

ON24

WEBINAR BENCHMARKS REPORT, APAC

2021

EXECUTIVE SUMMARY



Executive Statement

Businesses today can scale their communications easier than ever before. Marketing automation, programmatic advertising, town hall meetings, social networks, and so on, make creating and distributing information as simple as pushing a button. But blasting out more content in more channels doesn't mean anyone is listening -- or that they care.

So the question is: how do you stop interrupting and start engaging?

At ON24, we believe true engagement goes beyond the superficial click and forms a human connection. That starts with dynamic, multimedia webinars, delivered both live and on demand, that leverage interactive features like polling, chatting, surveying, and more. And, finally, turning those connections into insights that you can act on and share seamlessly across your operations.

To provide better insight into how business can use webinars to deepen engagement, we've analyzed all webinar data on our platform in 2017 for the annual ON24 Webinar Benchmarks Report.

EXECUTIVE SUMMARY



Methodology

ON24, the world's leading webinar marketing platform, compiled the data in this report. The webinars included in this analysis were taken from a random number of ON24 webinar events conducted in the APAC region during 2017.

In this analysis:



ON24 MEASURED MORE THAN 600 WEBINARS



ALL WEBINARS WERE HELD BETWEEN JANUARY AND DECEMBER OF 2017



ALL WEBINARS HAD AT LEAST 100 ATTENDEES



EVENTS REPRESENT A CROSS-SECTION OF MORE THAN 150 ORGANIZATIONS



COMPANIES RANGE IN SIZE FROM ENTERPRISE TO SMB

This study examines statistics across a webinar's lifecycle, including webinar promotion and registration metrics, interactivity metrics, audience viewing habits and both live and on demand attendance and conversion metrics. Unless otherwise noted, this study uses the following definitions:

- **Live webinars** - Audio or video-based events streamed on a specific day and time.
- **On demand webinars** - Audio or video-based events attendees can view on demand, including archived live webcasts.
- **Registrants** - Prospects registered to view an event.
- **Attendees** - Prospects who registered to view an event and attended that event.

PRE- WEBINAR BENCHMARKS



Promotional cycle

Webinars succeed when people attend. To get that audience, marketers need to promote their event early, often and right up to the day of an event. Promotional efforts should start at least two weeks before an event to drive registrants, if not earlier.

For APAC, that means an early promotion cycle. In 2017, the region saw 40 percent of registrations for a webinar take place at least eight days before an event or earlier. Our study also found that more than a quarter of all registrants (23 percent) enroll in a webinar 15 days before the event takes place.

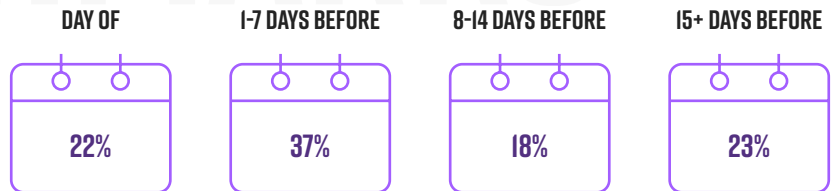
Still, the majority of registrants (59 percent) sign up either a week before (37 percent) or the day of the event (22 percent).

PRE-

WEBINAR

BENCHMARKS

Marketers need to capture both early and late registrants. A lengthy promotional cycle, one which ramps up in intensity as the event date grows nearer, is the best bet. This means promotional emails and social media will provide more opportunities for prospects to connect, register and convert to attendees.

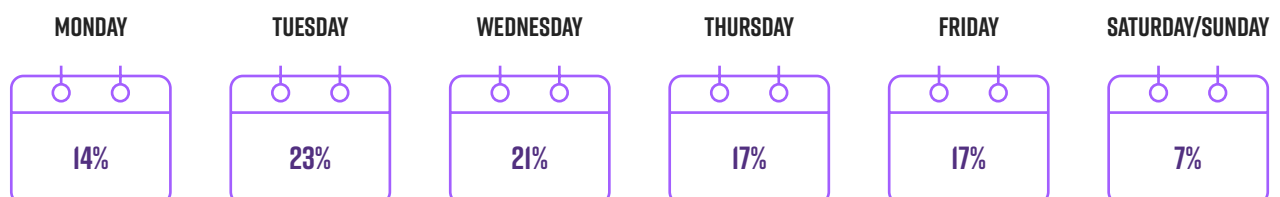


Longer promotional campaigns translate to more registrants, but beware of drop-off leading up to the event.

