



**ON24**

# **ON24 WEBINAR BENCHMARKS REPORT**

**2022 EMEA EDITION**

# Table Of Contents

Executive Statement	3
Methodology	4
Pre-Webinar Benchmarks	5
Live Webinar Benchmarks	8
Post-Webinar Benchmarks	10

# Executive Statement

The past two years have forced marketers to adapt to a new normal: that nearly all marketing today is digital and that delivering engaging audience experiences is essential to getting the insights we need to drive pipeline and revenue.

Webinars now play a critical role in engaging audiences throughout the buying journey. Even the use of the term “webinar” seems outdated as companies use webinars to deliver events of every size and type, including: talk shows, awards ceremonies, news-style broadcasts, conferences, summits, roadshows and more.

2021 saw growth in a few key areas. First, audience engagement during webinars overall is growing. Second, the use of video in webinars is becoming increasingly popular, with 64% of events turning the camera on.

Combined, these two elements highlights the evolution of webinars from simple presentations into complex and engaging programming.

To understand how you can take action on 2021’s trends, we’ve created the Webinar Benchmarks Report 2022. Read on to learn how webinars are being promoted, how attendees are interacting with webinars and how marketing practitioners like you can get more out of the experiences you create.

# Methodology

This report is based on data collected from webinars run on the ON24 Platform across the globe in 2021 and on activity taken place during active hours within the EMEA region.



EMEA data is an approximation based on timezone activity.



All webinars were held between January and December of 2021.



In response to expanding use cases for webinars, this report has no limitations on audience size. Previous benchmark reports excluded webinars with fewer than 100 attendees.

# Pre-Webinar Benchmarks

## Promotional Cycle

In 2021, most audience registration in the EMEA region occurred close to the webinar launch. In fact, 61% of audiences registered either 1-7 days before the event (45%) or the day of the event itself (16%).

ON24 continues to recommend webinar producers to begin their promotions at least two weeks in advance. In 2021, 39% of all registrations occurred eight days or more in advance of the live webinar.

16%

Live/  
Day of

45%

1-7  
days before

21%

8-14  
days before

18%

15+ Days  
Before

### ON24 TIP: MIX UP PROMOTIONAL MESSAGING

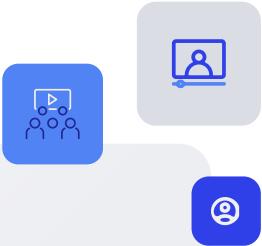
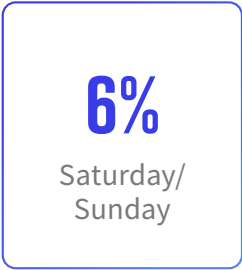
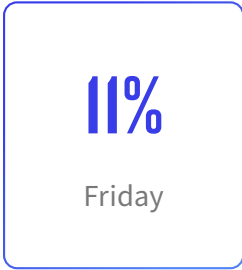
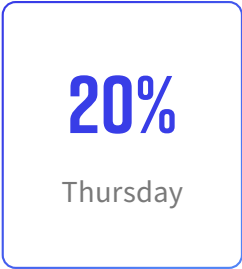
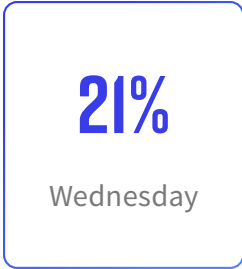
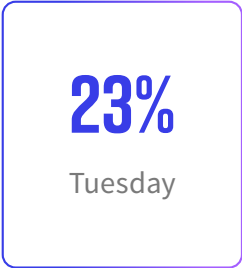
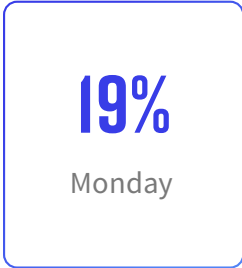
Experiment with your email's tone and style to appeal to your audience. Read more in our [Webinar Registration Best Practices Guide](#).



## Popular Days to Send Promotional Emails

Email is one of the most effective channels for webinar promotion. As such, knowing when to send a promotional email is key. For webinars, the **most popular days to send webinar promotions in the EMEA region is Tuesday, followed closely by Wednesday and Thursday.**

Practically speaking, there is a lot of room for experimentation. Analyze previous webinar promotions and get to know your audience's preferences. Cater your email sends to the days and times that they are more likely to engage.



### ON24 TIP: TRY PLAINTEXT EMAILS

Add a more personal touch to your email promotions by sending a plaintext email signed by one of your presenters.

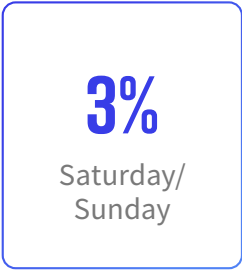
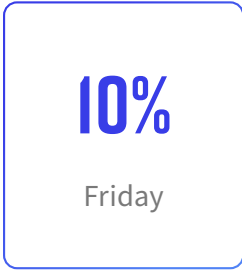
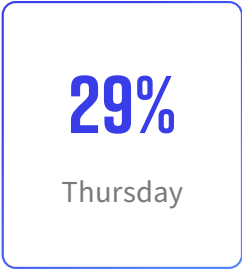
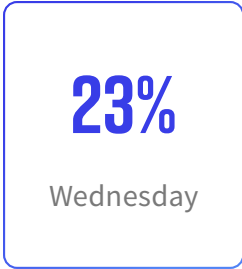
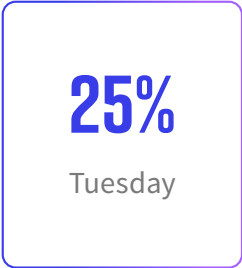
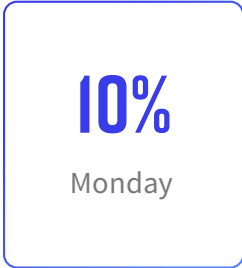
## Popular Days for Webinar Attendance

