
ON24 2010 Webcasting Report
Webcast Benchmarks and Best Practices
for Lead Generation

Key Webcasting Findings 2010

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Executive Summary

Within business-to-business (B2B) organizations, there is significant interest in webcasting. Webcasts are delivering a lower cost-per-lead and high prospect engagement. They effectively help organizations communicate in-depth product information in a way that is easy to digest for their audiences. Webcasts can also help determine a prospect's interest level by providing detailed reporting of their actions during the webcast.

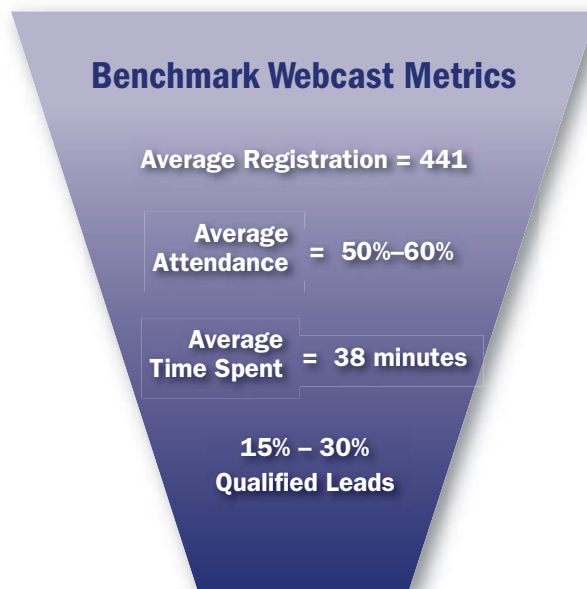
Until ON24's initial series of reports published in 2007, there were limited webcasting benchmarks. Since then, research on the topic of webcasting has increased. This updated report broadens the scope of the initial 2007 findings.

ON24 is the world's largest webcasting solutions vendor and delivers over 30,000 webcasts annually. The company evaluated 10,000 webcasts from 700 corporate clients using webcasting for demand generation.

Key Findings

Webcasts are more valuable than ever:

- Webcasts generate low cost-per-lead and high ROI
- The average webcast captures 441 registrants and 50-60% attendee participation
- 15-30% of registrants are sales-qualified opportunities
- The average viewership per webcast is 38 minutes



Industry Research

Recently, MarketingProfs Research Insights published a report, “9 Management Practices for Exceptional Webinars: Proven Strategies to build a Lead-Generation Engine.” Of the companies surveyed:

- 69% conduct webcasts for the purpose of lead generation
- 72% have been conducting webcasts for less than 3 years
- 28% conduct webcasts more than 10 times per year
- 70% feel that dynamic and recognizable speakers are the most important factor in having a successful webcast

Methodology

The findings in this report were evaluated by ON24, the global leader in webcasting and virtual events, and are based on a subset of webcasting events held on ON24’s webcasting network. Variables were measured from webcasts that fit the following criteria:

- Planned, scheduled and held from January – December 2010
- Conducted by a cross-section of 700 organizations
- 10,000 webcasts included in the analysis

More specifically, the findings compared trends between live and on-demand webcasts and audio and video webcasts respectively. ON24 also measured attendee behavior with regard to participation in polls, surveys, and Q&A sessions and event registration patterns.

Unless noted otherwise, webcasting event types are defined as:

- *Live webcasts*: Audio or video-based events that are streamed on a specific day and time.
- *On-demand webcasts*: Audio or video-based events that are streamed upon request anywhere, anytime. These also include live webcasts that have been archived for at least three to six months.
- *On-demand only webcasts*: Audio or video-based events that are created to be streamed only upon request anywhere, anytime.
- *Audio webcasts*: Events that are primarily streamed with audio.
- *Video webcasts*: Events that are primarily streamed with video.

Unless noted otherwise, audience information is defined as:

- *Registrants*: People who registered to view an event.
- *Attendees*: People who registered to view an event and attended that event.

