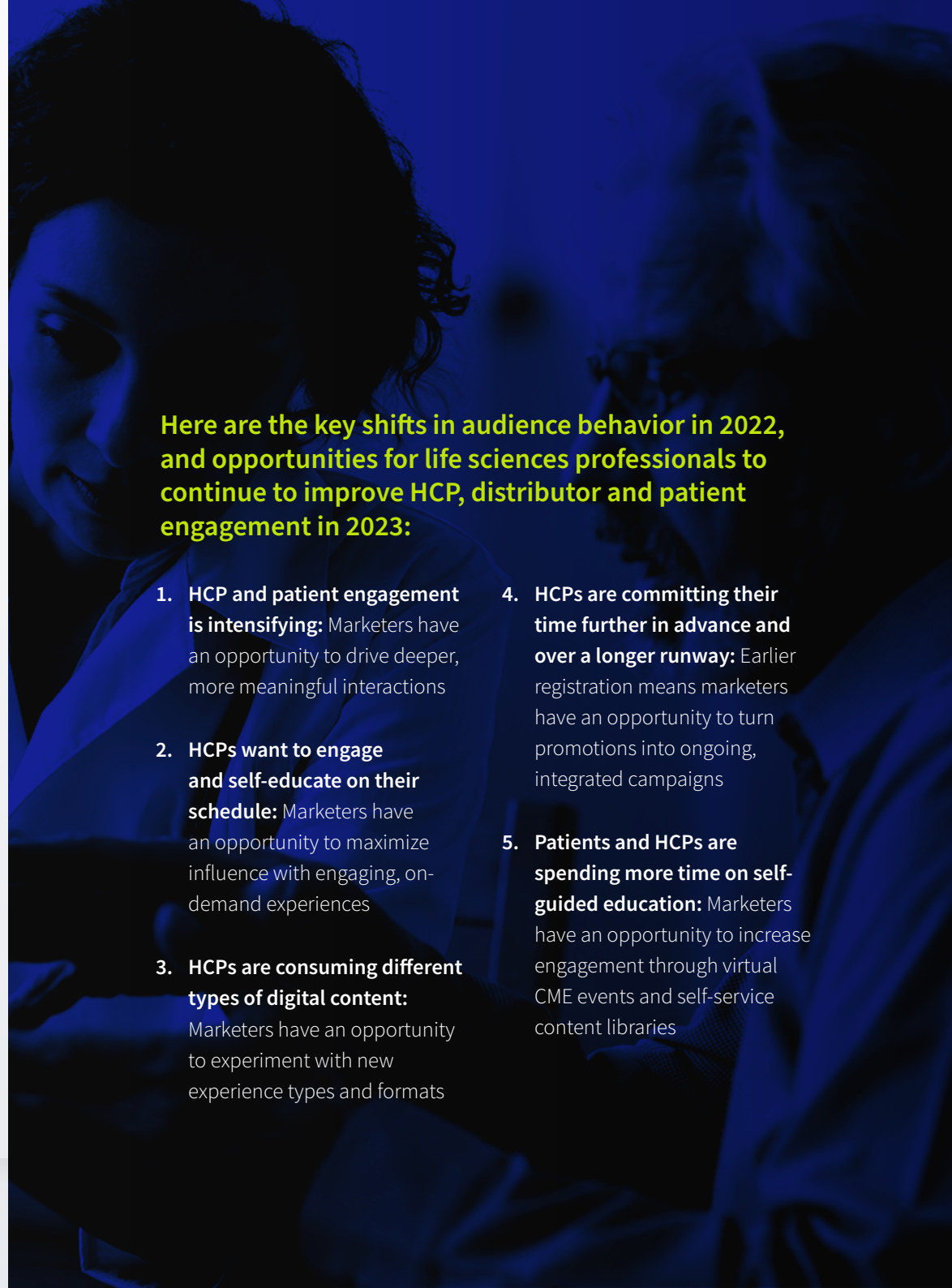
So how are successful brands anticipating and delivering on the needs of busy life sciences audiences?

