



2022 State of Digital Experiences

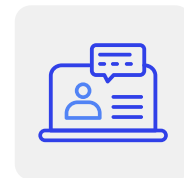
How Webinars and Digital Events Performed in 2021
and What Marketers Can Look Forward to in 2022

State of Digital Experiences: 2022

Many marketers hit their stride for digital experiences in 2021. There were some false starts as vaccines rolled out and an urge to return to physical events drew some marketers to plan hybrid or in-person events. However, new variants, breakouts and lockdowns kept marketers on their toes and encouraged them to adjust their plans by either limiting in-person gatherings or switching to digital events.

Talk of digital fatigue swirled the industry but there has been a consistent increase in audience engagement through digital experiences. This is an understandable trend as marketers use more engagement tools and align their digital experiences — and CTAs within those experiences — to the buyers' journey. For marketers, 2021 contains many lessons to be learned as they look to improve engagement in the digital experiences they produce.

This report reviews the quarterly and annual trends we saw in 2021. We will discuss the overall digital experiences landscape, which includes webinars, curated experiences and personalized experiences.



2021 at a Glance

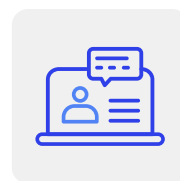
2021 saw a slight decline in the total number of webinars produced, with a 8.17% decrease in events when compared to 2020. However, this is still an increase of 135.57% when compared to 2019. The Center for Marketing Transformation considers this a leveling out in the total number of digital experiences. Conversion rates from 2020 to 2021 remained relatively stable.

This trend is an area of opportunity for marketers to better understand the registration funnel for attendees and update their tactics to better accommodate the shortened promotion cycle required for digital experiences. There is also a lot to be learned in how marketers can share additional content and build audience engagement before an experience even begins.

Audience engagement in experiences saw significant gains in 2021. Average length of attendance rose 7.99% year-over-year. Additionally, engagement during experiences, measured by an audience member's average interaction with engagement tools, polling, content, etc., rose 31.45% year-over-year. Calls to Action taken year-over-year also increased exponentially, with Book a Meeting growing 1028.06%

Curated content experiences continued to grow in popularity. Total experiences grew 30.73% from 2020 to 2021. This will become increasingly important as marketers adopt buyer enablement strategies. Conversion rates for these experiences also increased year-over-year by 15.08%.

ON24 customers also increasingly used personalized experiences to engage target audiences. Audiences actively engaged in these targeted experiences and converted at 18.46% higher than 2020. Engagement with CTAs in these experiences also increased dramatically, more than 3,106.82%.