Best Days to Send Promotional Emails

For APAC, promotional emails for webinars perform best during the first half of the week. The majority of respondents (58 percent), according to our study, register through email on either a Monday, Tuesday or Wednesday (14, 23 and 21 percent, respectively).

It's easy to understand why these days are the most effective. Mid-week sandwiches itself between two days where employees are either getting warmed up for the working week or are preparing for the weekend.

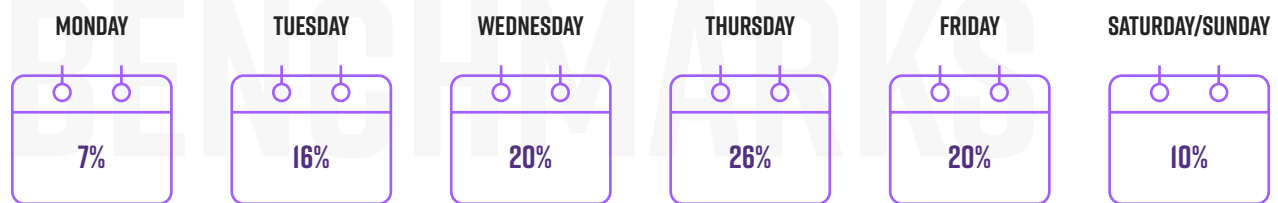


Early in the week — Monday, Tuesday and Wednesday — are the best days for promotional emails.



Best Days for Webinar Attendance

In contrast to promotional emails, mid-week is the best time to hold an actual webinar, with Thursday being the top option. These days work well as the majority of workers are “in the zone” with their work and are receptive to participate in industry-related events.



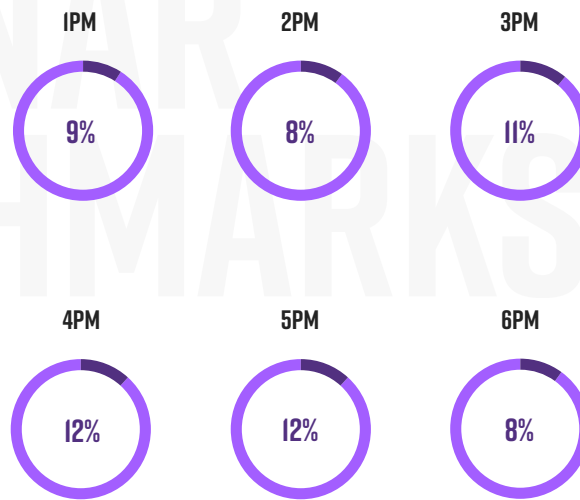
Attendees are most available during the middle of the week.

Best Time to Run Webinars

Audiences are always-on, which is both good and bad for webinars, especially as global audiences become an increasingly important factor. Still, some times outperform others.

For APAC, the best time to hold a webinar is mid to early afternoon. This helps organizations to coordinate with other nearby markets. According to our data, the best time to hold a webinar is around 4 p.m. Australian Eastern Standard Time (AEST) or 2 p.m. for Singapore. Regardless, the perfect time depends on your prospects and where they reside. Plan accordingly. The following times are based on the AEST time zone; please adjust to your relevant time zone as needed.

PRE- WEBINAR BENCHMARKS



The best time for a webinar is one fitting in with your audience's schedules.

WEBINAR BENCHMARKS

Average Viewing Time

A good webinar captures attention. We've found — with the right combination of topic, content and interactivity — webinars can hold a prospect's attention for nearly an hour. In fact, the average viewing time for webinars in APAC in 2017 was 53 minutes.

Average viewing time for webinar attendees:

- 2018 Benchmark Report: 53 minutes

Webinars can keep an audience engaged for nearly hour.