By adopting a digital engagement strategy that allows them to leverage a mix of experience types like KOL webinars, curated content hubs and virtual CME events, to deepen audience interactions, influence prescribing behavior and improve patient outcomes in a scalable and repeatable way.

In 2022, the life sciences industry saw a 26% increase in audience engagement year-over-year (higher than any other industry) and a significant spike in on-demand content consumption. The correlation is clear: HCPs, patients and distributors are looking for engaging digital experiences they can access and interact with on their own terms.

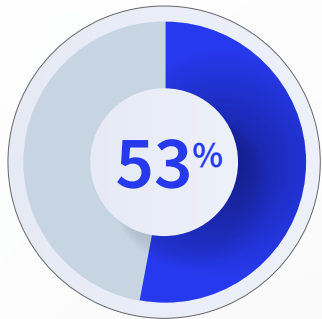
Here are the key shifts in audience behavior in 2022, and opportunities for life sciences professionals to continue to improve HCP, distributor and patient engagement in 2023:

- 1. HCP and patient engagement is intensifying:** Marketers have an opportunity to drive deeper, more meaningful interactions
- 2. HCPs want to engage and self-educate on their schedule:** Marketers have an opportunity to maximize influence with engaging, on-demand experiences
- 3. HCPs are consuming different types of digital content:** Marketers have an opportunity to experiment with new experience types and formats
- 4. HCPs are committing their time further in advance and over a longer runway:** Earlier registration means marketers have an opportunity to turn promotions into ongoing, integrated campaigns
- 5. Patients and HCPs are spending more time on self-guided education:** Marketers have an opportunity to increase engagement through virtual CME events and self-service content libraries

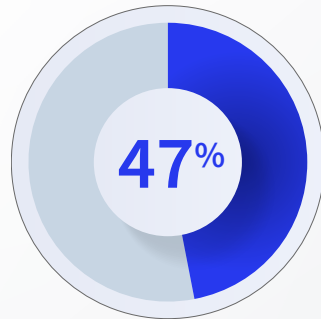


2022 Benchmarks: Global

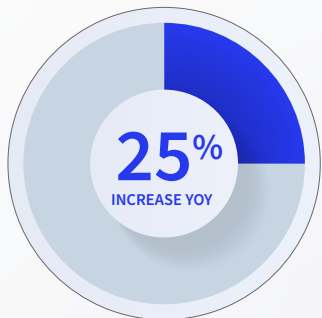
Webinars and content experiences



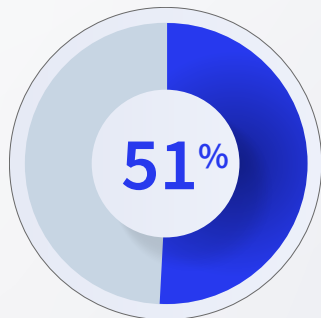
Total conversion of webinar registrations-to-attendee



