GETTING STARTED GUIDE

ON24 SOLUTIONS AND PRODUCT CATALOG

Delivering innovative solutions for engaging and high-impact webinars and digital experiences
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ON24 Webcast Elite

ON24 Webcast Elite gives you the power to create and deliver professional, media-rich and fully-branded audio and video webinars in just a few simple steps, right from your desktop. As the most powerful marketing webinar platform in the market, ON24 enables you to engage with your audiences and maximize your program ROI.

The ON24 self-service platform is both flexible and intuitive. Most users report that it takes only minutes to familiarize themselves with the controls and get started with their first webinar.

Full-service webinar options are also available. Talk to your ON24 representative to learn more.

BENEFITS OF ON24 WEBCAST ELITE

• Accessibility
With no downloads, plug-ins, or conference call numbers required, you can increase attendance rates and provide the ultimate audience experience from any internet-connected computer or mobile device.

• Customizability
Represent your brand with every element of your webinar event, including colors, logos, images, and topline messaging.

• Interactivity
Make sure your attendees are engaged with your content by taking advantage of more than 30 interactive tools, such as Q&A, surveys, polls, social media connections, and more.

• Intelligence
Detailed analytics and reports give you real-time insight into the engagement and behavior of each unique audience member, as well as event or campaign-level metrics, allowing you to better measure the success of your webinars.

• Integrations
Increase the effectiveness of your lead scoring and sales follow-up with seamless integration into all the most popular marketing automation and CRM platforms.

DELIVERY LEAD TIME
4–6 weeks. This allows time for training, setup of the first webinar, coordinating speakers/assets for the webinar and promotion of the webinar.
ON24 Webinar Delivery Options

ON24 Webcast Elite offers three ways to produce your webinar content, so that you can effectively reach your audience with each unique event:

**LIVE WEBINARS**
Live webinars are real-time events that let you combine streaming video, presentation slides, and interactive tools including Q&A, polling, Twitter feeds, LinkedIn connections, and more. ON24 webinars can support an unlimited number of attendees with powerful reporting and analytics capturing user data from every participant.

**BENEFITS OF ON24 LIVE WEBINARS**
- Create the excitement and energy of a live event
- Enjoy real-time interactions with your audience, discussing poll results, answering questions, and sharing via social media during the webinar
- Get same-day analytics on attendees and enable immediate follow up with your most engaged viewers

**ON-DEMAND WEBINARS**
On-demand webinars are events that a viewer can attend at their leisure, without the restriction of a broadcast date. All ON24 live webinars are made available to you for use as an on-demand webinar after the live event is complete. You also have the option to create a webinar that is available exclusively on-demand, with no corresponding live event at all.

**BENEFITS OF ON24 ON-DEMAND WEBINARS**
- ON24 on-demand webinars are fully interactive, letting your attendees feel engaged by responding to polls and submitting questions, which you can answer later by email
- Create webinar content to support an ongoing program or campaign, without being tied to a single event date or time
- Drive additional value from live webinars you already delivered — on average, up to 33% additional reach to new audiences for your highest-value webinar content

**SIMULIVE WEBINARS**
Simulive webinars are pre-recorded webinars that are scheduled, promoted, and delivered to simulate a live event for attendees. You also have the flexibility to combine simulive and live portions of the event, such as hosting a live Q&A after the simulive presentation is complete for a real-time connection to the audience.

**BENEFITS OF ON24 SIMULIVE WEBINARS**
- Ensure your presentation is error-free or include an important speaker who has a scheduling conflict by pre-recording those sections, but still enjoy the immediacy of a live webinar
- Regularly provide the same polished content without consuming valuable presenter time and still offer live Q&A — for example, facilitating weekly demos or new customer onboarding
- Reach different global audiences with a consistent presentation, but accommodate local time-zones and provide localized Q&A
ON24 Intelligence

ON24 Intelligence lets you more effectively identify your best prospects by providing detailed analysis on each webinar attendee’s unique behavior and engagement level. The intuitive ON24 Intelligence dashboard also gives you detailed data and reports to evaluate the success of your individual webinars. Plus, you have access to campaign-level analytics that aggregate metrics from all of your webinars to provide trending data on leads generated, engagement scores, and performance, so you can measure the ROI of your webinar program.