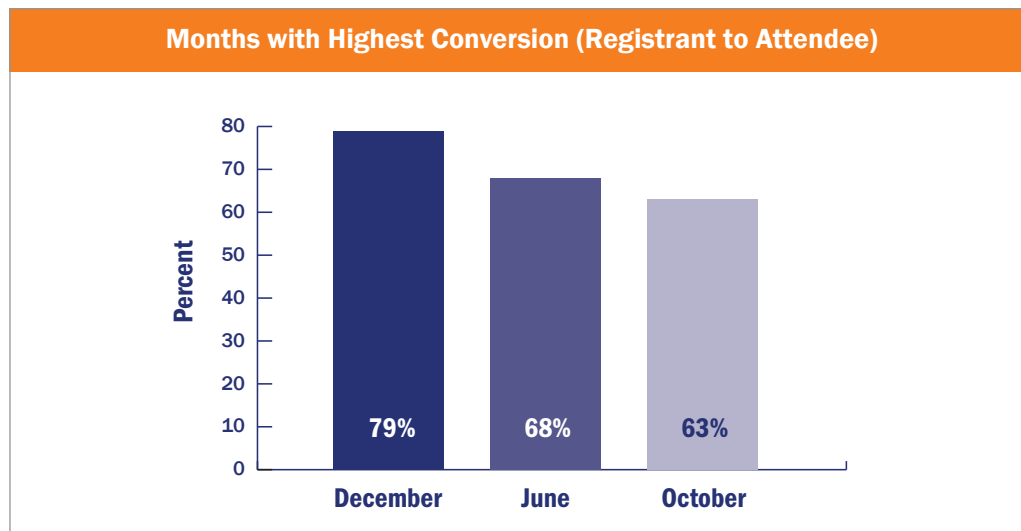


Results

Registration Lifecycle

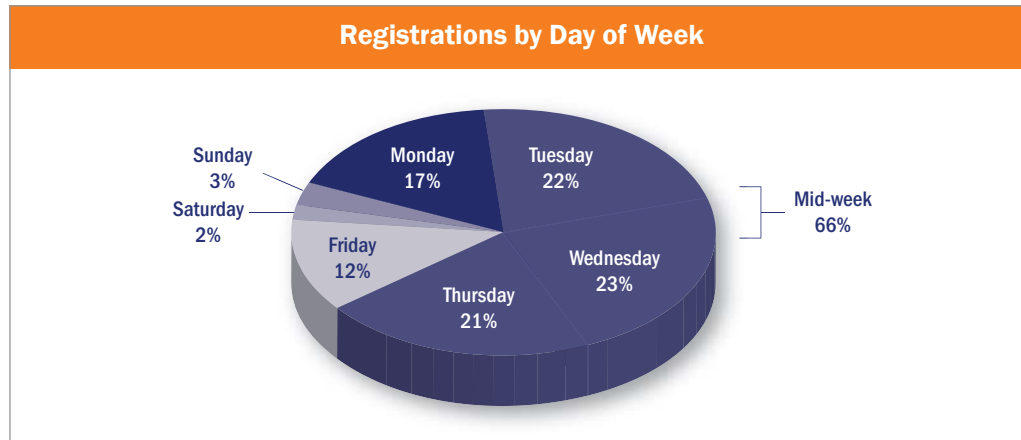
The ebb and flow of registrants and attendees is cyclical, depending on the time of year or week. This registration lifecycle provides webcast organizers with insight on how marketing campaigns should be structured to capture the highest percentage of registrants.

- 52% of all registrations occur in the ten days before a scheduled webcast, with 15% registering on the day of the webcast.
- The months of December, June and October registered the highest registrant-to-attendee conversion percentages of 79%, 68% and 63% respectively, demonstrating that webcasting is an effective and popular way to reach audiences year-round, including during holiday and summer months.



Most Registrations Occur in the Middle of the Week

66% of all registrations occurred mid-week.



Registrant to Attendee Conversion and Average Viewing Length

Average Conversion Ratio

The average conversion rate from registrant to attendee was 58% in 2010.

Average Number of Minutes Attendees Viewed Webcasts

Regardless of webcast type, attendees on average viewed 38 minutes of a webcast.

Interactivity During Webcasts

Attendees Provide Valuable Information in Webcasts

When looking at a year-long webcasting program, we found that a significant number of attendees participate in polls and surveys. Combined with registration information and Q&As, webcasting provides information instrumental in mapping reliable lead scores and qualified leads for sales efforts.

- 62% of webcasts incorporated polls or surveys into the event.
- 89% of webcasts incorporated Q&A into the event.