Average conversion rate of content hubs



Average number of interactions per live webinar attendee



Average conversion rate of personalized landing pages

188

Average number of webinar attendees

15

Average number of questions asked per webinar

87

Average number of assets per content hub

55 MINUTES

Average duration of webinar engagement

26 MINUTES

Average duration of content hub engagement

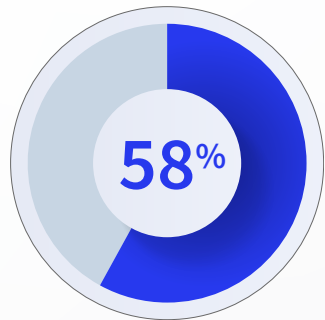
28 MINUTES

Average duration of personalized landing page engagement

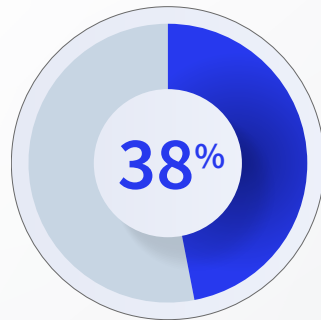


2022 Benchmarks: Life Sciences

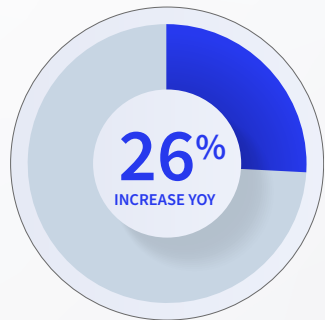
Webinars and content experiences



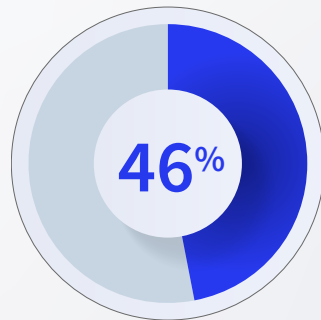
Total conversion of webinar registrations-to-attendee



Average conversion rate of content hubs



Average number of interactions per live webinar attendee



Average conversion rate of personalized landing pages

148

Average number of webinar attendees

18

Average number of questions asked per webinar

72

Average number of assets per content hub

51 MINUTES

Average duration of webinar engagement

28 MINUTES

Average duration of content hub engagement

33 MINUTES

Average duration of personalized landing page engagement

Here are the key trends to consider this year.

Chapter 1

HCP engagement is intensifying: Marketers have an opportunity to drive deeper, more meaningful interactions

The life sciences industry saw a 26% increase in webinar engagement in 2022, higher than any other industry, suggesting that HCPs, patients and distributors are particularly inclined to seek out and engage with digital content.

In fact, engagement per attendee grew throughout the year as companies deployed more interactive webinar experiences. In the fourth quarter of 2022, HCP engagement during webinars increased by 30% compared to the average in Q1 - Q3, which was consistent QoQ. What does this mean for you? The more opportunities you give audiences to interact with your webinars, the more engagement you'll drive.

Life sciences audiences also saw the highest levels of engagement per attendee, with an average of 18 questions asked per webinar, on par with the year before. Make it easy for attendees to become hand raisers by including Q&A, chat, live surveys and integrated CTAs through the experience.

To improve live attendance, companies can test the result of hosting webinars on different days and times or survey attendees on their preferences during the event. The first-party data you collect will help you improve and optimize upcoming webinars.



Chapter 2

HCPs want to engage and self-educate on their schedule: Marketers have an opportunity to maximize results with an on-demand strategy

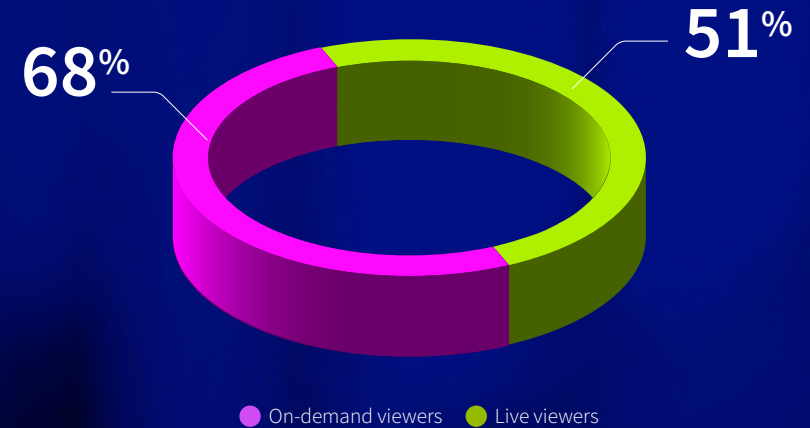
To meet HCP demand for “always-on” webinars and digital content experiences, successful life sciences companies are incorporating an on-demand component into their omnichannel engagement strategies. In 2022, life sciences audiences consumed more on-demand webinar content than in any other industry. Of the 58% of webinar attendees, 40% attended on-demand and 12% attended both live and on-demand.