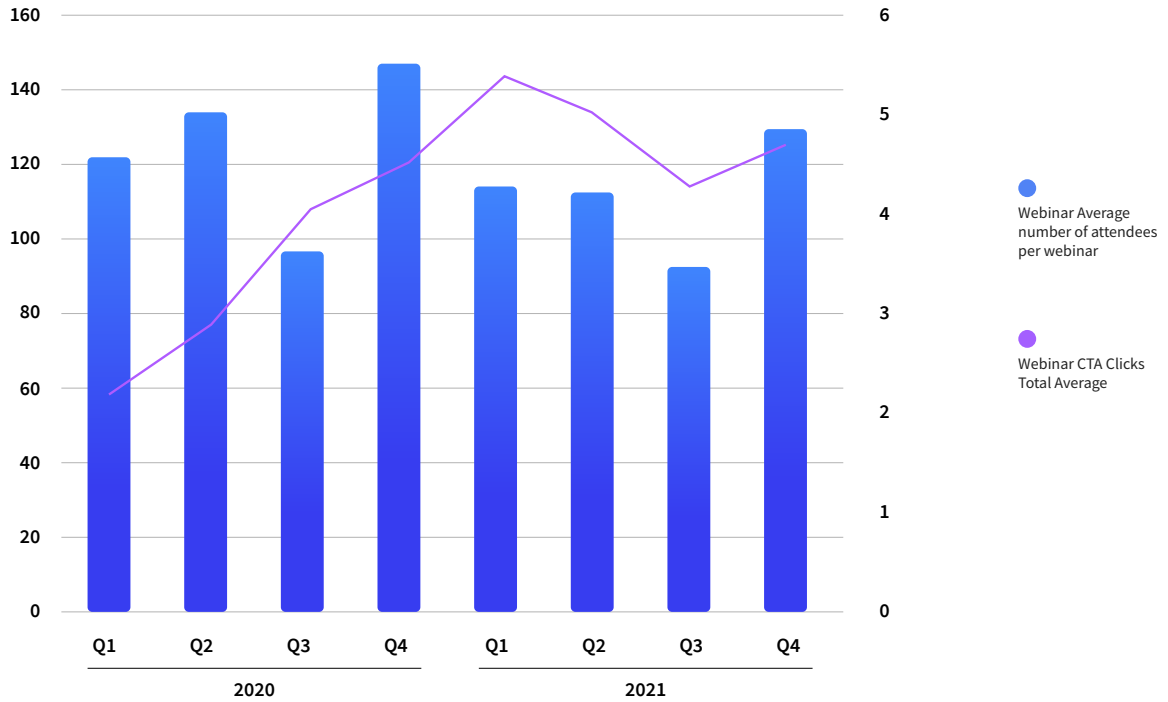


2020 vs. 2021 at a Glance

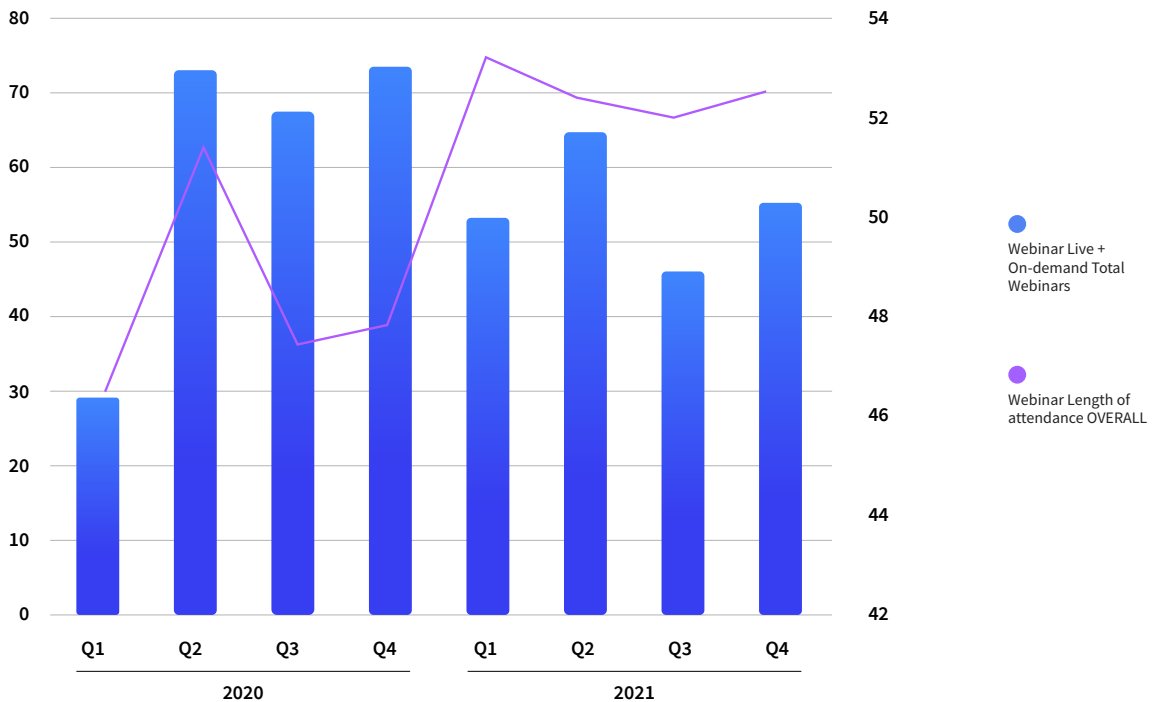
	2020	2021	Delta
Total Digital Experiences	_____	_____	8.17% decrease
Conversion to Live Webinars	36.28%	34.54%	1.74% points decrease
Conversion to On-Demand Webinars	25.39%	23.89%	1.51% points decrease
Conversion to Live and On-Demand Webinars	59.83%	55.42%	4.41% points decrease
Average Number of Webinar Attendees	123.15	111.66	11.50% decrease
Length of Webinar Attendance	48.72 minutes	52.61 minutes	7.99% increase
Average Number of Webinar Questions	19.30	15.42	3.88% decrease
Webinar Engagement	_____	_____	31.45% increase
Content Experience Conversion to Attendee	16.24%	31.32%	15.08 increase
Personalized Content Conversion to Attendee	46.46%	64.92%	18.46% point increase

Importantly, despite more experiences being run by marketers, engagement metrics, including length of attendance and interactions during experiences continue to rise.