Video Webcasts Continue to Attract and Retain More Attendees

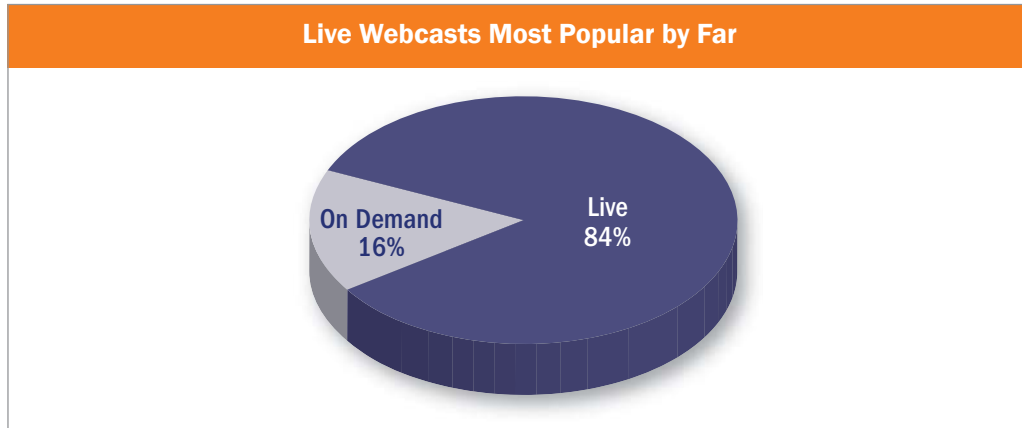
Reviewing how audio or video webcasts impacted registration, attendance and viewing times, ON24 found that video outperformed audio in attracting and retaining attendees.

- Video webcasts attracted a higher average number of registrants and attendees, with conversion ratios of over 60%.
- Video webcasts had 24% higher attendance than audio webcasts.



Live and On Demand Webcasts

Of all webcasts produced in 2010, 83.61% were live, while only 16.39% were on demand.



Majority of Live Webcasts Are Archived

Webcast producers archived nearly 99% of all webcasts.

Archiving Extended Reach of Live Webcasts

Given average registrant-to-attendee conversion ratios, 33% attended during the live webcast, while an additional 25% viewed the archived webcast.

ROI of Webcasting

Webcasting is a cost-effective method for lead generation and delivering complex messages. With webcasts averaging \$10,000, including audience generation programs, to produce and promote, a webcast provides the following cost per lead:

- \$22.60 per registrant for the webcast with an average of 441 registrants
- \$39.00 per participant for the webcast with an average of 256 participants

Costs are reduced by one-third if a webcast is promoted to an internal prospect list. Promoting archived webcasts will lower costs per participant further.



Webcasting Best Practices

Webcasting is seen by many professionals as an ideal marketing and communications tool, offering the effectiveness and efficiency that enterprises require in today's business environment. These best practices can help you easily run a successful webcast.

Maximizing Registration Rates

- Tell your “friends.” Experts agree that about 70 percent of all webcast registrations are the result of promoting to internal lists. An added benefit: with a webcast the host can measure how specific promotion campaigns are performing.

Driving Attendance

- Give yourself plenty of time for planning and execution. Although a webcast is typically easy to implement, adequate time needs to be devoted to webcast promotion.
- Start the process at least four weeks before the webcast, focusing on these activities: development of a compelling topic; identification of presenters and the target audience; and a promotional outreach campaign.
- Send reminder emails. The recommended best practice is to send three—the first reminder one week ahead of time and a second reminder the day before the webcast. A third should be sent one hour prior to the event.

Improving Engagement

Factors such as event timing and length do not significantly impact interest and engagement. The key to truly engaging attendees is to develop and offer interesting, compelling and educational content. If content is boring or does not bring relevant value, you will lose your attendees. Inviting an industry expert, customer or partner to present a case study or host a Q&A during a webcast can be highly effective, as this stimulates more interest and helps drive participation. Integration with social media such as Twitter and LinkedIn does as well.

Another recommended best practice is to include a Q&A session to encourage attendee participation. The solution to an effective Q&A session is advance preparation.

- Jot down ahead of time the questions you can anticipate, along with appropriate responses. Keep these notes handy so that you can refer to them during the actual webcast if need be.
- Focus on preparing responses to questions you hope you don't hear.



Increasing Impact and ROI

- Match your content to your audience. Understand the interests of your registrants; doing so provides great insight into the audience's priorities. This information can then be used to tailor presentations and other content to the audience's needs and level of expertise and to qualify participants.
- Fully leverage virtual reporting tools, and make sure that the right leads—those who have shown the highest engagement—get flipped to sales.

One of the biggest advantages of a webcast is the reporting tools that are available. In addition, take advantage of other opportunities to collect useful analytical data by, for example, soliciting participants' feedback after the webcast. As attendees exit a webcast, ask them a series of additional follow-up questions to further qualify them as sales prospects and evaluate the success of the event. Here are a few suggestions:

- What did you like most about the presentation?
- How likely are you to use this service or product?
- Would you like a sales rep to contact you?

The information gained will help measure level of engagement, and the data can be used in other marketing programs, such as public relations.