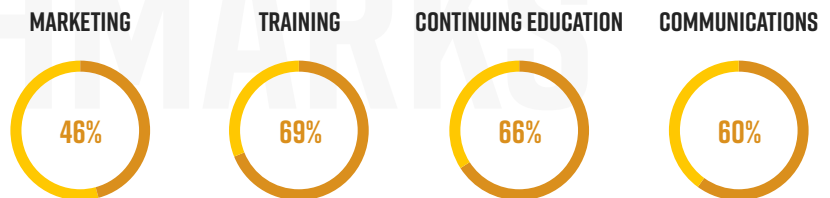
Registrant to Attendee Conversion

Registrants are great, but attendees are better. But what does a healthy conversion rate look like? In general, a 35 to 45 percent conversion is considered a strong conversion rate. The conversion rate for ON24 webinars with more than 100 participants, in 2017, is an exceptional 56 percent.

But different types of webinars drive different conversions. According to our data, training and continuing education see the highest conversion rates (69 and 66 percent, respectively). This makes sense, as webinars are powerful tools for internal training and education, especially for organizations with satellite offices across regions and around the globe.



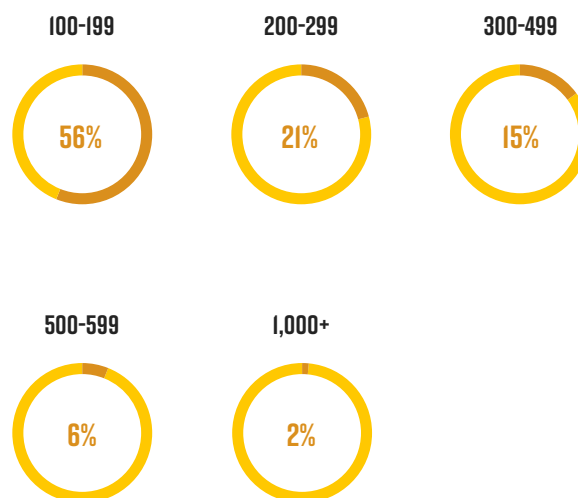
WEBINAR BENCHMARKS



Average Webinar conversion rate for webinars with more than 100 attendees

Average Attendee Rate

So, you have your registrants. That's great. Now how many are actually going to attend the event? According to our data, you can expect a good number of attendees. More than half of all ON24 webinars in APAC attract at least 100 attendees. This makes webinars an incredibly powerful tool for campaigns, especially those targeting mid and bottom-of-the-funnel prospects.



Distribution of webinars by size, as a percentage of webinars with more than 100 live attendees.

WEBINAR BENCHMARKS

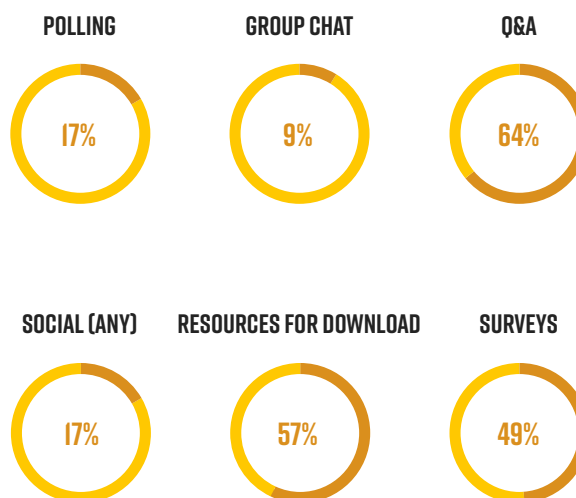


Integration of Engagement Tools

Webinars enable marketers to drive engagement. They ask attendees questions, offer polls, surveys and relevant content for download and more. These engagement tools drive insights and those insights drive business value by identifying prospect interest, pain points and actual qualified leads. But what tools fuel these insights?

The most popular tool to drive audience interaction is the questions and answers module, used in 64 percent of all webinars. Resource lists and surveys come in second and third, respectively, appearing in 57 percent and 49 percent of all webinars.

This makes sense. The Q&A tool is a direct line from prospects to sales and marketing to hosts and is a crucial element in an engaging webinar.



Audiences engage with webinar tools.