Average Attendees per webinar vs. CTA Click Average

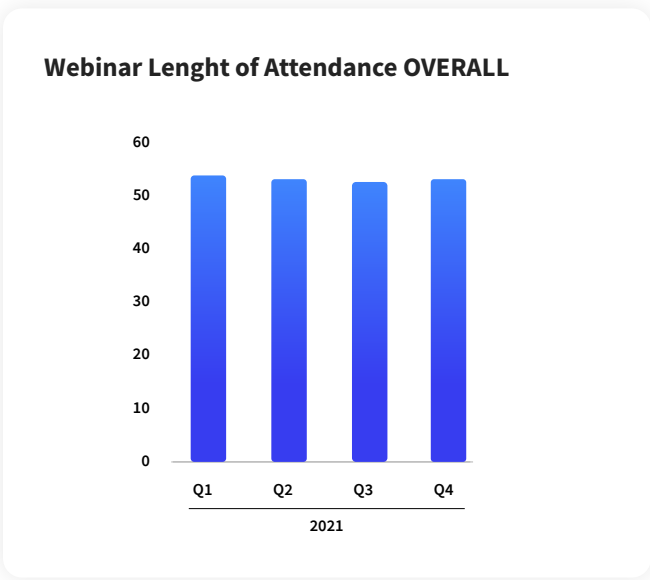
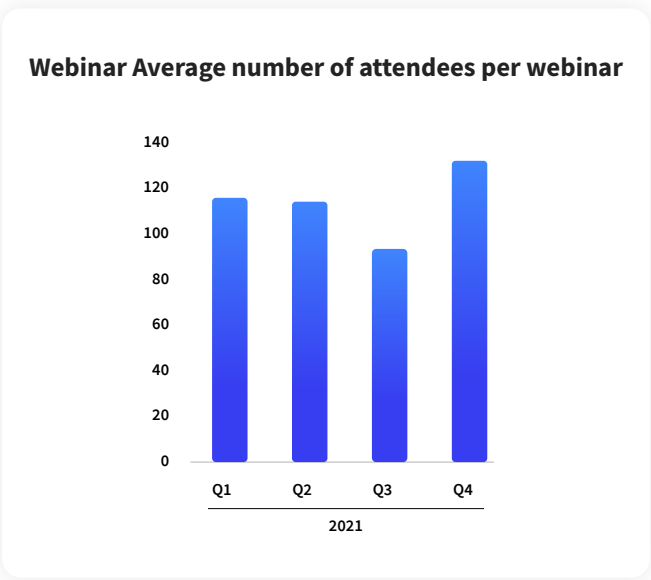


Number of Webinars vs. Length of Attendance



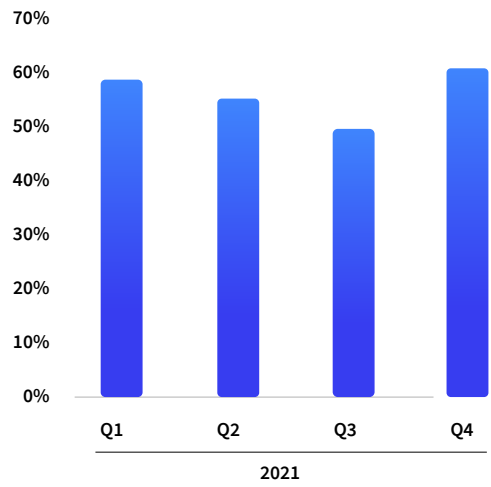
Quarterly Analysis

Analyzing 2021 quarter-over-quarter shows that Q4 was a rebound from a Q3 seasonal dip where marketers, audiences and some companies experimented with in-person experiences. This trend was proven through average number of attendees per webinar and average length of attendance.

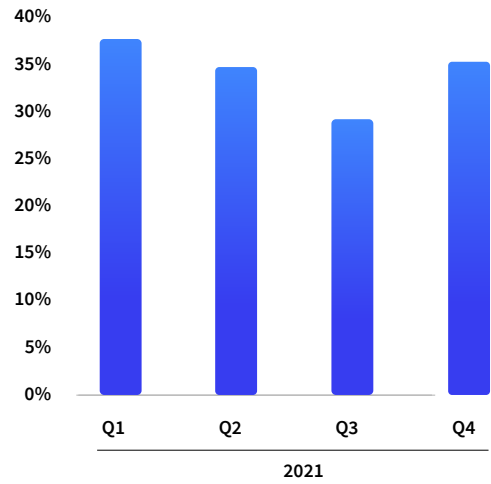


Conversion rates during digital experiences remained consistent throughout 2021, with a seasonal dip in Q3 and strong rebound in Q4. This is important for marketers to understand their audience retention strategies and to understand where on-demand is performing best throughout the year.

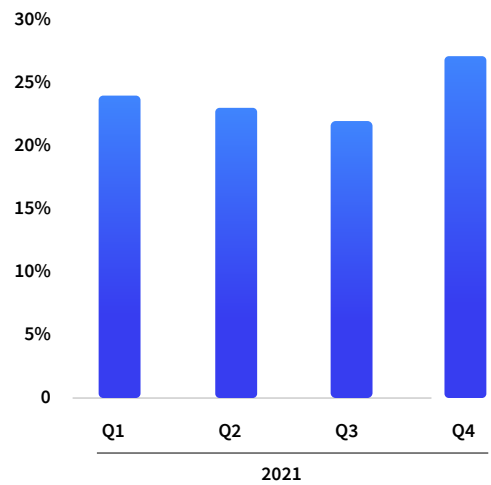
**Webinar Conversion
to Live or On-Demand**



**Webinar Conversion
to Live**



**Webinar Conversion
to On-Demand**



Conclusion

With more than a year of a digital-first marketing world under our belts, marketers are looking to improve conversion and effectiveness of their digital experiences. While there has been much hype about digital fatigue, that trend isn't applying for digital experiences. Audiences continue to attend and engage in experiences, at rates that outpace 2020.

Continued and strengthened engagement is critical as marketers balance the need to measure consumption with creating and measuring conversion. As marketers evolve strategies in 2022, finding ways to create personalized experiences to move the needle with specific audiences, be it account-based strategies or experiences crafted for specific audiences, like late stage prospects.