Finally, here are additional best practices for increasing webcasting ROI:

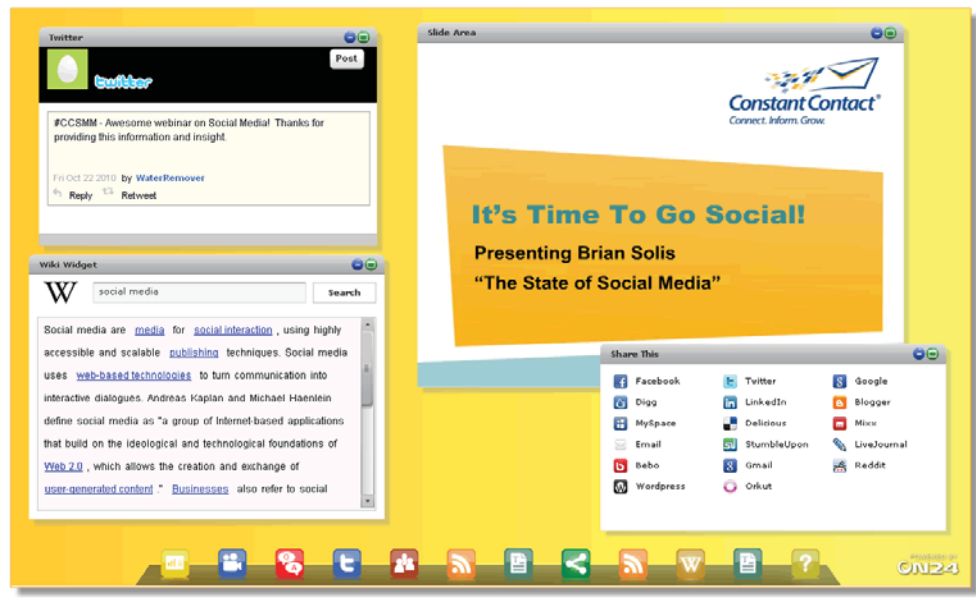
- Post the webcast on your website for future viewing. Build a reference library of past webcasts for your customers and prospects to view when they have time. Webcast content and Q&As can also be useful for training employees.
- Build the relationship with those viewing your content by sending them a summary of the Q&A session, additional information, a link to the archived webcast or just a simple email thanking them for participating.



Webcasting Technology Trends

Webcasting technology continues to evolve to meet changing user requirements. Enterprises are demanding webcasts that are dynamic, powerful and engaging.

As a result, in 2010 ON24 announced its next-generation, open webcasting platform. It enables webcast producers to create completely custom experiences and integrate third-party applications such as popular social media widgets. This open cloud platform enables enterprises to deliver “social webcasts” and features enhanced interactivity capabilities. The result is a more immersive end-user experience, increasing engagement and effectiveness.



The Next-generation Webcasting Platform

Unlike traditional webcasting, next-generation webcasting puts hosts in control of their own webcasts. They, in turn, can allow the end user to make a social webcast a custom solution, based on individual preferences. Industry research has shown that audience participation is increased when the audience can assert control over the webcast; therefore, the recommended best practice is to take full advantage of the expanded webcasting feature set.

To sum up, this new webcasting platform allows audiences to create a more personalized experience and provides greater participant control, increasing impact and effectiveness:

- Enhanced host and user control
 - A user-friendly experience within a controllable, flexible environment
 - A custom solution, based on individual preferences, that re-engages multitasking users



Next-generation webcasting has emerged as a critically important enterprise marketing and communications tool. Putting hosts and their audiences in control and providing interactive social media capabilities, next-generation webcasts deliver a more engaging experience that maximizes webcast effectiveness and ROI. This highly reliable, scalable and extensible platform delivers truly immersive webcasts.

Performance-based Engagement

In addition to providing social media capabilities and engaging webcasts that put customers and their audiences in control, the next generation of webcasting solutions also provides powerful new performance-based engagement tools to help measure success and capture and qualify leads. With this valuable market intelligence, clients can easily track campaign ROI, measure the effectiveness of their content and analyze the engagement levels of audience members.

Survey Results

ON24 has evaluated webcasting end user preferences and the perceived value of new interactive webcasting features. Survey findings show an overwhelming preference for increased opportunities for interaction and networking.

- 77% of the respondents, representing a wide variety of industries, indicate that a next-generation webcast is better or far better than traditional webcasts
- 80% feel that next-generation features such as social networking tools within a webcast are somewhat to very important in webcasting today

Webcast producers want increased interaction and social networking integration to make webcasts more engaging without distracting the attendee. However, the so-called “distraction factor” is not an issue, as 86% of the respondents think that adding interactive elements to webcasts makes them more useful and interesting.

Survey results showed a decided preference for interactive elements in a webcast for the following reasons:

- Nearly half (49%) prefer next-generation webcasts because they allow the viewers to tailor their own experiences
- In addition, nearly half (46%) said that they make the content more interesting
- Over 40% (43%) prefer the greater control over how webcast content is used
- Other advantages cited were:
 - Added entertainment value (32%)
 - Ability to share content with others (26%)