WEBINAR BENCHMARKS



Integration of Video

Roughly 28 percent of APAC webinars featured some type of video in 2017. For ON24 webinars, videos include:

- Studio produced
- Webcam presentations
- Integrated video clips
- Streaming and screen sharing

We expect this number to continue climbing as new recording technologies are introduced, standards for recording change to reflect a wider market and as webinar hosts grow more comfortable with video in general.

POST- WEBINAR BENCHMARKS



On demand Viewing

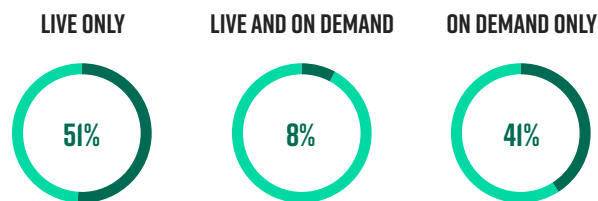
Webinars aren't one-off events. They can engage over an extended period thanks to on demand viewing. These on demand webinars provide additional opportunities to extend content life, engage attendees and make a prospect a client. In fact, on demand viewing is an increasingly popular choice among attendees in the APAC region, with 41 percent of all webinar views coming from on demand only audiences — the highest percentage we've measured out of our regions.

There are a few reasons why this may be the case. First, attendees may prefer on

POST- WEBINAR BENCHMARKS



demand for its convenience factor, especially for those who've higher priorities and commitments when the live webinar is conducted. Second, prospects, clients and trainees may refer to on demand webinars for additional context and information, consuming a series of events like consumers binge shows on Netflix. Third, mobile platforms and increased bandwidth may make it easier — and more convenient — to consume webinars on the go, such as during a commute.



Attendees consume webinars in a variety of ways.

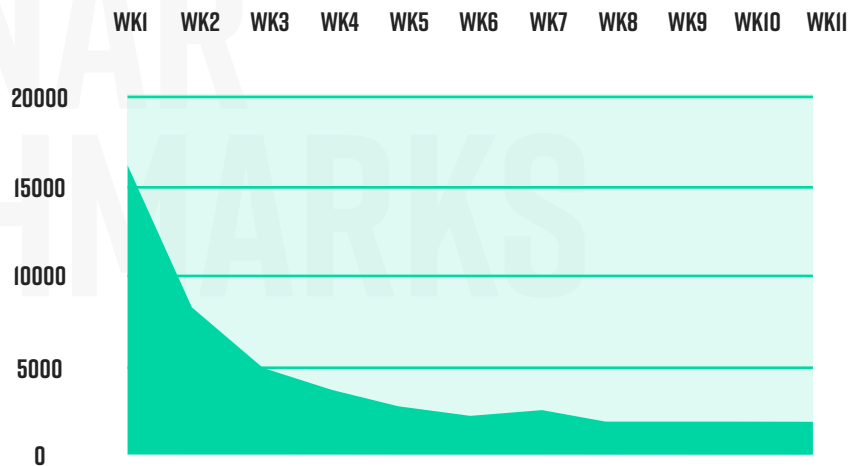
Post-live Registrants

Forty-one percent of all APAC attendees only watch on demand webinars. Of these on demand attendees, the majority register a week after a live event. While that demand decreases over time, there is still a strong demand for on demand viewing two weeks to a month after an event takes place.

POST-

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BENCHMARKS



On demand Viewing Time

APAC is unique in its on demand viewing habits, with attendees remaining within a webinar for 47 minutes on average. This is a better performance than its global counterparts, which average 45 minutes for on demand viewing time. The difference may be because APAC uses its webinars mostly for training or continuing education purposes. Still, having a long-term plan for on demand content is a good idea for many hosts.



CONCLUSION



2017 was a great year for webinars. It cemented certain trends — such as video — and highlighted the increased proficiency practitioners are showing with webinars. More importantly, it showed APAC marketers are driving real value with multichannel, integrated webinars and are becoming more comfortable with the technology. The insights they gain from rich, interactive content, and provide to sales is becoming increasingly valuable. In fact, the average engagement score for all APAC webinars averaged to 4.35 in 2017.

What types of webinars are driving this engagement? The largest increases come from three buckets — Marketing, Continuing Education and Communications.



As you plan to adjust and evaluate your webinar program, use the benchmarks in this report as guidelines to help you create, promote and deliver successful webinars.