The takeaway? Pharmaceutical and medical device content is dense and complex, and it's critical for HCPs to be able to consume, digest and revisit content when, and as often, as needed. This appetite for always-on content presents a unique opportunity for life sciences companies to drive further interactions with HCPs by offering on-demand webinars and digital content experiences that are just as engaging as a live event experience, with opportunities to respond to polls and surveys, ask questions, access additional resources and even register for upcoming events.

Offering on-demand webinars and digital content experiences is also an extremely effective way to enable reps, resellers and distributors looking to cut through the noise and capture attention of busy HCPs. By providing links to curated content hubs or targeted landing pages with information on research, brand or products, you can get the right content in front of the right audience at a time that is convenient for them. The same goes for patients who are looking to research treatment options.

Having an always-on content hub will enable you to become a trusted resource to all and more effectively influence prescribing behavior and improve patient outcomes.

19% of webinar audiences attend both live and on-demand

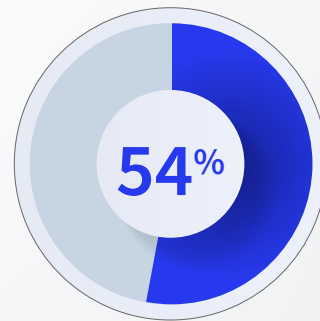


In comparison to the first half of 2022, on-demand content consumption doubled in Q3 and Q4. This is in line with a trend Veeva observed in a recent study, revealing that 70% of HCPs in 2022 expected access to on-demand content and information.

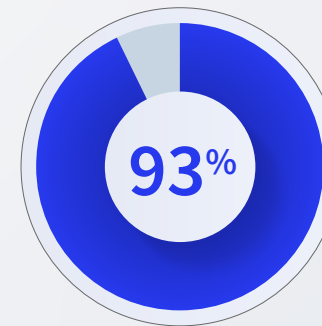
To increase the impact of your content, offer life sciences audiences access to digital content hubs they can self-select and self-educate through. These hubs can include non-brand disease-related information, product launches and updates, clinical study research and continuing medical education (CME) courses and invitations to upcoming KOL webinars.

Chapter 3

HCPs are craving new and different types of digital engagement throughout their journey: Marketers have an opportunity to diversify their experience mix



Increase in personalized landing pages YOY



Increase in breakout sessions YOY

Traditionally, webinars and virtual events were used to engage hundreds of HCPs at a time with one-to-many experiences hosted by KOLs or life sciences brands. Now, with a more sophisticated HCP engagement strategy, top-performing life sciences companies are integrating new and unique digital experience types and formats into the mix, including live webinars which made up 57% of digital experiences in 2022, on-demand webinars (17%) and simulive webinars (26%).

Virtual breakout sessions, which allow for one-to-few or one-to-one engagement and face-to-face discussion, proved to be one of the most prevalent and fastest growing experience types, with a 93% increase in breakout rooms delivered YoY. This trend indicates an industry shift toward more personalized online interactions that capture deeper insights into the unique needs and preferences of each target audience, from HCP to distributor to patient.

Chapter 4

HCPs are committing their time further in advance and over a longer runway: Marketers have an opportunity to turn promotions into ongoing, integrated campaigns

Life sciences audiences follow global averages for registration and attendance behavior. The data shared in this section is the global average.

In 2020 and 2021, 20% of webinar registration occurred on the day of the live event. In 2022, that number decreased to 9%, with the majority of audiences (41%) registering one to seven days in advance and 29% registering up to 15 days before the live event date.

Longer promotional cycles give marketers a unique opportunity to deliver integrated promotional mixes over a three-week (or longer) timeframe. Take advantage of the time between registration and the live event date by empowering sales teams to connect and engage prospects before the event.