BENEFITS OF ON24 INTELLIGENCE

- Quickly identify your best leads for immediate follow-up and improve conversion with data that reveals the interests, engagement, and perspectives of webinar attendees
- Get real-time insight into performance at the webinar and campaign level, with reports that help you determine and demonstrate the ROI of your webinar program
- Take advantage of benchmark data to compare your webinar performance to the webinars of your peers and competitors, which may reveal areas of success or opportunity

DELIVERY LEAD TIME
Real-time
ON24 Connect

ON24 Connect provides seamless integration into all the most popular marketing automation and CRM platforms, so you can increase the effectiveness of lead scoring and improve sales follow-up. More than 30 types of metrics can be transferred, including campaign data, user registration information, viewing durations, and data from polls, questions and surveys.

**BENEFITS OF ON24 CONNECT**

- Shorten your buying cycle by providing sales with access to a record of a lead’s webinar interactions, including poll responses and questions asked, so they can engage in more personalized, meaningful follow-up
- Unify your marketing stack by seamlessly passing webinar performance metrics and attendee engagement data to your marketing automation and CRM platforms
- Improve your ROI measurement by tracking leads and pipeline from all your marketing webinars through to the close of the deal

**DELIVERY LEAD TIME**

Real-time
ON24 Gateway

ON24 Gateway helps marketers extend the reach of their best content, including on-demand webinars, videos, PDFs, and podcasts, from a single media library. Content can be promoted through a content gateway, embedded directly onto any webpage, and published to social media sites with a single click. ON24 Gateway lets you engage prospects and customers when and where they want to connect, moving them through the buying journey and ultimately increasing revenue.

BENEFITS OF ON24 GATEWAY

• Easily extend the reach of your digital content library, drive new viewers to your full library of on-demand webinars, and create accessible content tracks for specialized audiences
• Get instant analytics on engagement with your webinars, video, and PDF content
• Collect all your webinars, videos, and PDFs in a single, centralized content gateway

DELIVERY LEAD TIME

48 hours
ON24 Virtual Environments

ON24 virtual events make it easy to scale your training and events for a global audience. The engaging, 3D environment lets attendees move between content libraries, webinar screening rooms, informational sessions, networking lounges, and other event areas as conveniently as navigating a physical space — all from the comfort of their computer.

**BENEFITS OF ON24 VIRTUAL ENVIRONMENTS**

- Leverage valuable knowledge and experience by making it simple for subject matter experts to interact with large global audiences
- Easily build and customize virtual locations, upload content, and add webcasts using our visual layout editor
- Create an engaging user experience with interactive features including scheduled webinars, social networking, idea storming, group discussions, application sharing, scheduled chats, peer-to-peer collaboration, blogs, and much, much more
- Maximize usage and effectiveness by tracking all activity metrics and generating reports — including attendee behavior, content access, and social networking interactions

**DELIVERY LEAD TIME**

6–8 weeks
Popular ON24 Virtual Environments

RESOURCE CENTERS
A virtual briefing center gives you an immersive and interactive virtual environment that functions as a central online repository for a wealth of audience-focused content. This persistent and dynamic online platform aggregates your live and on-demand webcasts, rich media assets, branded content, and other resources and documents.

BENEFITS OF ON24 RESOURCE CENTERS
• A single, online destination to house your product literature, white papers, case studies, corporate videos, and demos in a format that is easily searchable by keyword
• Customized and engaging 3D environment that brings a real-life look and feel to your branding and builds communities among your customers, prospects and partners
• Easily add, update and remove content using the flexible and efficient ON24 content management system

VIRTUAL SHOWS AND SUMMITS
A virtual show is a flexible communications and demand-generation solution that provides an online venue for product launches, trade shows, and user conferences. The highly interactive digital environment boasts the look and feel of its physical counterpart, offering visitors an engaging experience that can complement or even replace major events.