The best days for webinar promotion also correlates the best days for webinar attendance. In the EMEA region, these days are, in order, **Thursday, followed closely by Tuesday and Wednesday.**

What this means for webinar practitioners is that you have a lot of opportunities to convert your registrants into attendees. Yes, webinars held midweek drive the most conversions, but audience behaviors are changing and there may be new opportunities to deliver webinars throughout the week.

The same rules apply for popular times to hold webinars. Traditionally, we have recommended you host an event mid-morning and early afternoon (11 a.m. or 2 p.m., for example).

However, these specific times means you'll face a lot of competition. The best time to run a webinar is based on your audience. Don't be afraid to experiment with your event times and be sure to analyze the results.

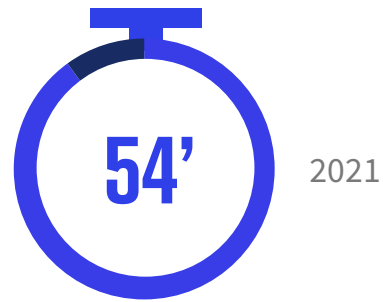


# Live-Webinar Benchmarks

## Average Viewing Time

The average viewing time for live webinars in the EMEA region during 2021 was 54 minutes, dispelling the myth of digital fatigue and that audiences won't watch hour-long, or more, webinars.

The key to keeping audiences engaged in your webinars is by putting them at the center of the experience. Make sure your webinars are highly interactive and surround your audience with lots of content options, resources, interactive tools and clear CTAs.



### ON24 TIP: MATCH WEBINAR LENGTH TO YOUR GOALS



Keep in mind that your webinars should be just as long as they need to convey the message you seek to share. If you are running a short informational webinar, 20 minutes may suffice. If you're conducting a panel webinar, with guests and Q&A sessions, 60 minutes and longer can work.

## Average Number of Attendees Per Webinar

### Average Number of Attendees Per Webinar

Webinars in 2021 saw an average of 111 attendees per webinar globally.

The trend: Marketers are delivering more webinars that are segmented and personalized for unique target audiences.





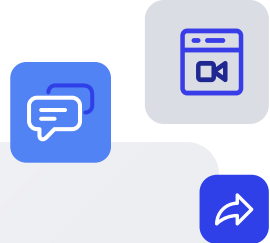
# Integration of Video

Webinar hosts and presenters are becoming more comfortable being on camera, with 64% of global webinars including a video or webcam.

Video is a versatile format to use that empowers you to create different types of webinars, from panel discussions and 1:1 interviews to product demonstrations and more.



**64%**  
2021



### **ON24 TIP: INTEGRATE VIDEO CLIPS INTO YOUR EVENTS**

Have a popular video clip? Then you have an easy way to include video in your webinars. Splice your clips into your events to create a more engaging experience.

# Post-Webinar Benchmarks

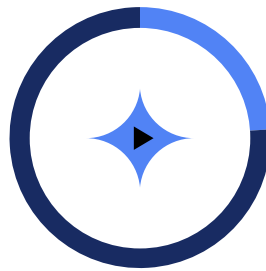
## Registrant to Attendee Conversion

Overall, in 2021, 55% of registrants converted into an attendee. Of registrants, 35% converted into live webinar attendees and 24% converted into on-demand attendees.

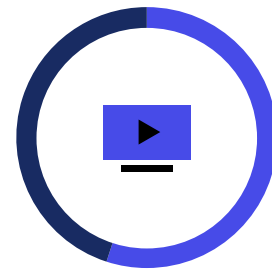
A smaller segment of registrants watched both live and on demand. Note: these statistics include webinars for training and internal communications.



**35%**  
Live



**24%**  
On-Demand



**55%**  
Live or  
On-Demand

The lesson: registrants prefer to have options when it comes to participating in a webinar. Make sure your webinars are available both live and on-demand. Doing so gives you the best opportunity to maximize your audience size and increase the ROI of your events.

### ON24 TIP: CREATE A RESOURCE HUB

Give your audience the content they want, when they want it, with an on-demand engagement hub. The ON24 Engagement Hub makes it easy to share on demand and live webinars, videos and PDFs, so that your audience can self-select that content they need most.



# On-Demand Viewing Time

On-demand webinars add life to the content you've already created, puts audiences in control of their buyer journey and empowers you to drive more engagement with customers who care about your content.

Note that viewing time for on-demand content is much shorter than live attendance.

This suggests that a lot of on-demand viewers are looking to either revisit or find specific content or insights, or are skipping around your on-demand webinars. Marketers should try to make this search easy by chapterizing webinars once they move from live to on-demand.

## Average Viewing Time for On-Demand Webinars



2021

## Need More?

Stay up to date with the latest benchmarks and insights.

Visit [www.on24.com/webinar-benchmarks](http://www.on24.com/webinar-benchmarks) to learn more about how you can optimize your digital experiences.

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