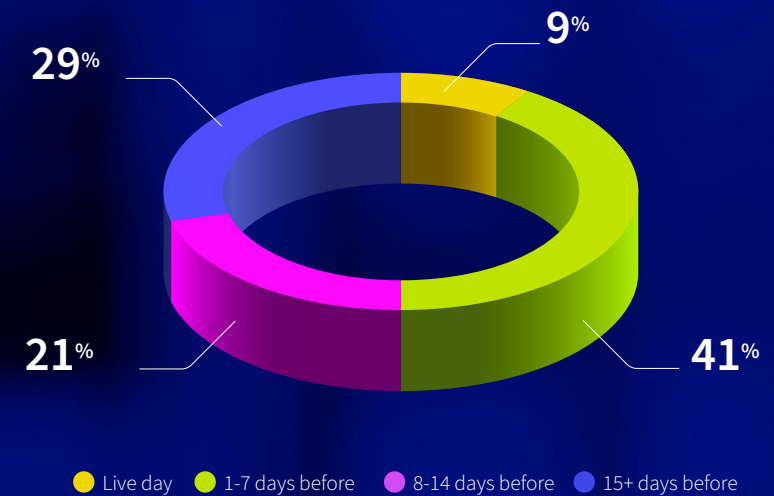
Global audience registration behavior

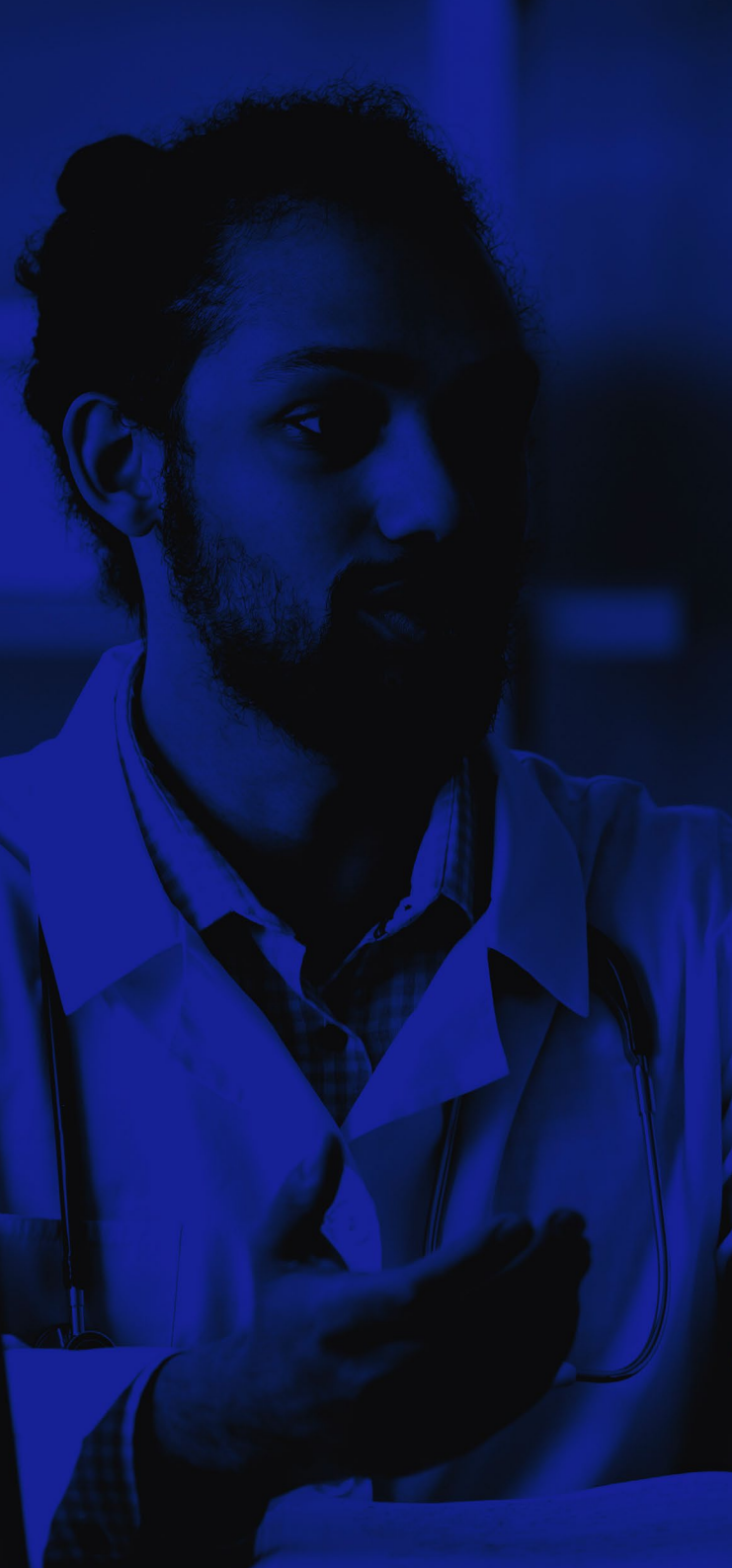
	2019	2020	2021	2022
Day of	10%	15%	20%	9%
1-7 days before	33%	45%	46%	41%
8-14 days before	29%	20%	17%	21%
15+ days before	28%	20%	17%	29%