BENEFITS OF ON24 VIRTUAL SHOWS AND SUMMITS
• Cross-sell, up-sell or launch a product in an engaging and easy-to-navigate environment, without the costs of live, in-person tradeshows or customer conferences
• Give participants access to live and on-demand video presentations, interactions with exhibitors, and professional networking with peers — without ever leaving their desks
• Drive up to 5x more leads than physical events
ON24: Changing the Way Companies Communicate

ON24 can help you accomplish all your business objectives. These are just a few of the ways you can use our webinars and virtual environments.

**MARKETING**

**Lead generation**
Webinars have been rated as the #1 marketing tactic for generating leads, according to Forrester’s Tech Marketing Planning Guidance.

**Lead nurturing**
Move prospects through the sales funnel with innovative rich-media webinars and virtual environments that further educate prospects.

**Product launches**
Reach a larger global audience at a lower cost than in-person product launches. Expand your reach, reduce your time to market, and significantly reduce or eliminate travel and in-person launch-event costs.

**Partner onboarding and enablement**
Create partner-enablement portals as a single destination for all the tools and resources partners need to be successful. Foster an online partner community that encourages social interactivity and engagement while also creating demand and awareness for your products and solutions.

**Customer education and retention**
Create customer portals with an ON24 virtual environment, as a single destination for customer training resources and product information. Foster an online customer community while creating awareness and cross-sell opportunities.

**User conferences**
Create virtual venues that complement or even replace physical events. Stream live keynote address(es), then provide additional presentations and panel sessions on demand. Increase your reach to interested parties that did not attend the event — getting even more value from your presentations, collateral, and exhibitor booth content.

**Global events**
Create virtual venues with multiple language options, allowing you to increase your ROI by reaching audiences around the world by making the content available to a global audience who can participate from any location, from any device.

**Partner training**
Use ON24 to deliver high-quality training webinars and product content directly to your partner community, regardless of their location. Create a virtual corporate university to house and continually update live and on-demand webcasts and other educational content.
TALENT MANAGEMENT AND LEARNING

Onboarding
Easily and efficiently get new hires up to speed with simulive and on-demand webinars or media-rich virtual events.

Employee training
Gone are the days of flying trainers around the globe for costly in person sessions. Instead, ON24 provides a suite of training, testing, and certification tools that transform your webinars into a powerful platform for corporate training.

INTERNAL OR CORPORATE COMMUNICATIONS

Town halls and CEO addresses
Reach your entire workforce, wherever they are, at the same time. And archive critical addresses for on-demand viewing by new hires or employees who were out of office during the live address.

Company-wide meetings
Turn your corporate meetings into highly engaging interactive events, packed with Q&A, polls, and collaboration. These interactive features encourage engagement and make employees feel comfortable asking questions, even at large company meetings.

Sales kickoffs
Share past successes and new goals with the entire sales team. Save time and money by bringing your global workforce together in a convenient webinar or virtual environment.
Get started with ON24

Are you ready to begin delivering engaging and high-impact webinars and digital experiences? As an ON24 customer, you can take advantage of the most powerful webinar marketing platform by choosing from a variety of out-of-the-box solutions or by working with ON24 to customize your fully-integrated, customer-focused solution. Let us show you how ON24 can help you maximize your webinar program ROI and deliver your message to the broadest audience in the most timely, effective, and cost-efficient manner possible.

CONTACT SOLUTIONS@ON24.COM FOR MORE INFORMATION.
ABOUT ON24, INC.

ON24 is the leading webinar marketing platform for demand generation, lead qualification and customer engagement. Its award-winning, patented, cloud-based platform enables companies of all sizes to deliver engaging live and on-demand webinars. Providing industry-leading analytics that can be integrated with all leading marketing automation and CRM platforms, ON24 enables marketers to optimize demand generation, enhance lead qualification and accelerate sales pipeline opportunities.

Additional applications for the ON24 product portfolio include virtual training, talent development and town hall meetings. More than 1,000 enterprises rely on ON24, including IBM, CA Technologies, Merck, JPMorgan Chase, Credit Suisse, and SAP. The company is headquartered in San Francisco, with offices throughout the world. For more information, visit ON24.com.