There was also a seasonal component to webinar attendance in 2023 for life sciences brands. Attendance rates were strongest in Q4, ending the year at its highest. The seasonality was felt most during Q3, which aligns with the summer months in the northern hemisphere.

Further supporting this point, the day for the highest volume of webinar registrations is nearly evenly split across the work week.

Global audience registration behavior: day of week





Chapter 5

Patients and HCPs are spending more time on self-guided education: Marketers have an opportunity to integrate ongoing journeys into digital experiences

Life sciences audiences were 18% more engaged with CTAs embedded within webinars than they were last year. CTA engagement with always-on content hubs also increased, a clear indicator that as they self-educated, visitors were also inclined to reach out for additional insight and next steps. In fact, between Q3 and Q4 alone, the amount of content hub CTA engagement nearly tripled.

The ability for HCPs to actively seek out and engage with educational content digitally has presented an incredible opportunity for pharma and life sciences brands to become trusted resources by providing easy access to timely information and CME certifications. In fact, in 2022 alone, there was a 151% increase in continuing education certifications per webinar attendee YoY.

151%

**Increase in continuing
education certifications per
webinar attendee YOY**

18%

**Increase in
CTA webinar
engagement YOY**

Webinars, virtual events and content hubs are powerful tools for delivering live training experiences that can be accessed through carefully curated, on-demand content hubs that make learning more accessible to your audiences while allowing you to globally scale your CME programs, without additional travel or training costs.

Interactive, digital courses can also enhance learning by allowing HCPs to progress at their own pace while enabling instructors to capture insights they can use to personalize experiences to meet the needs of each individual. By including virtual assessments, polls and surveys, you can actually monitor attendee progress toward course completion. And by providing links to additional resources within the event experience, you make it easier for attendees to self-educate while providing you with insights into which materials are working and why.

Conclusion

Analysis of digital engagement throughout 2022 proves that there has been a permanent shift in how audiences expect to interact with life sciences brands—in short, they now expect more. HCPs, patients and distributors want experiences that are engaging and interactive, available anytime and anywhere, and ultimately provide an opportunity for a human conversation.

The companies that are using these trends to evolve their digital outreach and engagement strategies will be rewarded with more effective HCP communication, influence over prescribing behavior and improved patient outcomes, as proven by the significant uplift in across digital experiences this past year.



By ensuring your engagement strategy is ready for today's digital-first audience, you can make sure you're ready for growth in 2023.